



# *BreathSpan*<sup>TM</sup>

**Breathe less. Live more.**

A simple daily practice to improve calm, focus, resilience, and energy.



## Why your breath matters

Your breath is more than oxygen. It is one of the few systems in your body that connects the conscious and unconscious mind.

Every breath sends signals to your nervous system about whether you're safe or under threat. When breathing becomes fast, shallow, and chest-dominant, the body often shifts toward stress and survival.

When breathing becomes slower, nasal, and diaphragmatic, the body receives a different message: You are safe. And when the body feels safe, recovery, focus, and resilience become possible.



## The hidden cost of modern breathing

Many people breathe too much. Modern stress, constant stimulation, poor posture, mouth breathing, and screen time can create a pattern of over-breathing. Common signs include:

- Feeling tired despite adequate sleep
- Frequent stress or overwhelm
- Difficulty focusing
- Restless sleep
- Mouth breathing during the day or night
- Tight neck and shoulder muscles

The goal isn't to breathe harder. The goal is to breathe more efficiently.

*The core BreathSpan™ principle?*  
**Your breath is the remote control for your nervous system.**



## The BreathSpan™ Reset

When to use it:

- Before a meeting
- During stressful moments
- Before sleep
- After exercise
- Anytime you need to regain clarity

### Why it works:

A longer exhale may:

- Activate the parasympathetic nervous system
- Support heart rate variability (HRV)
- Reduce feelings of stress and tension
- Improve focus and emotional regulation
- Promote recovery and sleep readiness

Small shifts in breathing can create meaningful shifts in physiology.

Your breath becomes a signal of safety to the brain and body.

#### Step 1: Posture

Sit or stand tall. Relax your shoulders. Place one hand on your chest and one on your abdomen.

#### Step 2: Breathe Through Your Nose

Inhale gently through your nose. Allow your lower ribs and abdomen to expand. Keep the chest relatively quiet.

#### Step 3: Extend the Exhale

- Breathe in for 4 seconds
- Breathe out for 6 seconds
- Continue for 10 breaths

Slow. Quiet. Effortless.



## Your daily BreathSpan™ ritual

### The Biological Bookends

Build the habit around the two moments you control most:

#### Morning (1 minute)

Before checking your phone:

- Step outside if possible
- Take 10 slow nasal breaths
- Feel your feet on the ground
- Set your intention for the day

#### Evening (1 minute)

Before sleep:

- Dim the lights
- Practice 10 breaths using a 4-second inhale and 6-second exhale
- Allow your body to transition from doing to recovering

These small rituals help restore rhythm to the nervous system and create consistency over intensity.

You don't need more willpower.

You need better signals.

Every breath is information.

Every breath is training.

Every breath is an opportunity to return to yourself.

# *BreathSpan*™