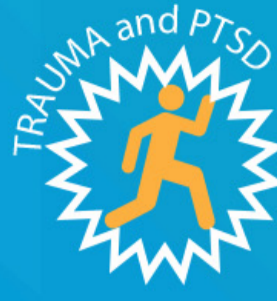


WHAT IS EMDR?

25 years of quality research has proven that this therapy helps people resolve issues of many kinds more quickly than other therapies, and that the healing "sticks" even 15 months later.

EMDR stands for **EYE MOVEMENT DESENSITIZATION** and **REPROCESSING** and has been proven to decrease stress related to



"I've made **MORE PROGRESS** in 3 months of **EMDR** therapy than I did in **20 YEARS** of talk therapy."
—KB

What is a TRAUMATIC Event?



- WITNESS DEATH OR INJURY
- COMBAT
- SEXUAL ASSAULT
- ACCIDENTS
- NATURAL DISASTER
- CHILD SEXUAL ABUSE



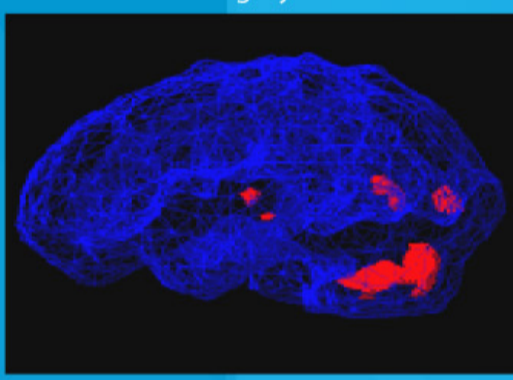
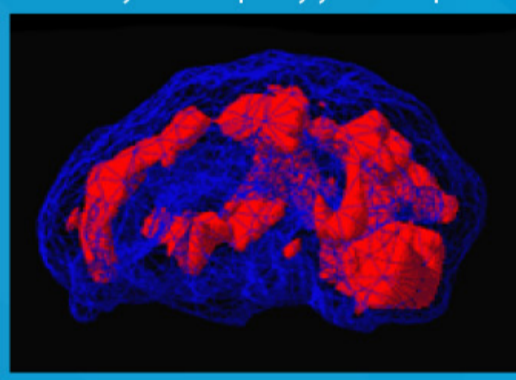
EMDR Therapy in process



EMDR Therapy, or Eye-Movement Desensitization and Reprocessing, uses eye movements to help the brain to "digest" distressing memories and allow them to be stored in a calmed form, properly relegated to the past. It seems they may now rest in the left hemisphere as a re-written story. You can think of this as a reorganizing the library of memories within your brain.



Once the memory of a distressing experience has been desensitized, EMDR Therapy helps the story end with a positive conclusion about yourself. "EMDR Therapy helps the natural inner health in your brain to spontaneously find a stronger sense of self-esteem" Dana Terrell, LCSW, EAC. The first EMDR researcher, Francine Shapiro, calls this healthy brain capacity your "Adaptive Information Processing" System.



EMDR research shows a **SUCCESS RATE** for EMDR in the treatment of PTSD of **80-90%**, in 1/3 to 1/2 the time of CBT.



The results hold for 15 months per follow-up studies. This is why the World Health Organization recommends only 2 treatments for PTSD: **EMDR** and CBT (Cognitive Behavioral Treatment).

STATS:

44% of Americans feel more stressed than they did 5 years ago.*

Trauma can affect 5.2 MILLION Americans at any given time.

Annual cost is over \$42 BILLION, often due to original misdiagnosis and under-treatment.

This includes various medical treatment costs, workplace costs, mortality costs and drug costs.

Today EMDR is "highly recommended" as an effective form of therapy for trauma by the



NATIONAL INSTITUTE OF MENTAL HEALTH (NIMH),

the WORLD HEALTH ORGANIZATION (WHO),



Department of Veterans Affairs

the DEPARTMENT OF VETERAN AFFAIRS and

the DEPARTMENT OF DEFENSE,



the AMERICAN PSYCHIATRIC ASSOCIATION



and numerous international guidelines.

Sources:
1. 18 Wilson, S.A., Becker, L.A., & Tinker, R.H. (1997).
2. www.stress.org/
3. www.comprehensivetherapyapproach.com