

Unwinding Anxiety®

Unwind Your Mind

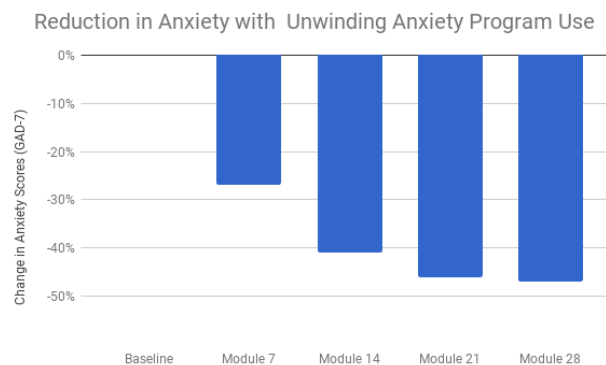
Facts

What

The first clinically proven digital therapeutic program that targets anxiety at its core, *Unwinding Anxiety* was developed by MindSciences utilizing cognitive neuroscience, evidence-based mindfulness training, & emerging mobile health technology to break the cycle of worry. *Unwinding Anxiety* is a scientifically-based, step-by-step training program utilizing mindfulness to create new behavior patterns and help users overcome stress, anxiety and panic.

The behavior change training of Unwinding Anxiety was developed at Yale University School of Medicine by Dr. Jud Brewer MD, PhD, and is based on (1) research into how the brain forms habits, (2) evidence-based mindfulness practices that have been translated for modern-day use through programs such as mindfulness-based stress reduction (MBSR), and (3) digital delivery platforms.

To develop the Unwinding Anxiety program, Dr. Brewer created over 30 behavior change training modules anchored around how anxiety is learned and reinforced. Over the course of six rounds of interactive pilot testing with individuals ranging in age from 13 to 77, meeting criteria for anxiety disorders, Unwinding Anxiety® participants experienced a 47% reduction in the Generalized Anxiety Disorder-7 (GAD-7) scale. In a clinical study with physicians with moderate to severe anxiety, Unwinding Anxiety reduced GAD-7 scores by 57% three months after treatment initiation. The GAD-7 scale is used by mental health clinicians and physicians to track anxiety symptoms in individuals with Generalized Anxiety Disorder, Panic Disorder, and Social Anxiety Disorder.



Why

The anxiety epidemic: Anxiety affects more than 40 million Americans (nearly 18% of the U.S. population) with nearly 22 million Americans experiencing social and general anxiety disorders, according to the National Institute of Mental Health and the Anxiety and Depression Association of America. Further, Generalized Anxiety Disorder alone affects 6.8 million adults, or 3.1% of the U.S. population, yet only 43.2% are receiving treatment. Women are twice as likely to be affected as men (Anxiety and Depression Association of America).

How

The *Unwinding Anxiety* program focuses on teaching individuals to (1) understand how anxiety is developed and perpetuated through reinforcement learning; (2) learn how to recognize these anxiety “habit loops;” and (3) learn how to bring

mindful awareness to moments of anxiety so they can “ride out” habitual mind states that perpetuate and reinforce anxiety. In essence, individuals learn to hack the very reinforcement learning system that sets up anxiety and worry thinking patterns that perpetuate it, to step out of the habit loops, and into a new, healthier relationship with themselves.

The program is comprised of a mobile app-based platform that delivers progressive daily trainings via 30 short daily video modules developed by Dr. Brewer. Designed to take less than 10 minutes a day, the mindfulness training modules are anchored around how anxiety is learned and reinforced based on theory, clinical practice, and previously successful mindfulness trainings (smoking and emotional eating). The videos are supported by in-the-moment exercises to help reduce the grip of anxiety the moment it arises, daily app-initiated check ins, live weekly check-ins with experts, options for customized coaching and a supportive online community.

A built-in self-assessment is taken after every seven modules to ensure key concepts are learned before moving on (with automated suggestions on which modules to repeat based on one’s answers).



Creator Dr. Judson Brewer MD, PhD, is a neuroscientist and psychiatrist who has devoted his career to studying the science of habit formation, from addiction to self-mastery. He has over 20 years of experience conducting evidence-based clinical and neuroscience research and has developed a number of trainings for behavior change based on these scientific insights.

Dr. Brewer is the Director of Research and Innovation at the Mindfulness Center at Brown University where he is also an Associate Professor in Behavioral and Social Sciences in the School of Public Health and Psychiatry department in the Medical School. He is also an MIT research affiliate in the Department of Brain and Cognitive Sciences.

Price \$29.99 for one month, \$139.99 for six months and \$209.99 for one year. All plans include all modules, lessons, group coaching calls & community support.

Availability Unwinding Anxiety is available on iPhones and Android platforms.

Website <http://www.unwindinganxiety.com/>