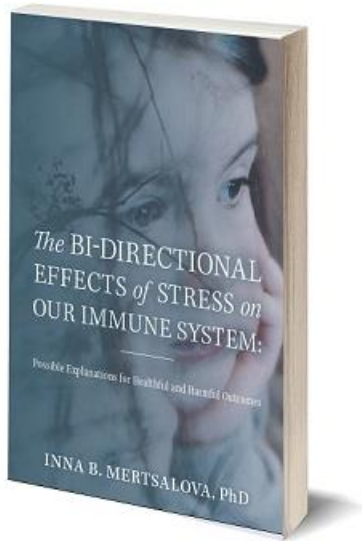


BOOK PRESS RELEASE

STRESS MAKES YOU SICKER, BUT SOMETIMES BETTER Doctor's New Book Exposes Stress' Impact on Immune System



[Richmond Hill, ON – 4 May 2017] Stress often feels like a parasite slowly sucking the life and light out of its host. In a country where 6.7 million of its inhabitants ages 15 and up report “most days were ‘quite a bit’ or ‘extremely stressful,’” according to Statistics Canada, it is no wonder there is such a strong focus on health and wellness in Canada. Stress affects Canadians’ health in more ways than most can imagine, and in more people, which Dr. Inna B. Mertsalova has studied for many years. Her new book, *The Bi-Directional Effects of Stress on our Immune System*, explores the connection between stress and health, and reveals how stress may not always be the parasite it seems to be.

The BI-DIRECTIONAL EFFECTS of STRESS ON OUR IMMUNE SYSTEM by Dr. Inna B. Mertsalova, produced by FriesenPress, examines the roles stress and stress hormones play in people’s health. Dr. Mertsalova suggests that thinking of stress as being strictly harmful does not paint the full picture of its role in one’s health and well-being. Beyond the stress and stress hormones that negatively impact the body, they also have potentially beneficial properties aimed at mobilizing the immune system for fighting immunologic confrontations.

In this book, Dr. Mertsalova illustrates how the immune system functions under exposure to stress. While it is still worth avoiding stress, sometimes the better approach is mitigating it. Understanding these processes can help people cope with stress and stay healthy longer.

“The content of this book is based on scientific facts, that are highly helpful understand the impact of stress on our health and longevity...”

T. Lesovskaya, Ph.D., Psychiatrist

“This book is unique among the ones about stress and health, as it is written from the author’s soul, not for the market...”

Olga A. Demyanova, M.D., Ph.D., Gynaecologist

“The author conveys the link between being stressed-out and our body’s functioning, together with some level of revealing unknown...”

Rima Cherman, B.Sc., Nurse

The BI-DIRECTIONAL EFFECTS of STRESS on OUR IMMUNE SYSTEM by Dr. Inna B. Mertsalova is available for order from most major online book retailers, including the FriesenPress Bookstore and Amazon. The eBook is available for Amazon Kindle, iTunes Bookstore, Chapters/Indigo Kobo, Barnes and Noble's Nook, and GooglePlay.

About the Author

Inna B. Mertsalova has a PhD in health psychology from Walden University, in addition to an MSc in psychology and an MA in English and French linguistics. She has performed extensive research in psycho-oncology, focusing on how humans’ vulnerability to stress reactions might influence the physiological state of the body. She has also developed various online stress management courses.

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