



newharbingerpublications

5674 Shattuck Avenue • Oakland, CA 94609 • USA

Contact: Cassie Kolas

cassie.kolas@newharbinger.com, 510.594.6142

It's Time for a Kindness Revolution

What happened to kindness? With the current political climate, the world feels like a meaner place, even though historians insist that we live with less violence and more democracy. Everything seems to be breaking into pieces, and empathy, respect, and common decency are dwindling resources. In this kind of environment, it can, quite simply, feel too hard to be generous in spirit. Until you realize the power you are wielding by being kind. When facing anything that feels threatening— be it political, personal, or as natural as a life change— you can “kill” your fears with kindness. It's time for a kindness revolution.

Enter Tara Cousineau, author of *The Kindness Cure: How the Science of Compassion Can Heal Your Heart & Your World* (New Harbinger Publications, February 2, 2018). Cousineau tells us that we are wired to care. The very existence of our human species evolved because of an intricate physiology built for empathy, compassion, and cooperation. Yet we have an epidemic of loneliness, indifference, and cruelty, and we see these destructive trends in our families, schools, neighborhoods, and workplaces.

“We seem to have a kindness phobia on our hands,” Cousineau writes. “People are afraid to be kind, to admit to being kind, to trust people who are kind, to pay attention when kindness does happen. What's going on?”

The science confirms ancient wisdom, and the data is piling in – kindness, it turns out, is a happiness fix. Here are some of the things we're learning that kindness can do:

- *Activate emotional regulation and compassion networks in the brain*
- *Alleviate symptoms related to depression and post- traumatic stress disorder in veterans*
- *Protect against compassion fatigue in helping professionals and first responders*
- *Lessen migraines and symptoms of chronic pain*
- *Promote positive attitudes and compassion toward oneself and others*
- *Lessen judgment and increases kindness toward stigmatized social groups*
- *Improve body image*
- *Strengthen romantic relationships*
- *Improve symptoms related to depression, anxiety, and social isolation in teenagers*
- *Foster stress resilience and prosocial behaviors in young children*
- *Promote longevity in those who volunteer*

“*The Kindness Cure* will give you a language for kindness, encourage you to feel its necessity, help you to make kindness explicit, and give you ways to cultivate it from the inside out,” Cousineau writes. “As you will see, you possess a compassionate instinct. It's part of your genetic blueprint. But the capacity for kindness can erode if you don't exercise it, which may be the greatest thing to fear.”

What People Are Saying:

"Full of reminders of how to enjoy and embody a kindful life."

—**Jack Kornfield**, author of *The Wise Heart*

"Tara Cousineau shows us how live from a strong heart. Highly recommended."

—**Rick Hanson, PhD**, author of *Hardwiring Happiness*

"*The Kindness Cure* gives us carefully considered, warmly delivered keys to a deeper experience of kindness and connectedness."

—**Sharon Salzberg**, author of *Real Happiness* and *Real Love*

About the Author:

Tara Cousineau, PhD, is a clinical psychologist, researcher, and a parent of two teenage girls in Boston, MA. Her expertise spans everything from child and adolescent health and mind-body medicine, to the science of happiness. Cousineau served as a global advisor to the Dove Self-Esteem Project and has been quoted in *Good Housekeeping*, *Family Circle*, *Brides*, *Seventeen*, and *Savvy Auntie*.

The Kindness Cure: How the Science of Compassion Can Heal Your Heart & Your World
(New Harbinger Publications, February 2, 2018, Paperback, 200 pages, ISBN: 978-1-62625-969-0)

