Media Release

Unlock Your Potential by Changing Your Breathing

FOR IMMEDIATE RELEASE

Sydney, Australia – Thursday, 12th June 2025: Breathing happens around 20,000 times a day, but how many of those breaths are truly effective?

According to recent research published by National Geographic, the way you breathe profoundly impacts your brain and body, influencing everything from heart health and mood to memory and sleep.

Dr. Guy Fincham from Brighton & Sussex Medical School emphasizes, “Breathwork is one of the simplest and most profoundly effective tools for calming the nervous system and boosting resilience.” Despite its accessibility, the transformative power of conscious breathing remains largely underestimated.

Science has confirmed significant benefits from mindful breathing practices, including enhanced cardiovascular health, reduced anxiety, improved cognitive function, and deeper, more restorative sleep. Deep, diaphragmatic breathing commonly known as “belly breathing” activates the vagus nerve, regulating heart rate, lowering blood pressure, and promoting better circulation.

Breathwork can also help manage chronic pain, reduce cravings, and enhance mental clarity. Techniques such as the physiological sigh, box breathing, coherent breathing, and diaphragmatic breathing are proven to provide immediate relief from stress and long-term improvements in mental and physical health.

“The power of breathwork extends far beyond relaxation,” says Helen Lavretsky, Director of Integrative Psychiatry at UCLA. “It even has the potential to improve brain function and reduce the risk of cognitive decline, highlighting its role as a crucial wellness practice.”

Certified Buteyko breathing and mindset coach, Alexia Clonda, advocates incorporating breathwork into daily routines for lasting health improvements. “Breathing intentionally is transformative, it can truly change your life,” she emphasizes. By changing my breathing, it not only changed my life, but it was also life saving for me.

Clonda explains that slower breathing enhances carbon dioxide levels in the blood, naturally opening blood vessels. “This allows oxygen rich blood to reach the brain and heart more efficiently, significantly improving overall health,” she says.

About Alexia Clonda: Alexia Clonda is a former world-ranked squash champion turned certified Buteyko breathing and mindset coach. Alexia battled life-threatening asthma throughout her professional squash career, which deepens her dedication to breathing practices and health advocacy. Passionate about health and wellness, she empowers individuals to harness the power of breathing for improved performance and wellbeing.

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Additional quotes and images available on request.