



Press Pause Project launches full-spectrum CBD products for people looking for natural remedies to ease stress and anxiety

Two moms on a mission to share the healing benefits of CBD with others

BY THE GROWTHOP,
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The Press Pause Project recently launched a new line of all-natural, full-spectrum Cannabidiol (CBD) products with a mission to help women access the healing benefits of CBD. Based in Denver, CO, The Press Pause Project is a personal passion endeavor for two moms who have greatly benefited from the effects of CBD products and are committed to helping others discover the life-changing effects.

“As a working mom with three young kids, I was feeling overwhelmed with the anxiety and stress in life that many women who juggle careers and family experience. After I was diagnosed with generalized anxiety disorder, I decided to try CBD to see if it would help me focus and be more present with my family,” said Pause Project co-founder Dawn Fable. “I began feeling better almost immediately, and I knew that I needed to share the positive outcomes with others. We know that women are disproportionately affected by anxiety and stress, so we are very consciously reaching out to women with

our products in order to help empower them to reach their fullest potential.”

Touted for its many effects on the body and mind, people use CBD for a variety of reasons—most often to increase general health and well-being. CBD is one of the most prevalent and powerful chemical compounds in the cannabis sativa plant, all with zero toxicity to humans and completely non-psychoactive effects. The healing properties of CBD have presented some of the most progressive natural health benefits in health research today.

According to a survey conducted by Brightfield Group and HelloMD, 42 percent of CBD users said they stopped using traditional medications like Tylenol or prescription medications in favor of CBD, and several other studies show that CBD reduces chronic pain with muscle spasms, arthritis, and nerve pain.

The Press Pause Project offers a premium healing balm, tincture and gel capsule. “CBD is a powerful natural compound that’s changing lives in truly positive ways, and our partnerships allow us to offer premium products,” said Pause Project co-founder Torrey Benson.

“Our belief and conviction in the benefits of CBD have evolved into the creation of this line that offers powerful healing outcomes for the mind, body and soul. We know our products will allow people a moment to Press Pause when

they feel their lives are spinning out of control.”

Benson and Fable are also “keeping it real” through their own blog on The Press Pause Project website, which showcases some of the hilarious yet very real stresses they face on a personal level every day. Written with the promise of a refreshingly honest point of view, the co-founders give advice about managing daily stressors and how to become more present in a very relatable way.

“Our vision is to educate others, especially women, about the ways CBD can enhance their lives and ease stress, and to ultimately donate some of our proceeds to nonprofit organizations that empower women,” said Fable. “We are so passionate about what we do and how we do it, which is why we make a point of sharing education and inspiring stories—you can use CBD and still drive your kids to soccer practice! We want others to feel good from every interaction they have with The Press Pause Project, whether it’s reading our blog, engaging with us on social media or benefitting from our products.”

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CHRISTIE SZABO

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Can you briefly explain your practice?

I am a Certified Reflexologist and Aromatherapist, Deep tissue Massage Therapist, Faster EFT Practitioner, Reiki Teacher, and I also teach workshops on how to use essential oils in everyday life and make all natural products. I have been in this line of work for 23 years and my main focus is to be able to help people feel better and be healthier.

What methods do you suggest to your clients to deal with anxiety?

When you’re dealing with anxiety there are lots of different modalities to help anxiety, but you need to first figure out the cause of anxiety.

In my practice, I use several methods to target anxiety. For example:

Reflexology treatment has shown to be very affective as a support for dealing with anxiety as it stimulates specific points in the bottom of the feet that correspond to your entire body.

Faster EFT allows you to deal with the past and enables you to let go of negative emotions so your body can heal itself. By aiming at the problem and then tapping on certain acupuncture points, the mind body connection is broken.

Using essential oils for anxiety is a great way to introduce them into your life and there are many oils that may help with anxiety. Just by inhaling or applying oils topically, you can relax the nervous system.

Can anxiety be healed or is it an ever-present companion?

I honestly believe that if you find the cause of your anxiety, you are able to let go of the issues triggering your anxiety. Some people do require medication and it can be very helpful for them, but I also feel that others are able to find the root cause of their anxiety and let go of the issues surrounding it.

In my practice, I try to give people suggestions that they can do on their own to help their body heal instead of just relying on a single treatment. The more someone can do on their own, the faster they will see progress. Anything people can do that is natural and they see benefits is always a positive.

In your experience, why do you think society is investigating natural healing alternatives?

People are seeing positive results with their therapies so more and more people are open to try alternative therapies to help them feel better. People come to me when they have tried so many options and nothing is working. They are frustrated, don’t feel well, are in pain, struggling emotionally; they just don’t know what else to try. Alternative therapies are giving people choices with their health and they complement everything they are doing in their life to feel better.

JORDAN THOMAS

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Can you explain your practice?

I am a women’s mental health therapist in private practice. I work with women who are struggling with the effects of depression, anxiety, chronic stress, relationship breakdown and everything in between.

What methods do you suggest to your clients to deal with anxiety?

First off, it’s important to know that anxiety is a blanket term. Several subtypes of anxiety exist, such as phobias, obsessive compulsive disorder, social anxiety, panic disorder, post-traumatic disorder and generalized anxiety disorder. It is important to differentiate what kind of anxiety each client is living with and this can be diagnosed by a medical professions.

In my practice, I use what is known as Dialectical Behaviour Therapy, which (if I am going to simplify it) is the combination of mindfulness skills with cognitive behavioural skills (challenging and changing thoughts).

The first thing that I do when I am working with someone who is living with anxiety is to explain what anxiety is in the context of the central nervous system response to danger (real or perceived). I then teach clients ways to stimulate the “rest and digest” part of the brain, which soothes anxiety, which involves learning breathing techniques. Anxiety can be healed best when a holistic and integrated approach is used (i.e. adequate sleep, movement, nutrition, removing unnecessary stress, connections with other people, asking for help and labelling emotions). For some individuals, medication is an important part of the holistic treatment of anxiety.

Can anxiety be healed or is it an ever-present companion?

Depending on the history of the person, their social context, lifestyles and current circumstances, the degree of anxiety felt will wax and wane. When people are able to understand their anxiety and triggers as well learning how to work with anxiety, there is a wonderful potential for long-term healing and reduction of symptoms.

In your experience, why do you think society is investigating natural healing alternatives?

We are becoming more aware of the over prescription of medication and empowered to try to incorporate more natural remedies. We are moving toward a time where the spiritual, energetic and alternative healing modalities are being discovered and utilized.

That said, there is also an overwhelmingly worrisome overload of misinformation on medication that is driving people to eschew treatment that can potentially save lives. I agree whole-heartedly that nutrition and thought content are integral in protecting health, but medication is a vital part of treatment for millions of people, and it saves lives. Being holistic and natural and taking medication are not mutually exclusive.

