



The Science of Happiness

By Laura Jackson

If you haven't heard about 'Positive Psychology' and the 'Science of Happiness', it's because it is a relatively new, and revolutionary, field of study.

Most people want to be happy. At Xooma, we hear from a lot of Members about how good they feel after beginning Xooma's products, how they have more energy - and for many, how they are happier.

Below is an overview of the birth of Positive Psychology and how Xooma fits perfectly into the 'happiness formula'!



Xooma's FocusUP® and Happiness

A major insight into this new field of research is that happiness is an 'inside job'. Guess what else is an inside job? Xooma's products!

When you think about achieving happiness and a 'good mood' state, one of Xooma's products that probably comes to mind is FocusUP.

FocusUP helps you maintain healthy energy levels for several hours throughout the day. Yet it's more than just physical energy. FocusUP contains several ingredients that 'feed the brain' what it needs for improved performance. From all the positive feedback we hear, it's easy to see why it's referred to as the world's first "pure energy think drink."

Before I delve into the recent history of Positive Psychology and the Science of Happiness, here are three major conclusions that can be drawn from this research:

1. Happiness is a choice.
2. Happiness spreads through everyone's wireless neuron networks.
3. Happiness is an incredible advantage within our lives.

The Birth of Positive Psychology

This new idea of 'Positive Psychology' has become a dedicated field of study over the last several years, and has also become synonymous with 'The Science of Happiness'. It is first believed to have been introduced by Dr. Abraham Maslow, when he used the term in his 1954 book *Motivation and Personality*.



Dr. Martin Seligman

Positive Psychology really launched in 1998 after Dr. Martin Seligman (President of the American Psychological Association) gave his Presidential address. He coined the term in his speech that was entitled, “Building Human Strength: Psychology’s Forgotten Mission.” Since then, the APA has declared Dr. Seligman as the father of Positive Psychology.

There is quite a contrast between traditional psychology and positive psychology. Clinical psychology has focused on disease and illness which involves what would be considered pathological emotions such as depression, anxiety and

psychosis. The focus of positive psychology is positive experiences such as happiness, joy and well-being.

As a result, positive psychology has become defined as “The scientific study of optimal human functioning.”

Harvard University launches first Happiness Course

Harvard University played the main role in bringing this new field to prominence, through the work of Tal Ben-Shahar, a Harvard University professor.

In 2004, Tal Ben-Shahar launched the first Happiness (Positive Psychology) class at Harvard. He only had 8 students enrolled the first year, with 2 dropping out. The second year his class spread by word of mouth and grew to 300 students. By the third year, he had close to 900 students enrolled. That’s when the media got interested as it became the largest-attended course at Harvard.

Shawn Achor and The Happiness Advantage



Shawn Achor

Shawn Achor is one of the most popular and well-known advocates of Positive Psychology. He has published *The Happiness Advantage* and *Before Happiness*. He has been interviewed in 2 episodes of Oprah Winfrey’s Super Soul Sunday program and been featured on Super Soul TV.

Shawn has traveled and spoken in 50+ countries over the last 7 years. He has one of the most popular TED Talks, now totaling over 13 million views. Here is one description

for this famous TED Talk: “If you wonder how unicorns, fake graphs, and weirdoes are related to Harvard, Yale, Psychology, and happiness, this TED talk is for you...!”

Shawn Achor attended Harvard University and received his Bachelor of Arts degree in English and Religion. He went on to earn a Master of Arts degree in Christian and Buddhist Ethics from Harvard Divinity School. After his first 4 years at Harvard, he stayed for another 8 years, working with incoming freshmen each year. It was in this role that he made some unexpected discoveries – and would go on to receive a total of 12 teaching awards.

According to Shawn, “Your external world is not a great predictor of happiness.” Working with incoming Harvard freshmen, he learned that they weren’t very happy. Not only were they not happy, he found 80% of Harvard students were depressed. If that weren’t enough, 10% of them had contemplated suicide (over the

previous year). He realized this wasn't just about Harvard. It had to do with "every single brain in the world as we contemplate the connection between happiness and success." ("Before Happiness," Talks at Google, January 23, 2014.)

Shawn knew he needed to find a way to define 'happiness'. He found that everyone had different definitions. Through his research he determined that happiness needs to have meaning. Without meaning, it's just pleasure, which means it isn't going to last. The definition he arrived at came from ancient Greece: "Happiness is the joy you feel moving toward your potential." According to Shawn, joy is something you can feel even when life is not pleasurable.

With all this research, Shawn arrived at a very different conclusion about success and happiness. Historically, there has been the belief that you are a product of your genes and your environment. Research is now revealing that happiness can be a choice, even when life is difficult. "Optimism is a daily spiritual practice." (Shawn Achor: The Life Altering Power of a Positive Mind," Super Soul TV)



Here's one of the greatest discoveries. In Shawn Achor's popular TED Talk, "The Happiness Advantage: Linking Positive Brains to Performance," he reverses the formula that success leads to happiness. In the classic model, success is the precursor to happiness. Yet when you achieve success, the bar is actually raised or changed. Not only does he challenge this previously-held belief, he demonstrates that research now disproves it. When you are happy first, then you can become more successful.

Our behavior matters when we are trying to create positive change. It's not pie in the sky, it's what Shawn calls "rational optimism." "It's not necessarily the reality that shapes us, it's the lens through which we view reality that changes our experience of it and our ability to create a better world for other people."

Research on Happiness

Here is more powerful research, shared in Shawn's "Talks at Google" video. When you choose happiness and put it first, every single educational and business outcome that you can test for raises dramatically.

Here are some stunning statistics he shares in his "Happiness Advantage" program:

- When the brain is positive, there is 31% more productivity.
- Sales raise 37% more when optimistic (positive).
- They found these individuals were 40% more likely to receive a promotion.
- They found 39% live longer.

Happiness in 2 Minutes...

If you're wondering how to get there, it only takes 2 minutes! Shawn says you can overcome your genes and your environment by spending 2 minutes in gratitude every day. It's actually possible to turn a default pessimist into a long-term default optimist.

Here are five recommendations that if followed for 21 consecutive days, can form a new habit – happiness, in this case:

- 1 Take 2+ minutes to list 3 things you are grateful for that day.
- 2 Journal every day for at least 2 minutes.
- 3 Spend 15 minutes of 'fun' exercise a day (which is the equivalent of taking an anti-depressant).
- 4 Meditate for at least 2 minutes every day.
- 5 Write a 2-minute positive email to someone (practicing Random Acts of Kindness).

What's one of the biggest messages based on this new field of study? Change IS possible. One of the most revealing parts of this research finds that 90% of your long-term happiness is predicted not by the external world, but by the way your brain processes the world.

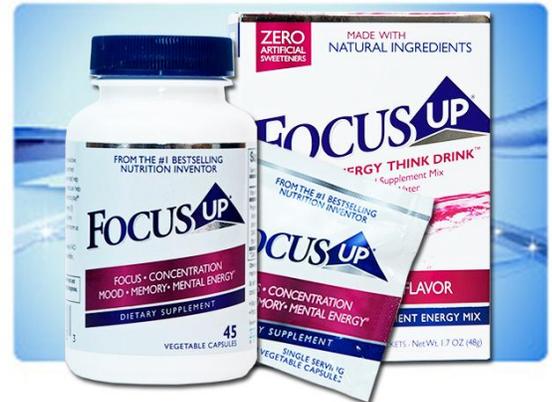
Xooma's FocusUP

When is the last time you've seen an energy product on the market that offers 5 significant benefits? You've probably experienced one or more of these if you've used FocusUP: focus, concentration, mood, memory and mental energy.

The other great news is FocusUP has no: excessive amounts of unhealthy caffeine, white sugar, preservatives and additives, food colorings and dyes.

What is in FocusUP? Scientifically-researched ingredients. In other words, all good stuff!

- **Acetyl L Carnitine** helps your brain function better, from concentration, memory, mental energy and overall health because it protects, maintains and energizes your brain.
- **DMAE** is another energetic nutrient that supports brain function through supporting healthy neurotransmitter function.
- **Rhodiola Rosea Extract**, through clinical studies, has shown a remarkable ability to enhance cellular energy metabolism.
- **Huperzine A** promotes memory and cognitive function by supporting healthy acetylcholine levels in the brain along with vascular function.
- **Green Tea Extract** has been used in traditional and Asian medicine for centuries, with its powerful ability to protect brain cells from free radical activity.
- **Vitamin B12** plays a key role in normal functioning of the brain and nervous system, and can be linked to the metabolism of every cell in the body.



Providing real energy and real nutrients for the brain and body, FocusUP is a quality product available at an affordable price at only \$2.08 a serving. That means FocusUP offers numerous benefits and costs less than unhealthy alternatives.

Two more Xooma products

For those who are looking for a more subtle energy boost, there are two Xooma products that support energy, metabolism and brain function.

Berry Balance™ contains 12 fruit and berry extracts, making it rich in antioxidant polyphenols. It also contains four trademarked ingredients: ActiVin®, OptiZinc®, Lactospore® and Chromate®.



These ingredients offer numerous benefits to the body. Chromate, in particular, offers a bioavailable form of chromium polynicotinate. It is required for healthy protein, fat and carbohydrate metabolism, and it helps promote healthy blood sugar and insulin function.

RevitalMind™ is a brain support formula that optimizes memory, concentration and mental performance. Support for cognitive performance is no longer restricted to just our senior population. Research is showing the need for cognitive support begins at much earlier ages. RevitalMind has key ingredients that are also in FocusUP (GPC, Acetyl-L-Carnitine, DMAE and Phosphatidylserine). Vitamins B6 and B12 are additional ingredients, known for producing energy and increasing metabolism through converting carbohydrates, proteins and fats into energy. Long-term, these nutrients can be both preventative and restorative for optimal brain functioning.

Increasing your Happiness with Xooma's Products

Xooma's products work synergistically. Xooma's premier product, X2O, works at the cellular level which is the foundation for this synergy.

Now more than ever, your body isn't getting the nutrients it needs from your daily diet. Xooma's products have researched, patented and trademarked ingredients that support a wide range of health benefits, from helping to balance blood sugar to reducing inflammation – from cellular support to metabolic support.

Most people want to have greater happiness in life. This is difficult to achieve when your body isn't getting vital nutrients, which may leave you feeling like you are sleepwalking through the day. Trying to get through a week's worth of tasks in a single day due to time constraints – which so many of us are often faced with – can feel impossible when the body isn't properly supported.

The choice is yours. Declare to be more positive, happy and optimistic. Allow Xooma's products to support you in that decision. Then, you can begin feeling better from the inside out, and there's no telling what you might be able to accomplish!



About Laura Jackson



As the Marketing Communications Director with Xooma Worldwide, Laura applies her 20+ years of marketing communications and health and wellness background to support Xooma's growth. Working in several niche markets over the years, she has gained expertise in the health and wellness industry, holistic and natural living, music and arts, personal development, and scientific/technical writing. As a skilled presenter, Laura is driven by bringing greater insights and awareness to her audiences. For more than 15 years, she has given presentations and seminars for regional organizations and national events. Laura is also a published author who has been featured in print, radio and television media.