

## **NEW VIDEOS TO RELIEVE STRESS: SIMPLY WATCH, LISTEN AND MEDITATE**

Nearly 2.7 million Canadian workers have accumulated a loss of productivity exceeding 155,000 person-years, representing a total of \$6.02 billion. (Source: Canadian Press, June 4, 2001, according to a study by Health Canada)

TORONTO, ONTARIO, September 10, 2004 – More than 30,000 man hours are lost annually in the business world in Canada alone, due to employee stress. Now, the Psychÿl Company has developed a new DVD series to provide relief from stress, aid in meditation and promote general wellness.

The Psychÿl DVD series (pronounced as “cycle”) combines cutting-edge digital technology to create this unique new form of trans-morphing visual art sequences integrated with original music and the proven science of binaural beats. The DVD’s provide structured meditation relaxation time with “brain entrainment” so that meditation can be achieved by those that are unable to do it, don’t make the time, or don’t know how. Stressed individuals can find relief, sleep and other health benefits, just by watching and listening.

The Psychÿl DVDs are a unique series of art for wellness and there is nothing else like it available, “ said Deb McEachern, visual artist of Psychÿl. “We have applied the concepts of traditional meditation aids to our unique method of art sequencing and music integrated with brainwave science to create not only a new art form, but also something people could use to help them relax and meditate,” added Brent Alan Plain, composer/producer of Psychÿl. The first four DVDs in the Psychÿl series are: “The Bright Seed”, “Birth of Planets”, “The Sea of Life”, and “Inner Island”, each containing different art, music, and frequencies of theta brainwave science.

For more information, visit [www.psychyl.com](http://www.psychyl.com)

### **About Psychÿl:**

This is a collaboration of the Canadian art duet known as "db", which is visual artist, Debra McEachern and composer/producer, Brent Alan Plain. The work combines uniquely transforming visual and musical interpretations of ancient meditation aids, embedded with a proven brainwave science known as binaural-beats. When a person meditates, theta brainwaves can be measured on an EEG and this theta state of consciousness offers many health benefits such as: reduced anxiety, reduced blood pressure, improved sleep, and an improved immune system. Psychÿl combines theta-wave binaural-beats with a new form of art and music to help entrain the brain into a theta state of consciousness. Currently there are four Psychÿl DVDs being released this fall to coincide with the premiere screening at the National Film Board's Mediatheque in Toronto.