



## **American Institute of Stress 2007 Awards for Distinction and Innovation**

*The multibillion dollar market for stress reduction products and services has spawned a plethora of promotional advertisements making deceptive and fraudulent claims that are difficult to distinguish from the few that are legitimate. Consumers are confused. Learn how to separate the wheat from the chaff.*

Yonkers, NY, January 01, 2008 --(PR.com)-- The market for stress reduction services and products is immense and increasing because of growing evidence of the contribution of stress to heart attacks, cancer and a host of other diseases. As a result, entrepreneurs, charlatans and misguided zealots are promoting numerous stress reduction devices, supplements, products and programs that make extravagant claims. The vast majority are supported only by anecdotal reports and paid testimonials. Very often, as in the case of supplements that promise weight loss by reducing stress, scholarly articles from prestigious journals are cited to provide a patina of scientific credibility. However, these are totally irrelevant and have nothing to do with the product, which is confusing to consumers, who are unable to separate the wheat from the chaff. This is in contrast to others that have proven benefits based on double blind clinical trials and/or a plausible rationale for their mechanisms of action.

Because of the plethora of worthless products, legitimate ones are apt to be painted with the same brush so that the baby is thrown out with the bath water. Find out what's hype and what really offers hope. The American Institute Of Stress has served as an ombudsman in this murky area for three decades, and is proud to announce the following as recipients of our 2007 Award For Distinction and Innovation.

[www.emWave.com](http://www.emWave.com)

[www.StressEraser.com](http://www.StressEraser.com)

[www.StressStop.com](http://www.StressStop.com)

[www.peakachievement.com](http://www.peakachievement.com)

[www.relaxity.net](http://www.relaxity.net)

[www.alpha-stim.com](http://www.alpha-stim.com)

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