Emotional Well-being Protocol‡

DEVELOPED IN COLLABORATION WITH OUR SCIENTIFIC AND MEDICAL ADVISORS

Emotional well-being is an umbrella term used to describe the "overall positive state of one's emotions, life satisfaction, sense of meaning and purpose, and ability to pursue self-defined goals."[1] This protocol provides evidence-based recommendations to support emotional well-being through foundational health, targeted interventions, as well as lifestyle strategies.‡

FOUNDATIONAL SUPPORT

In addition to a healthy diet and lifestyle, consider the following foundational support options for overall health and emotional well-being:‡

PRODUCT RECOMMENDATIONS	FEATURES‡	SUGGESTED USE
O.N.E.™ Multivitamin (Order Code: ONE1 / ONE6 / ONE3)	Foundational support for essential nutrients, including vitamin D, B-vitamins, zinc, chromium and more	1 capsule, daily, with a meal
O.N.E.™ Omega (Order Code: ONO6 / ONO3)	Foundational support (1,000 mg) of triglyceride-form EPA and DHA	1 softgel daily, with a meal
Calm Mind (Order Code: CLM6)	Curcumin and saffron extracts to support a calm mind, positive mood and emotional outlook, and sleep with continued use	1 capsule, 2 times daily between meals

TARGETED SUPPORT

The products in this category support common clinical objectives related to emotional well-being. Choose from the options listed below, as applicable, based on your patient's needs and priorities:‡

CLINICAL OBJECTIVE‡	ASSESSMENT*	PRODUCT RECOMMENDATIONS	SUGGESTED USE
Level 1 Support: **Use in combination with Foundational Support**			
Gut Health / Gut-Brain Connection	Self-reported mood	ProbioMood (Order Code: PBM6) Clinically researched strains of *Lactobacillus helveticus R-52* and *Bifidobacterium longum R-175* to support emotional health, cytokine balance, and intestinal integrity.‡	1 capsule daily, with or between meals

‡This statement has not been evaluated by the Food & Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

TARGETED SUPPORT *CONTINUED*

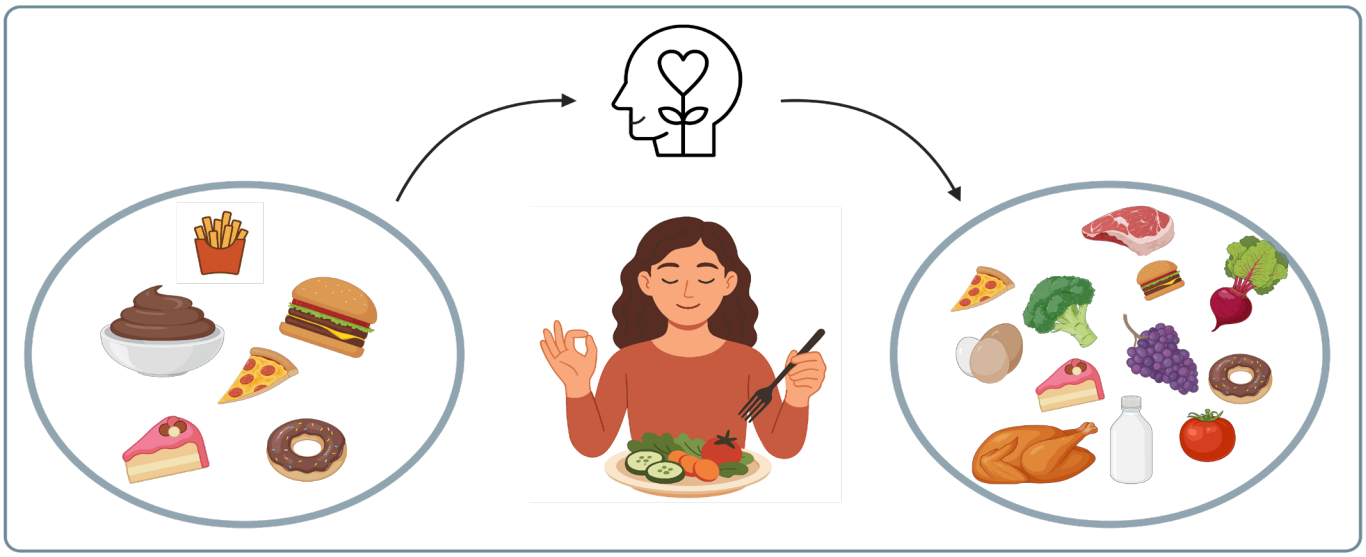
The products in this category support common clinical objectives related to emotional well-being. Choose from the options listed below, as applicable, based on your patient's needs and priorities:‡

CLINICAL OBJECTIVE‡	ASSESSMENT*	PRODUCT RECOMMENDATIONS	SUGGESTED USE
Level 1 Support *Continued*: **Use in combination with Foundational Support**			
Neurotransmitter & Brain Support	Assess daily dietary intake of protein, aiming for 1.2-2.0 g/kg body weight[2] Supplement as needed Reassess and modify as needed	**Amino Replete** (Order Code: AMR2) Enhances healthy neurotransmitter synthesis with amino acid precursors to support cognitive function and positive mood‡ or **Essential Aminos** (Order Code: EA21) Provides a balanced ratio of essential amino acids for muscle, brain and tissue health‡	1 scoop daily, mixed with 8 ounces of water or juice, between meals 1 capsule, 1-3 times per day, between meals
Level 2 Support: **Add as needed, after 4-6 weeks of Foundational and Level 1 Support**			
Neurotransmitter & Brain Support	Self-reported mood and stress concerns	**Emotional Wellness**‡ (Order Code: EW1 / EW6) Supports emotional and mental well-being and moderates occasional stress‡	1 capsule, 1-3 times daily, between meals
Neurotransmitter Support		**Rapid Calm** (Order Code: RCM3) Rapid-acting support for occasional anxiety (<1 hr)‡	1 capsule, as needed, with or between meals
Healthy Stress Response	Self-reported stress and relaxation	**Ashwagandha** (Order Code: ASH1 / ASH6) Support for occasional stress and overall physical and mental well-being‡ or **Cortisol Calm** (Order Code: COR1 / COR6) Designed to maintain healthy cortisol response and support relaxation, restful sleep, and positive mood during times of occasional stress‡	1 capsule daily, with or between meals 1 capsule in the morning and 1 capsule in the evening, with meals
		Pure Tranquility liquid (Order Code: PTL) GABA, glycine and l-theanine combined to support relaxation and moderate occasional stress in a great-tasting liquid‡	4 ml (4 full droppers), 1-2 times per day, between meals This can be used as needed or continual

DIET AND LIFESTYLE RECOMMENDATIONS

Whole-Food Nutrition and Mindful & Intuitive Eating

The emerging field of nutritional psychiatry has identified that dietary patterns rich in whole, minimally-processed foods are associated with better mood, improved stress-resilience, emotional regulation and well-being. Clinicians are encouraged to emphasize that both *what* is eaten (phytochemical-rich whole foods) and *how* one eats (mindful/intuitive behavior rather than restrictive dieting) is important for emotional well-being.[4]



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Nutritional Guidance:

- Focus on what to include vs. removal or restriction of foods. Essentially, crowd out the "unhealthy" by focusing on health supportive whole-foods.
- Focus on the "non-diet" principle, if possible, where no food is off limits, which leads to more mindful and intuitive eating patterns.
- Introduce Mindful & Intuitive eating principles. Listen to hunger cues, check in on emotions before eating, reduce guilt around food.
- Encourage the focus on health supportive eating patterns and food relationships vs. "food is the enemy". (i.e. eating is nourishing vs. a mechanism to cope with emotions)

Sleep

Humans should spend an average of one-third of their lives asleep, though 50-70 million Americans suffer from chronic sleep disturbances.[5] Sleep deprivation not only increases negative effects on emotional well-being but also diminishes positive mood.[6] Improving sleep is a modifiable behavior that enhances resilience to stress, improves emotional regulation, and supports mood stability.[7] Hence, as a provider supporting emotional well-being, you should emphasize sleep hygiene and circadian rhythm stability as core lifestyle interventions that are non-negotiable.

STAGE OF SLEEP [5,8]	WHY IT'S IMPORTANT FOR EMOTIONAL WELL-BEING[8]
Non-rapid eye movement (NREM), occurs in light, intermediate and deep sleep phases	Physical and mental restoration occurs.
Rapid eye movement sleep (REM)	Emotional regulation, cognitive function and memory consolidation occurs. This is also when dreaming occurs.

Exercise & Movement

Moderate physical activity supports the regulatory systems that underlie emotional well-being, including hormonal balance (including cortisol), self-efficacy (via mastery), and neuro-biological benefits (neurotrophins, connectivity).[9,10]

Patients should know that physical activity is not just about weight loss or maintenance. Emphasize physical activity as a lifestyle therapy that supports:

- Emotions
- Mood
- Resilience
- Self-regulation

Social Support and Emotional Expression

Evidence indicates that higher levels of social support are strongly associated with better psychological well-being (e.g. increased positive affect) across life stages and relationship types.[11–13] Further, having flexibility and awareness for how emotional regulation strategies are expressed contribute to overall emotional well-being. This includes social sharing (talking about emotions) and emotional suppression (hiding one's emotions) at appropriate times.[11]

From a functional perspective, social support acts as a buffer in stress regulation. When individuals feel supported, they appraise stressors as less threatening and have more resources (psychological, social) to manage them.[12] Emotional expression, when appropriately supported, facilitates self-awareness, cognitive processing of affective states, and constructive coping rather than avoidance.

Stress Management

Stress is an adaptive physiological response intended to maintain homeostasis through activation of the hypothalamic–pituitary–adrenal (HPA) axis and subsequent cortisol release. Persistent or repeated activation, however, leads to dysregulation of cortisol rhythms, contributing to emotional instability, fatigue, sleep disruption, and metabolic and cognitive decline.[14–17]

Stress Management *Continued*

For the clinician supporting emotional well-being, the goal is not the elimination of stress but enhanced stress resilience, that is, the capacity to recover rapidly and maintain equilibrium after exposure to stressors.

There are many forms of stress management techniques to consider such as:

- Diaphragmic breathing
- Mindful meditation
- Guided imagery
- Time in nature
- Cognitive behavior therapy (CBT)
- And many more!

Reducing Mental Load / Mental "Decluttering"

Many patients describe feeling "wired and tired," "mentally overloaded," or "unable to turn my brain off at night." Clinically, this is often not a mood disorder, rather it is cognitive/emotional overload.

What is Mental Load?

The ongoing, often invisible cognitive and emotional work of planning, tracking details, anticipating needs, managing others' needs, and self-monitoring. It is continuous, boundaryless, and rarely "done." High, chronic mental load is associated with elevated perceived stress, sleep disturbance, role strain, and lower well-being.[18,19]

Mental load is not just a "busy schedule." It's the internal vigilance: remembering the appointments, monitoring others' moods, conflict-preventing, emotional caretaking. This is especially common in caregivers and working parents and is strongly linked to burnout and emotional exhaustion.[19]

Cognitive offloading / decluttering to reduce mental load

Cognitive offloading is the process of moving tasks, worries, decisions, reminders, and unresolved thoughts out of working memory and into an external system (lists, calendars, notes, shared task boards, voice memos), so the brain is not holding them on constant "standby."[20] This process reduces cognitive load, frees attention, and is associated with less rumination and better task performance.[20] Clinically, offloading also supports sleep initiation, because pre-sleep rumination is often driven by unclosed loops ("Don't forget to...," "What if...," "I still haven't emailed...").

For more information on this topic visit the blog:

- Reducing Mental Load: Practical Tips to Help Patients Declutter Their Mind

Clinical Goals and Actions

QUICK REFERENCE FOR SUPPORTING EMOTIONAL WELL-BEING	
Sleep Optimization	• Target 7–9 hours per night with consistent bed/wake times. • A complete sleep cycle takes 90-110 minutes, therefore, aim to have your patients sleep 7-9 hours each night to achieve 4 to 6 sleep cycles.[5] • Educate patients on and set goals around sleep hygiene, including a 30-minute, electronic-free, pre-bed wind down that includes activities such as reading, taking a bath, or meditating in a dim-light environment.

QUICK REFERENCE FOR SUPPORTING EMOTIONAL WELL-BEING	

Exercise & Movement	• Set realistic goals with your patients that aim for movement that includes aerobic and strength training activities. When developing a plan, consider including:
	  • "Micro-movements", such as a 5-minute walk or stretching when feeling emotionally dysregulated
	  • Activity in nature to helps boost a positive mood
	  • Activity that your patients enjoys!
	• Prescribe at least 150 min/week of moderate aerobic activity plus 2 days of resistance training.
	• Emphasize enjoyment and consistency over intensity.

Nutrition and Eating Behaviors	• Shift patients toward whole-food nutrition • Encourage a whole-food inclusive pattern: fruits, vegetables, legumes, whole grains, nuts/seeds, lean proteins, and healthy fats. • Protein is essential for supporting neurotransmitter production therefore recommending a minimum daily protein intake of 1.2-2.0 g per 2.2 pounds of body weight is ideal.[2] • Focus on "what to include" rather than restrictions; avoid rigid dieting language. • Teach mindful and intuitive eating: eat slowly, reduce distractions, and honor hunger / satiety cues. • As dietary changes often require time, refer to a nutrition professional for more personalized and ongoing support.
Social Support & Emotional Expression	• Inquire about the patient's social support network (friends, family, peers, mentors, therapists) and who they can turn to/express emotions freely. • Encourage regular "emotional check-ins" with trusted people or a counselor. • Frame emotional expression as a skill and relational context rather than "venting". • Help patients understand that articulating feelings (positive and negative) supports meaning and sense of purpose. • Social support and emotional expression are not a substitute for mental health treatment, when indicated. • Refer to mental health professionals when isolation, emotional suppression, or trauma limits expression.
Stress Management & Cortisol Regulation	• Normalize and validate stress, as it is a normal human experience. • Set stress management goals with techniques that the patient will enjoy and engage in. • Teach daily parasympathetic activation (diaphragmatic breathing, brief meditation, gentle yoga). • Encourage nature exposure, regular movement, and consistent daily rhythm. • Use journaling or CBT-style reframing to shift maladaptive thought patterns. • Identify and replace maladaptive coping (alcohol, over-work, avoidance). • Reduce chronic cortisol elevation and improve regulation. • Consider the use of objective feedback tools like heart-rate variability tracking. • Collaborate with behavior and mental health specialists, as indicated.

QUICK REFERENCE FOR SUPPORTING EMOTIONAL WELL-BEING *CONTINUED*	
Mental Decluttering & Cognitive Offloading	• For emotional well-being, our goal is not to "empty the mind" in a spiritual sense. The clinical goal is to reduce relentless cognitive and emotional demands so that self-regulation systems (mood, sleep, stress response) can recover. • Recommend nightly "brain download" before bed: list tasks, worries, and plans. • Externalize responsibilities via shared calendars or to-do systems. • Coach brief daily "white space" (non-screen pauses). • Teach structured containment for recurring worries: name it, decide if actionable, schedule revisit. • Collaborate with a life coach or expand your knowledge on tools to help patients "declutter their mental load".

Cultivating Emotional Wellness

Anchor the basics: food, sleep, movement, connection, regulation, and rest.
Help patients build small, repeatable actions that lower stress load and restore balance.
Emotional resilience emerges from consistency, not complexity.

ADDITIONAL RESOURCES

For additional general recommendations, refer to the following blog posts and protocols from Pure Encapsulations®:

- Reducing Mental Load: Practical Tips to Help Patients Declutter Their Minds **(Blog)**
- Cortisol: How It Shapes Occasional Anxiety **(Blog)**
- Mental Health Care: Exploring the Microbiota-Gut-Brain Connection **(Blog)**
- Immunomodulation for Mental Health: How Cytokine Balance Supports Positive Mood & Emotional Well-Being **(Blog)**

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