

Social Media + Discussion Point Document

Disclaimer:

Any social media posts must represent our research as per the thesis. As a Company, it is important to us that we are authentic and transparent in delivering these results. Therefore, we request you only post information outlined in this document and ensure that the wording and formatting are not altered.

We are happy to review any social media you wish to post. Please send it to admin@flowpresso.co.nz.

Flowpresso Research Quotes:

- ❖ Upto 92% of the first responder participants reduced their sleep disturbance scores.
- ❖ Upto 63% of the first responder participants reduced their stress scores.
- ❖ Upto 55% of the first responder participants reduced their anxiety scores.
- ❖ Upto 61% of the first responder participants reported improved feelings towards their overall health and wellbeing.

Stress Research Quotes:

- ❖ A UK study revealed that 74% of people within the population have felt stressed or overwhelmed (Mental Health Foundation, 2018).
- ❖ 91% of Australians feel stress in at least one important aspect of their lives, with an average of 3.2 days spent absent from work due to stress (Global Organization for Stress, n.d.).
- ❖ 78% of adults felt the coronavirus pandemic had become a significant source of stress (American Psychological Association, 2020).
- ❖ 77% of Americans experience stress that affects their physical health (Patterson, 2022).
- ❖ 73% of Americans experience stress that impacts their mental health (Patterson, 2022).
- ❖ 48% of Americans have difficulties sleeping due to stress (Patterson, 2022).

Sleep Research Quotes:

- ❖ Sleep is needed for immune system function and repair, metabolic balancing, glymphatic cleaning, emotional reactivity, mood regulation, effective cognitive functions, memory retention, and releasing trauma (Goldstein & Walker, 2014).
- ❖ Insufficient sleep is a burden on the public health system and is considered an epidemic linked to 7 out of the 15 leading causes of death in the USA (Chattu et al., 2018).
- ❖ In New Zealand, about 37% population get less than 7 hours of sleep per night (Lee and Sibley, 2019).

Anxiety Research Quotes:

- ❖ One in thirteen adults worldwide suffers from an anxiety disorder. It is the most prevalent mental illness globally and has a noticeable impact on loss of health (World Health Organization 2021; Yang et al. 2021).
- ❖ An estimated 75% of those suffering from anxiety remain uncared for, especially in developed countries, with approximately 1 million individuals taking their lives each year (WHO, 2021)
- ❖ In America, 38% of adults diagnosed with anxiety displayed symptoms by age 15. (Mathew et al., 2019)

Examples of Social Media Captions and Images:



Caption:

Your health and well-being, whether mental, physical, emotional or spiritual, should always be your priority. We cannot be our best versions of self without meeting our basic needs every day. That is why we encourage you to take time for yourself and allow yourself to repair, restore and rejuvenate with the relaxing experience of Flowpresso.



Caption:

Our bodies and minds thrive when we take care of ourselves. All it takes is a few simple changes to transform your well-being. We advise you to improve your sleep, and here's why...

"Sleep is needed for immune system function and repair, metabolic balancing, glymphatic cleaning, emotional reactivity, mood regulation, effective cognitive functions, memory retention, and releasing trauma" (Goldstein & Walker, 2014).

Caption:



Stress has a global influence on people's well-being and quality of life. Upto 77% of Americans experience stress that affects their physical health (Patterson, 2022). It may seem like stress is an unavoidable aspect of life, but there are many ways you can support yourself through times of stress and reduce your stress. Booking yourself a Flowpresso session is a good start!

Results from our research show that Flowpresso reduced the stress scores of up to 63% of the first-responder participants.

Caption:



Preventative health care is a practical way to help your health stay in tip-top shape. However, sometimes this falls between the cracks in our everyday lives, so we suggest you book a regular Flowpresso session to allow yourself the time to prioritise your health and ensure that you are utilising a preventative measure.