

JOURNEY TO CALM



Foggy brain mid-meeting? Chest **tight** in the supermarket queue? **Panic** before you speak? That's not random stress – **it's your breath.**

THIS IS YOUR RESET GUIDE.

STARKNKD



WHAT'S INSIDE

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What is overbreathing?

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Journey to calm



**DEEP BREATHING ISN'T
ALWAYS THE ANSWER.
SOMETIMES IT'S THE
PROBLEM.**

TRUTH: YOUR BREATH ISN'T BROKEN. YOUR HABITS ARE.

Panic spiral? Spaced out? Can't take a deep
breath? Wobbly? Wired?
These aren't random quirks...



They are caused by stress-breathing loops
your body has learned.

FOUNDERS NOTE



But they can be unlearned!

*This is why I built Stark NKD (and why this
matters to you.....)*

I found out the hard way: a retreat that
promised calm left me with circulation problems
- and a wake-up call. That's why I built Stark
NKD: so others don't have to stumble through
their own Stark Naked moments alone.

Anna Stark



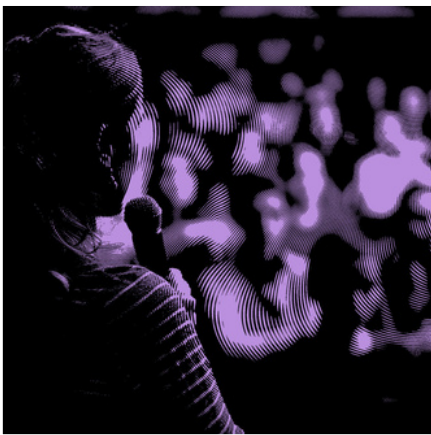
HOW STRESS BREATHING HABITS SNEAK IN.

It feels like you can't get enough air. So you breathe more. But the harder you try the worse you feel. It's scary.

When stress creeps up on us, many of us unconsciously **take over our breathing** – that's how the loop starts:

- ➔ We cut the exhale short. **Chemistry slips out of balance.**
- ➔ Or we force big, long breaths. **Over-effort signals stress.**
- ➔ Then we rush the inhale. **It feels like a grab for air.**
- ➔ High chest + tight jaw. **Everything works harder than it needs to.**

Your jaw isn't supposed to audition for a vice grip!



"Before big presentations, I thought it was my heart, but it was actually my breathing. Now I know how to steady my breath, and feel more in control."
Mark, Exec/Dad, fear of public speaking

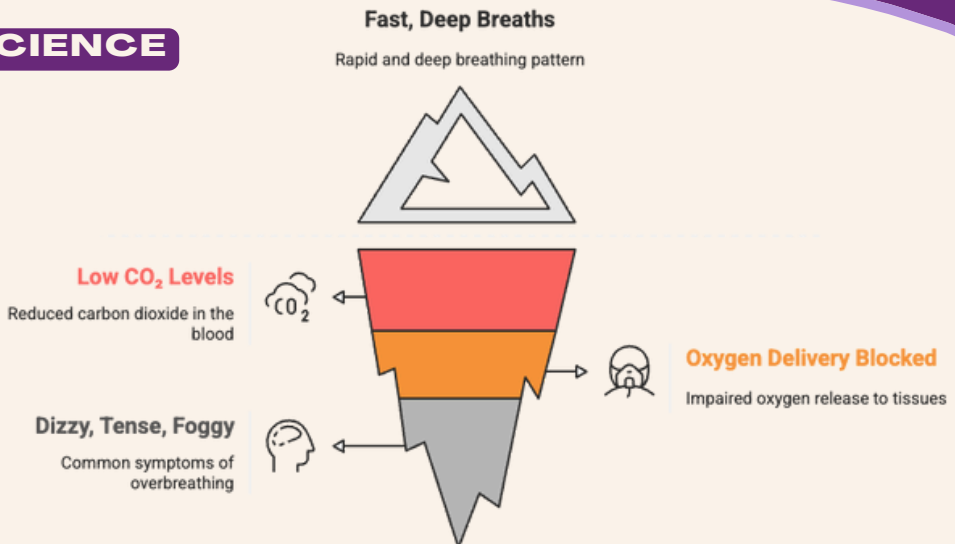
MORE AIR ISN'T BETTER

- ➔ These habits mean we **inhale too much O₂** (overbreathing)
- ➔ We **drop CO₂ FAST**
- ➔ Blood vessels tighten ➔ **hard to breathe, O₂ delivery slows**
- ➔ **Brain loses up to 50% of the O₂ + glucose it needs!**

We feel terrible and our performance tanks.

TRUTH: THE PROBLEM ISN'T LACK OF O₂! **IT'S CO₂.**

SCIENCE



**LIGHT-HEADED, PANICKY,
BREATHLESS, TINGLING, NUMBNESS**



I felt like I couldn't breathe and went to urgent care. It was overbreathing. Learning to breathe well has changed everything (Ellie, new Mum)

Overbreathing symptoms can feel random, even scary. **You're not alone.**

Often it's just breathing habits that slipped into autopilot.

When you spot the pattern, you can reset:
Slow things down. Soften the exhale, let it finish. Allow the next breath to arrive quietly.



EVER WISH YOUR BODY HAD A RESET BUTTON?

You do! It's in your breathing.

One gentle exhale = a **chemistry reset** in real time.
(If the next inhale feels like a **gasp**, the exhale was too strong.
Make it **quieter/softer**, not longer.)

START MY RESET - \$50 →

One week. Your calm reset.
Progress or full refund.

DEEP BREATHING ISN'T ALWAYS THE ANSWER - SOMETIMES IT'S THE PROBLEM

Overbreathing = breathing more than your body needs.
CO₂ drops, blood vessels tighten, and oxygen is **released less easily** to your brain and body.

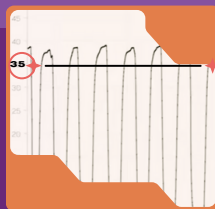
The fix isn't forcing it.

It's **unlearning the habits that hijack your calm.**

Small, gentle changes can reset your chemistry **and your emotions** - fast. This isn't "woo." **It's physiology.**

I realised I have 'email apnea' I'm learning to stop holding my breath." - Sandra, marketing manager

Healthy ETCO₂ is usually
35-45 mmHg. Follow
@starknaked_ltd to
learn more



NKD RESET TOOLS: SCIENCE MADE SIMPLE



Tiny tweaks. Massive shifts. *And zero woo.*

01. JAW+SHOULDERS OFF DUTY

Stress makes us brace.

TIP!

Drop shoulders. Unclamp jaw.
Release your belly. **Let your
body breathe!**



02. ONE GENTLE EXHALE = Chemistry reset in real time.

CO₂ rebalances, vessels relax, O₂
finally gets where it's needed.

TIP!

Let your exhale finish.

Pause. Wait for the inhale to arrive.
(slowly and softly- without effort)



03. CHECK YOUR STATE

Emotions leave fingerprints on
your breath. See what your breath
does next time you get a fright!

TIP!

Ask: **"What's my breath doing
right now?"** Soften exhale.
Allow it to finish naturally. See
your state shift.



WHY THE EXHALE MATTERS



I never thought about my breathing until my RA diagnosis. NKD showed me I was chest breathing a lot. Now I check in, reconnect with my diaphragm ...I feel calmer & clearer... more myself.

Mel - Senior Ad Exec

**SLOW + SOFTEN
THE BREATHING =
CHEMISTRY RESET
IN REAL TIME**

CO₂ is often too low to deliver O₂ well when we **do** our breathing. Some cut the exhale short, others force it too long - unbalancing the breathing cycle.

**THAT'S WHY YOU MIGHT
FEEL DIZZY, FOGGY, OR
ANXIOUS EVEN WHEN
BREATHING DEEPLY.**





YOUR RESET GYM LASTING CHANGE

Resets bring relief. Habits live deeper.

**That's why we built the 7-Day Stress Reset Challenge—
a guided week to re-train calm so you can find it anytime.**



Catch unhelpful habits before they catch you.

Recondition your body to stay steady under pressure.

Feel calmer, clearer, and more in control.

Daily practice.

Small wins.

Real change.



**TRY IT RISK-FREE. IF IT DOESN'T
HELP GET A FULL REFUND.
NO FORMS. JUST CALM.**

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\$50. One week. Your calm reset.

STEP ONE OF YOUR BREATHING BLUEPRINT



One size doesn't fit all. Your body's patterns are unique.

Everyone's breathing habits are different. Stress shows up in personal ways. Generic tips don't cut it.

Right now, your first step is simple: complete the Challenge.

Soon, you'll be able to map your own breathing blueprint - a science-backed profile of your unique habits.

*Returning to work was tough. **Mouth and chest breathing made me foggy and anxious.** Now I'm sharper at work, even with a 1-year-old waking me at night!*

Kath - procurement director, returning to work

IF IT DOESN'T HELP, GET A FULL REFUND. NO FORMS. NO QUIBBLES.

*"I thought deep breathing was the fix for stress. But for me, **it just made more wired and foggy.** By 3pm I was always exhausted.*

Rod - Financial analyst, chronic stress

NKD COIN: CALM IN YOUR POCKET



BONUS completion reward: first 500 founders
Celebrate your first step on the journey to calm.

Proof you've reconditioned, not just reset.
The NKD Coin isn't a gimmick. It's your marker:

- ✓ **Proof** you've done the work.
- ✓ **Reset in your pocket** when stress spikes.
- ✓ **Reminder of your strength:** STRONGER THAN YOU KNOW / Stark = Strong / Stark Naked moments build toughness.

MORE AIR ISN'T BETTER.



READY TO RESET?

7 days. Small shifts. Lasting calm.

You know the science. It's time to recondition your breath.

Start now - your reset is waiting!

START MY RESET →

7-Day Stress Challenge



**ZERO RISK. CALM PROGRESS.
OR YOUR \$50 BACK**



- ✓ Daily guided tools (10 minutes).
- ✓ Simple shifts that stick.
- ✓ Support to catch habits before they catch you.



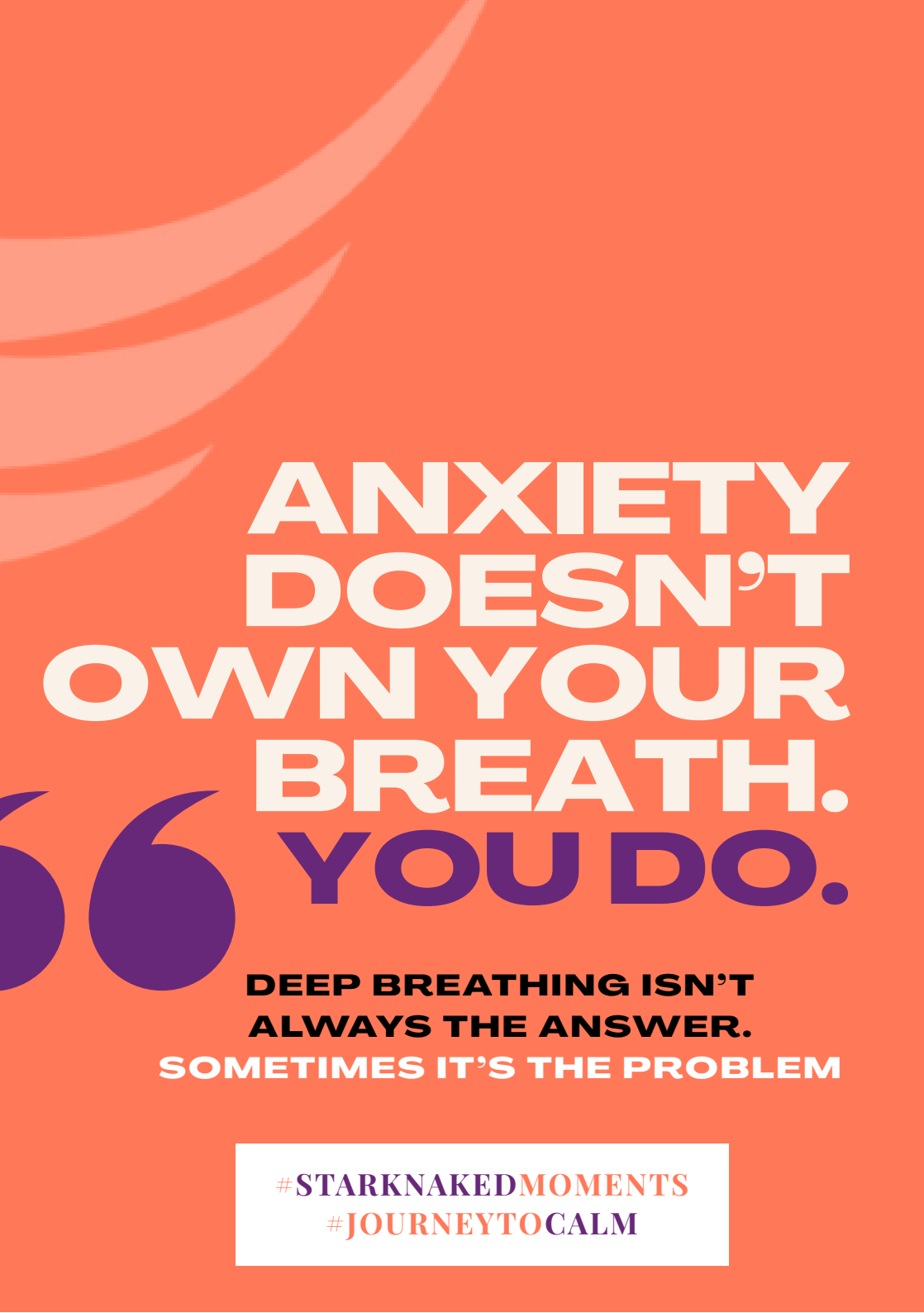
*Have taken my first step - finally some answers...
Rich, student, exam panic & mind blanks*

In one week, you'll know what calm feels like in
your body and how to find it again anytime.

START MY RESET →

\$50. One week. Your calm reset.





**ANXIETY
DOESN'T
OWN YOUR
BREATH.
YOU DO.**

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#STARKNAKEDMOMENTS
#JOURNEYTOCALM