

# Manage Your Stress *Living with Diabetes*

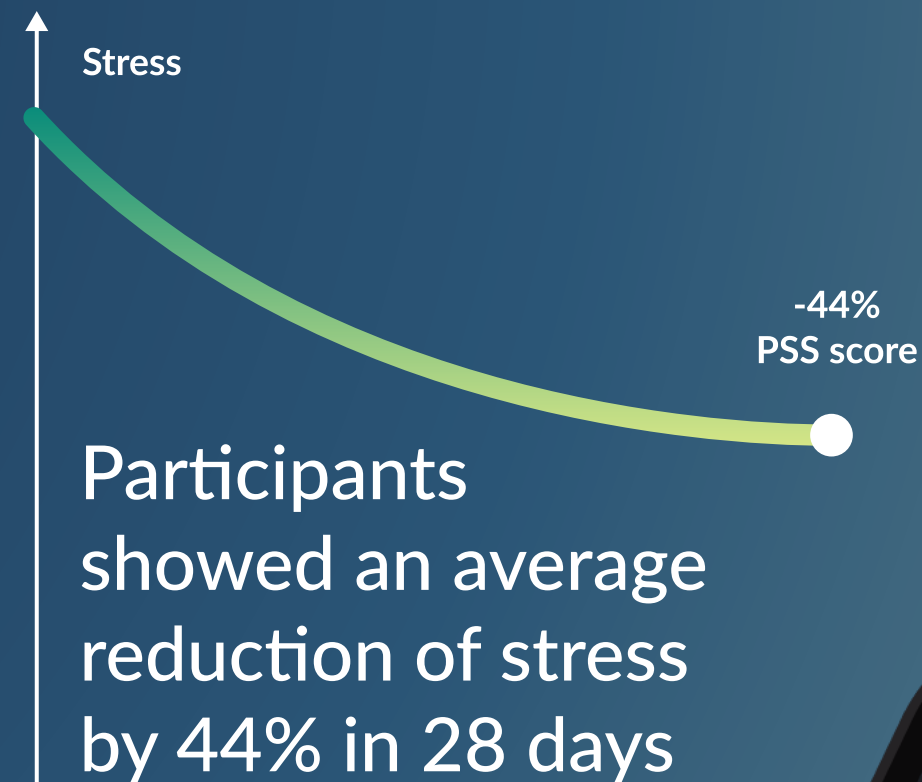
Your daily breath for balanced health

The first app specifically made for people living with diabetes to help manage stress levels

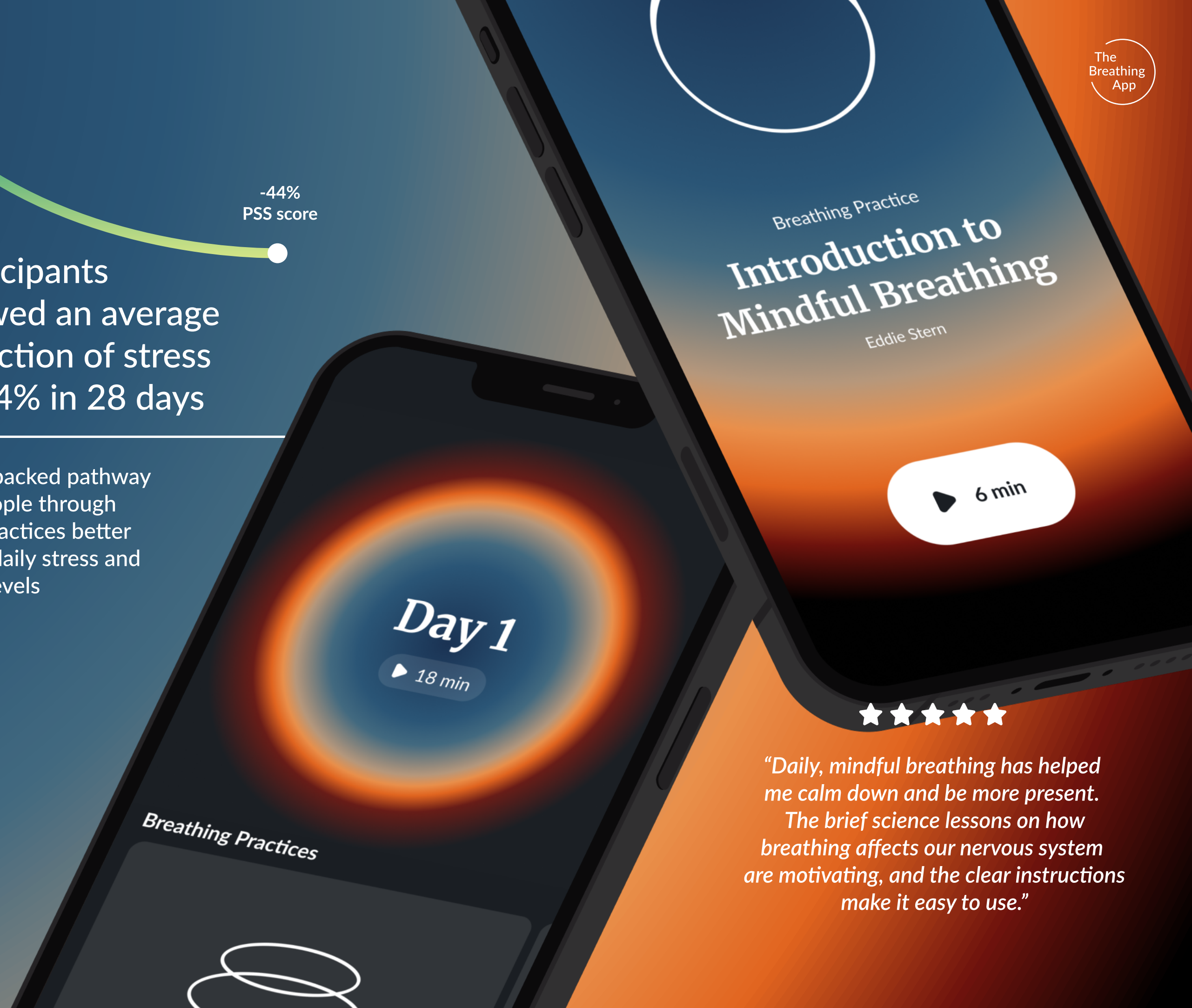
- Daily breathing
- Daily mindfulness
- Daily health education
- All in 15 minutes per day



**The New York Times**



Science-backed pathway helps people through simple practices better manage daily stress and anxiety levels



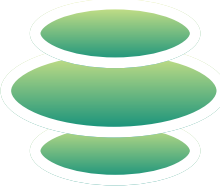
The Breathing App

*"Daily, mindful breathing has helped me calm down and be more present. The brief science lessons on how breathing affects our nervous system are motivating, and the clear instructions make it easy to use."*



# The Breathing App for Diabetes

Now available for preorder



## Improves Relaxation and Sleep

### *Reset Button for Stress*

Get control back with a simple  
yet effective intervention.



## Supports Heart Health *and Vagus* Nerve Balance

### *28 Days Program to Support Stress Management*

Learn techniques that can help you  
get your stress under control.



### *Long-Term Health Benefits Associated with Stress Management*

Building new healthy habits in just  
a few minutes a day.

## Increases Mental *and Emotional* Wellbeing

People with diabetes have autonomic nervous system imbalance.

Slow breathing increases the tone of the parasympathetic (rest-and-digest) branch of the nervous system, restoring balance to the nervous system in people with diabetes.

Diabetes is associated with reduced blood flow.

Slow breathing synchronizes the heart, lungs, and nervous system (a state of "resonance"), which enhances blood flow and allows the body to function efficiently and optimally.

People with diabetes suffer from higher rates of stress & anxiety.

By stimulating the parasympathetic nervous system, slow breathing reduces stress and anxiety in as little as 5 minutes.

People with diabetes face daily emotional stressors associated with the disease.

Slow breathing boosts heart rate variability (HRV) and mental resiliency, allowing people with diabetes to handle and bounce back from daily diabetic stressors easier.

Diabetes is associated with chronic inflammation.

Through stimulation of the vagus nerve and activation of the "relaxation response," slow breathing reduces inflammation and oxidative stress.

Diabetic complications are partially caused by lack of oxygen at the cellular level (tissue hypoxia).

Slow nasal breathing improves blood flow and harnesses nitric oxide, increasing oxygen uptake in the blood and improving whole-body oxygenation.



# Our People Love the App



*"The Breathing App is all you need for a deep dive into breathing and mindfulness and a tool for changing your whole life for the better. The sessions are well-researched, motivating, and helpful, and I really enjoyed the weeks of practicing."*



*"This 28-day journey was an incredible learning experience. I immediately felt less tense and calmer after starting the practices. Now, I'm better equipped to manage Type 2 Diabetes-related stress."*

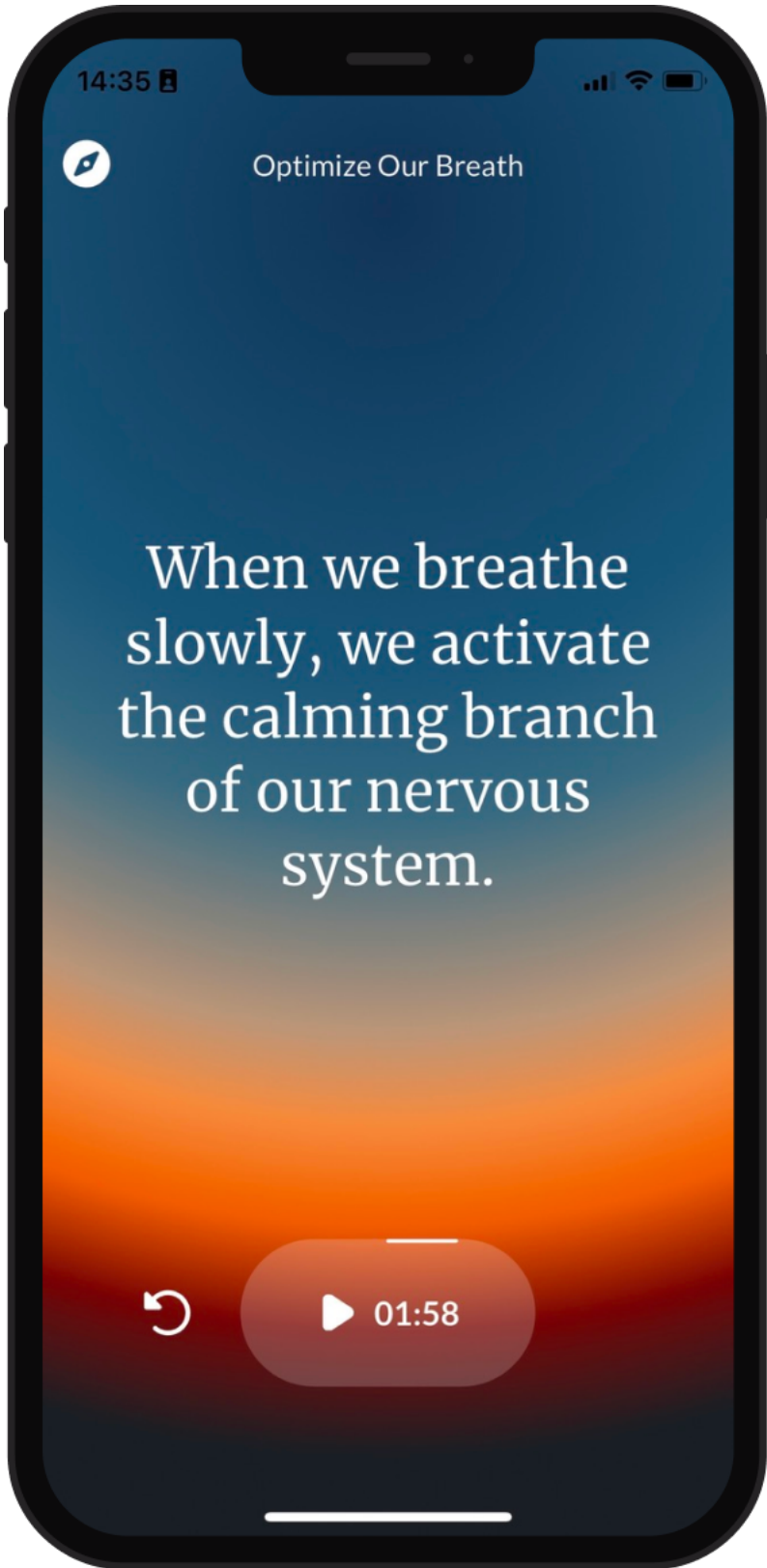


*"I use this app 3 times a day to calm the hell down."*

Now available for preorder



Daily bite-sized lessons will explain the science and benefits of the breathing practices



Learn simple breathing techniques and practices to do each day to improve your health



Evidence-based research shows that with slow breathing:

In 5 min

Decrease in anxiety levels

1.Magnon at al. (2021)

In 5 weeks

15% reduction in risk of heart disease

2.Chaddha at al. (2019) 3.Bundy at al. (2017)

In 3-12 months

0.5% ... 2.0% reduction in HbA1c levels

4.Hegde at al. (2012) 5.Kulur at al. (2009) 6.Surwit at al. (2002)



9 out of 10 users reported improved stress levels after completing the 28-day program

# The Founding Team



## **Eddie Stern**

Yoga Teacher, Researcher  
and Educator

- NYC
- 30 years experience
- published books and magazines
- built yoga school



## **Sergey Varichev**

Software Engineer  
and Technical Enthusiast

- Prague
- 15 years of career
- scaled companies from 3 person to 35 000 employees
- passion for yoga, neuroscience and psychology



## **Maksim Luhouski**

Product Designer  
and Consultant

- Amsterdam
- 12 years experience
- ran consulting services for products with multi-million audience
- passionate about psychology and physical practices



## **Dilesh Mehta**

Serial Entrepreneur,  
Philanthropist

- London
- Successful fragrance entrepreneur with brand franchise expertise
- Committed to social responsibility through the BC Mehta Trust
- Mentors start-ups and serves on a fashion line board

# References

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**Slow breathing increases the tone of the parasympathetic (rest-and-digest) branch of the nervous system, restoring balance to the nervous system in people with diabetes.**

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**By stimulating the parasympathetic nervous system, slow breathing reduces stress and anxiety in as little as 5 minutes.**

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**People with diabetes face daily emotional stressors associated with the disease.**

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**Slow breathing boosts heart rate variability (HRV) and mental resiliency, allowing people with diabetes to handle and bounce back**

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