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STRESSED OUT?  
LOG ON TO [WWW.STRESSBUSTING.CO.UK](http://WWW.STRESSBUSTING.CO.UK)

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## New Website Tackles 'The Epidemic Of The Age'

*SITE ADVISES HOW TO STOP STRESS RUINING YOUR LOVE LIFE,  
AND REVEALS WHY KATE WINSLET SWEARS BY THE STRESSBUSTING  
QUALITIES OF THE MEXICAN YAM*

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### The Stressbusting Benefits Of...

**Torrid Sexual Fantasies  
Dogs In The Office  
Therapeutic Groaning  
and Where To Take A Stressbusting Break**



## Stress - The Biggest Occupational Hazard We Now Face.

Stress, says the TUC, is 'the biggest occupational hazard we now face'. Seventy-four per cent of UK employees, meanwhile, told a recent Industrial Society survey that stress was their major health concern; and insurance claims on work-related stress are up 90% in a decade.

'Stress is the epidemic of the age', says **PETER FREEDMAN**, co-editor of '[Stressbusting.co.uk](http://Stressbusting.co.uk)', a new website set up to mop the stressed national brow. 'It is the plague of the non-stop, 24/7, 21st century.'

But how stressed are you? And which of the umpteen stressbusting therapies should you pick to block your battling betas? For expert responses to these and other frantic questions simply log on to [www.stressbusting.co.uk](http://www.stressbusting.co.uk).

'[Stressbusting.co.uk](http://Stressbusting.co.uk)', says Freedman, 'is the first website that combines tips for beating stress and interviews with the funkiest new stress gurus with stacks of advice, from how to prevent stress ruining your love life to where to go on a stressbusting break. It even reveals why Kate Winslet swears by the stressbusting qualities of the Mexican yam.'

'[Stressbusting.co.uk](http://Stressbusting.co.uk)' offers everything from:

- ⊕ A stress test designed to measure your own Stress Quotient (SQ)
- ⊕ An A-Z of stress therapies, from yoga to Reiki, reflexology, ayurvedic medicine and smudging
- ⊕ Stressbusting tips from top experts
- ⊕ Celebrity stressbusting secrets: from Madonna, Kate Winslet, Martine McCutcheon
- ⊕ A guide to some of the best stressbusting breaks in Scotland
- ⊕ The stressbusting secrets of food, sex, exercise, flowers, massage and meditation, plus how horses and even dogs can help reduce stress levels.



## Contributions from Health, Nutrition and Stress Experts

'[Stressbusting.co.uk](http://Stressbusting.co.uk)' carries contributions from health, nutrition and stress experts as well as top feature writers from the national press.

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• *The Sunday Times*' **Dr ROGER HENDERSON** describes the tell-tale signs of stress and advises how to know when you need further help

• **INGRID MILLER**, agony aunt of *Essentials* magazine, answers readers' queries and gives her top stressbusting tips

• **LISA FREEDMAN** (*Daily Telegraph, Woman & Home*) recommends a life coach, the art of assertiveness and 50 tips of getting better organised

• Health author **SUZANNAH OLIVIER** explains which foods can boost our resistance

• **CAROLINE LAW** (*Sunday Times, The Times, Marie-Claire*) writes on the stressbusting benefits of exercise

• **ANDREW G MARSHALL** (President of the British Men's Counselling Association and contributor to *The Independent and Daily Express*) addresses stress-inducing habits within relationships.

• **CHARLES DONOVAN** (*Evening Standard, Sunday Telegraph, The Independent, Woman & Home*) learns how to unwind at work and travels to Scotland to check out its stress-free credentials.

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**The site is bright, authoritative and available now on a computer screen near you... although regularly updated. And, among forthcoming articles...**

• **SALLY KINNES** (*The Guardian, The Sunday Times*) interviews the American stress guru who advises immersion in torrid sexual fantasy, and the Australian guru of groaning, the ultimate stressbuster

• **JOHN HIND** (*The Observer, The Independent on Sunday, Hot Dog, Esquire and Talk magazines*) looks at how horse-grooming and the office dog can rekindle our karma.



## Win an All-Expenses-Paid Weekend to Scotland

Future features on [www.Stressbusting.co.uk](http://www.Stressbusting.co.uk) (due in June 2001) will include an interactive relaxation gallery, boasting up to ten soothing screensaver downloads, five mouse-effect screens with background music loops and a Real Audio ambient music station.

In the meantime, there's a chance to win an all-expenses-paid weekend on the wild East coast of Scotland (the perfect place for a stressbusting break) for anyone already chilled enough to press

'[Stressbusting.co.uk](http://www.Stressbusting.co.uk)' has been developed in association with **The Scottish Tourist Board (STB)** and carries direct links to the official gateway website for the STB, [www.visitscotland.com](http://www.visitscotland.com).



**Geraldine Bell**, STB's Deputy Director of UK Marketing said: 'We know that people are finding their lives more and more stressful and we also know that Scotland's great strength is the fact that it is a wonderful destination for stressbusting.'

People come here for the chill out factor and this website is a way of focusing their minds on the changes they need to make to help them live healthier lives – including a short break to



For more information on stress and its antidotes, call the utterly serene:

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