



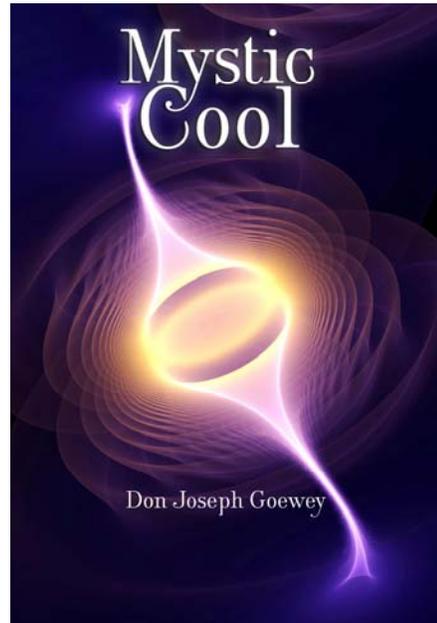
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Business

Transcend Stress and Maximize Your Creative Intelligence

Stress is just a fact of life...right? What if that wasn't true? What if a simple shift in attitude was the key to transforming a life filled with panic, overwhelmed, and fearful thinking to one filled with abundant peace and joy? Emerging scientific research proves your attitude has the power to change your life. Today, ***Mystic Cool*** hits bookshelves nationwide, explaining step-by-step how to calmly turn away from stress and walk in the direction of the brilliant life we are born to live.

In ***Mystic Cool***, Don Joseph Goewey reveals how a dynamic shift in attitude can rewire your brain, making you immune to the stress that diminishes life at every level that counts. Often pointed in different directions, neuroscience (the brain), psychology (the mind) and spirituality (the heart) have found a common home in ***Mystic Cool***. Goewey shows how our mindset can strengthen higher brain function—or weaken it. With this new attitude comes the power to quiet the neural circuits of fear that generate stress, freeing us to live to our fullest potential.



“The chief factor blocking our brilliance is stress. Stress is the way our minds deal with fears, whether they are real or imagined,” explained Goewey. “Stress is toxic to the brain. Free of fear, we can be empowered to love deeply and live to our fullest potential.”

The science behind ***Mystic Cool*** lies in the emerging field of neuroplasticity, which proves that our brains have the amazing ability to constantly change, grow, and adapt—no matter our age or

situation. A dynamically peaceful attitude *literally* strengthens the higher order brain function that makes us brilliant problem solvers.

A brain unencumbered by stress naturally generates the creative intelligence that not only sees the solution inside a problem but creates solutions that work. We call this capacity “peak performance.” A brain chronically under stress, on the other hand, is incapable of sustaining peak performance. ***Mystic Cool*** defines the attitude to build the brain structure for success, transforming effort into the joy of excelling.

“***Mystic Cool*** is the ability to reverse the negative effects of stress on the brain, the body, and the emotions, quickly shifting your life from fear to peace, from sickness to health, and from insecurity to confidence and strength, simply with a change in attitude,” continued Goewey. “It secures the mind-body connection for optimal health and wires us for success for the long-term.”

In light of today’s volatile economic climate, many people are struggling to break the cycle of stress in their lives. Stress has a serious impact on our health - it jolts our cardio-vascular system, dampens immunity, triggers obesity, causes sexual dysfunction, darkens our mood, and disrupts our ability to form positive relationships. A hundred years ago people died of bacterial infections. Now it is a stress related disorder or disease that’s likely to do the job.

Goewey’s real-life experiences with stress led him to pen ***Mystic Cool***. In a 10-day period, he lost his job as an executive at Stanford University Medical School, separated from his wife and was diagnosed with a brain tumor. His life turned from the science of medicine to the neuroscience of healing. ***Mystic Cool*** shares his learnings based on the simple premise Stress is Fear and Peace is Power.

“This book is going to go off the charts,” noted John Assaraf, bestselling author, featured teacher in *The Secret*, and CEO of OneCoach. “***Mystic Cool*** shows us how to live the attitude that builds a powerful brain, so we can succeed at what really matters to us. It is absolutely excellent.”

Don Joseph Goewey’s career spans three decades, and includes work with Carl Rogers and Gerald Jampolsky. He has worked in some of the most stressful places on Earth, from Bosnian refugee camps to AIDS wards to inner city schools. As the co-founder of ProAttitude, he now works towards applying this attitudinal shift in the workplace.

Mystic Cool is fresh with useful, applicable tools that are literally life changing. In making neuroscience accessible to the layman, Goewey provides a clear road map for navigating the storms of stress and finding the eye where we flourish.

To learn more about ***Mystic Cool***, visit www.mysticcool.com.