

## Kalms #lifelifeready Campaign

### Living Life Ready

Anxiety - we all experience it occasionally, but with almost one in five people feeling anxious a lot or all of the time<sup>i</sup>, anxiety has become a common problem.

For those with anxiety it may feel difficult to take on what each day brings and to #lifelifeready for whatever life throws at us. However, there are steps you can take to help you make the most of each day and #lifelifeready in spite of anxiety.

This is why Kalms are working to raise awareness of the importance of spotting the signs of anxiety and are encouraging those with anxiety to talk about how they #lifelifeready, by sharing their top tips to get through those anxious moments.

We invite you to take part in the Kalms #lifelifeready Campaign and, using the background information included in this pack as a guide, track your daily experiences over the next week.

**We encourage you to describe how you #lifelifeready with anxiety, including steps you take to help overcome your anxious feelings. Whether it's listening to music, keeping a journal, exercising or meditation, we want to know!**

**See our top #lifelifeready tips for inspiration and ideas.**

## How is anxiety different to stress?

Many people use the terms interchangeably, but they are different – although the symptoms can feel very similar.

The word stress is usually used to describe the feelings people experience when the demands made on them are greater than their ability to manage. For example; having too much work to feasibly manage, dealing with a serious medical problem or financial issues. Generally, the cause of stress is very clear, but anxiety is an unease about something with an uncertain outcome – and that unease can exist even when the cause of the worry is gone. Anxiety is the anticipation of a threat often in the absence of an identifiable threat being present, which can make it feel particularly distressing.

The core symptoms of anxiety are feelings of apprehension, uncertainty, and worry, and it can become problematic when it is excessive or present over a long period of time.

If you experience anxiety, we encourage you to use the charts within this pack to help spot the signs over the next week, and to track the ways you cope with anxiety each day that help you #livelifeready.

## What is Anxiety?

Anxiety by definition is “A feeling of worry, nervousness, or unease about something with an uncertain outcome”.

It’s perfectly normal to feel anxious occasionally, but for many anxiety can occur regularly, for no apparent reason. Women are almost twice as likely as men to be diagnosed with anxiety disorders<sup>ii</sup>, and recent research also suggests it most commonly affects the under 35’s<sup>ii</sup>.

Signs of anxiety may be confused with hectic modern lives, and leave us feeling ‘out of balance’, without knowing why. Symptoms can be both psychological and physical, and may encompass one or a number of symptoms.

Possible symptoms of anxiety include;

Psychological Symptoms	Physical Symptoms
Poor concentration	Headaches
Insomnia caused by a racing mind	Nausea
Feelings of restlessness	Stomach upsets
Irritability	Muscle tension
Agitation	Racing heartbeat
Tension	Sweating
Dread	Dry Mouth
Spinning thoughts	Tinnitus
Fear of losing control	Reduced libido

Long term, the quality of life, health and wellbeing of someone experiencing anxiety can be greatly affected, so it’s important to spot the signs.

## Daily #livelifeready Diary

Week One	Day 1	Day 2	Day 3	Day 4	Day 5	Day 6	Day 7
Feelings of anxiety? Y/N							
Symptoms (if any) of anxiety?							
What did you do to #livelifeready?							

## Top #livelifeready Tips

### 1. Slow and steady

*If you're feeling anxious, try taking slow deep breaths; calmly inhaling for 4 seconds through your nose, then exhaling for the same via your mouth. Studies show practising a breathing technique can stimulate the part of the nervous system responsible for relaxation, helpful in reducing anxiety.*

### 2. Take a mindful moment

*Mindfulness - the practice of being present in the moment and noticing our feelings, body, thoughts and environment - has been found to improve mental wellbeing and be beneficial for anxiety. Being mindful can be as simple as paying more attention to things we touch, see, smell and hear, like savouring our morning cup of coffee, rather than being caught up in our whirring thoughts. Visit NHS Choices for an introduction to Mindfulness*  
<http://www.nhs.uk/conditions/stress-anxiety-depression/pages/mindfulness.aspx>

### 3. Know your triggers

*Knowing what exacerbates your anxiety is an important step in addressing the issue. Often we avoid situations that make us feel anxious – but this is counterproductive and can make our fears worse. Facing what we're worried about can help alleviate the anxious feelings – whether it's been making that phone call you've been putting off, replying to an email or even tidying the house.*

### 4. Time to talk

*Sharing your worries with a trusted family member or friend can make them seem less daunting, and voicing your fears out loud may help you put them into perspective. You can also turn to anxiety support organisations for advice in times of need.*

### 5. Write it down

*Try taking some time at the end of each day to write your worries down. Offloading thoughts in this way may help you slow down your thinking, step away from a continuous cycle of*

worry and clear the mind. Writing a to do list also allows you to commit to paper all the tasks you still need to complete – without spending excessive time thinking about, and trying to remember, them.

\*These tips are for feelings of mild anxiety. For severe anxiety symptoms or those lasting over 2 weeks, talk to your GP for further guidance.

-ENDS-

## Kalms Lavender

Kalms Lavender One-A-Day Capsules are a new launch from Kalms.



Kalms Lavender One-A-Day Capsules is a traditional herbal medicinal product used for the temporary relief of the symptoms of mild anxiety such as stress and nervousness, exclusively based on long standing use as a traditional herbal remedy. Always read the label.

Kalms Lavender One-A-Day capsules are available in Boots, Asda and online at [www.kalmsrange.com](http://www.kalmsrange.com)

RRP £6.99

<sup>i</sup> Mental Health Foundation, Living With Anxiety Report (2014)

<sup>ii</sup> Remes, O et al. A systematic review of reviews on the prevalence of anxiety disorders in adult populations. Brain and Behaviour (2016) <https://www.cam.ac.uk/research/news/women-and-people-under-the-age-of-35-at-greatest-risk-of-anxiety>