

be.ology™

...the art of be.ing



WEAR the words. **SHARE** who you are. **BE.** who you choose to be.

be.ology™

...the art of be.ing

be.ology

Pronunciation: 'bE-'ä-l&-jE

Function: *verb*

1 : the act of acceptance and contentment: settling in to who you are; accepting others as they are **2** : a source of inspiration: be empowered to be who you WANT to be. **3** : the spreading of positive words, thoughts, and energy to elevate the moods, thoughts, and actions of all people.

Company Philosophy

be.ology™ was created by lifelong friends Alison Smetana and Linda Horwitz to fulfill a common hope to make the world a better place through the mind-body connection and using the power of positive thinking. The duo is dedicated to spreading positive thoughts, words and energy to initiate a movement of compassion, acceptance and empowerment in the world.

be.ology is dedicated to providing top of the line fashionable shirts with powerful and positive messages to change lives and the world. The company has built its line of shirts in conjunction with research supporting the impact of these simple words of empowerment on human state-of-mind and overall health.

Each of us has the power to live our best life and make the world a better place by spreading positive thoughts, messages, and energy. be.ology strives to encourage people to put forth their best “energy” by sharing a bit of who they are and what they believe. We hope our shirts inspire you to share and promote *your* positive energy.

WEAR the words. SHARE who you are. BE. who you choose to be.

you are what you wear

product fact sheet

Words are thoughts in action and every thought has an energy to it. Why not let your energy empower you, inspire others, and create a world full of well be.ing?

What is be.ology ?

be.ology is an inspirational clothing and lifestyle line that aims to encourage people to share their personal best and motivate them to be who they are striving to be through the spreading of positive energy. Each of us has the power to impact the world in constructive ways. Positive thoughts and words carry positive energy, making people healthier, happier, and boundless. **be.ology** offers positive messages with the knowledge that the energy carried by the words will motivate, empower, and inspire actions of compassion, acceptance, gratitude and a feeling of well be.ing. With this, all good things are possible.

be.ology is a call to action! Beyond thinking, desiring, and dreaming of how things should be, be.ology calls upon us to **be.** that reality.

be.ology pairs style, comfort, and simple yet meaningful expressions to make it fashionable to wear shirts with positive messages - and energy.

be.ology empowers people to put forth their best energy – sharing who they are and what they believe in.

be.ology inspires people to be who they are ready to be.

be.ology promotes acceptance of self and others.

be.ology raises the consciousness of people and stimulates thought. People become aware of the energy that they are sharing. People choose expressions that reflect the energy they'd like to share.

the biology of be.ology – our story

be.ology™ was created by lifelong friends, Linda and Ali, to fulfill a common dream held since childhood – to make the world a better place. Through the spreading of positive thoughts, words, and energy they hope to initiate a movement of compassion, acceptance, and empowerment. Being your best, accepting who you are, hoping for the best of others, and seeing the good in all places is be.ology – the art of be.ing.

Ali and Linda met as college roommates and soon became fast friends. They both chose careers that allowed them to help people and were drawn to the mind-body connection, integrating it into both of their fields, (Occupational Therapy and Special Education). Ali and Linda knew that their similar views on life were unique and would bond them forever. They vowed to work together one day and unite their energies.

Linda and Ali combined their extensive backgrounds to create B as U-R Yoga, after completing certification as yoga instructors for children. They developed a school-based yoga program called **Om-work©** to teach students and educators how to integrate the age old practice of yoga into the modern day classroom. They love this work and the impact it has on children's learning and living.

Intrigued by the power of positive energy and the impact it has on people, Ali and Linda made this lesson an integral part of their program. They had their “yogis” test their muscle strength with positive and negative thoughts, words, and actions so they could see for themselves the amazing connection between the body and mind – and the control they could have over their own energy. Teaching visualization and affirmation concepts, now widely used among professional athletes and performers, resulted in a clear movement of self-empowerment. Linda and Ali treasured the gifts they could share by teaching these concepts and it became evident that these ideas needed to be shared in a more global way – for all to access the power of their *own* energy.

Ali and Linda's personal paths led them to the powerful teachings of energy experts such as Carolyn Myss and Wayne Dyer. With each concept that they learned about, their vision for be.ology became clearer. Ali and Linda put their efforts into creating a way to elevate the cumulative energy of people through positive energy. Knowing that positive words, emotions, and thoughts, such as kindness and love, carry high energy and vibrate at a high positive frequency, they created be.ology™ to spread affirmative messages universally and simply for all to enjoy.

be.ology tees were created to inspire people to be. who they are *and* who they are ready to be. There is a place between striving to live your greatest potential and an acceptance of where you are at this moment.....**be.ology** is that place. Visit www.beologyonline.com.

WEAR the words. SHARE who you are. BE. who you choose to be.

be.ology™

...the art of be.ing

you are your energy – the logic of be.ology

Emotion & Thought Analysis

Emotions are feelings that accompany thinking. They are the feeling side of thoughts; thought-filled feelings; thoughtful feelings (Ratner)

Emotions never exist alone, apart from thoughts (Ratner)

The thoughts that are felt may be implicit and difficult to understand, however they are ultimately knowable (Beck, 1988).

- Therefore, if you read the word “confident” you think confident. If you think confident you feel confident because emotions always accompany thoughts

By shifting in the middle of a weakening thought to one that strengthens, you raise your energy vibration, and strengthen yourself – and the immediate energy field (Dr. Wayne Dyer)

Words are thoughts in action – and every feeling, thought, and word carry energy. Positive words and feelings are associated with higher vibrations, well-being, achievement, and goodness.

Your biography is your biology. (Caroline Myss)

What you think will effect you physically and emotionally as the mind and body are fully connected. Think positively and your body and mind will follow.

WEAR the words. SHARE who you are. BE. who you choose to be.

Top Ten Research Points

Negative emotions, such as anger, frustration and anxiety, provoked by the stress and pressures of modern day living, suppress your immune system and increase your risk of developing and dying from heart disease (Watkins)

Numerous scientific studies have shown that repeated episodes of unmanaged negative emotions can cause the release of destructive hormones such as adrenaline and cortisol (Watkins)

- Constant overproduction of these hormones in response to persistent daily hassles has been shown to profoundly suppress immunity and set the stage for a whole variety of illness.

Negative emotional states have also been linked to accelerated ageing and decreases in cardiovascular efficiency (Watkins).

Individuals with higher levels of well-being have lower cardiovascular risk, lower levels of stress hormones and lower levels of inflammation which serves as a marker of the immune system (Ryff)

A positive attitude adds more years to your life than maintaining weight, not smoking or regular exercise (Levy)

The effect of a positive attitude towards aging was greater than physiological measures such as low blood pressure and cholesterol, each of which is thought to add a maximum of four years to life (Levy).

Emotions that women display (warmth, happiness, shame, guilt fear and nervousness) are related to affiliation, vulnerability and self-consciousness (Ratner)

These are consistent with women's lower social status and power, lower physical aggression and traditional gender roles (caretaking and social bonding) (Ratner).

Scientists have discovered that people with optimistic outlooks on ageing live longer than people who constantly worry

- The research suggests that people who feel bad about getting older actually accelerate the aging process.

It could help you live longer. Those who think positively not only have better immune system function, but they also are able to both mentally and physically cope better with illness or disease (Anderson, n.d.).

WEAR the words. SHARE who you are. BE. who you choose to be.

Why should I think positively? Written by: Nicole Teague (References listed below)

<http://www.cignabehavioral.com/web/basicsite/bulletinBoard/poweringUpYourPositiveThinking.jsp>

There are many ways that thinking positively can help you

- It could help you live longer. Those who think positively not only have better immune system function, but they also are able to both mentally and physically cope better with illness or disease (Anderson, n.d.).
- It can help you deal with daily life, and when problems arise, by providing a sense of stress relief.
- It can make you feel better. Instead of sitting back and feeling defeated when life throws you curves, taking control of your situation by thinking positively can help you to take charge of how you feel. Much of the negativity that you may usually carry around with you may be erased.
- It's contagious! Adopting an optimistic outlook will not only make you feel better, but may also make those around you feel better as well.
- Others will respond to you differently. When you are in a good mood, those around you notice it. Give it a try sometime...take notice of how you are treated differently if you have a positive attitude versus a negative one.
- You may find more opportunities to be successful because you aren't stuck in a negative mind-set, and you may notice possibilities that you hadn't thought of before.

How to think positively- Nicole Teague (References listed below)

<http://www.cignabehavioral.com/web/basicsite/bulletinBoard/poweringUpYourPositiveThinking.jsp>

- **Replace negative thoughts with positive ones.** For example, "It's hopeless" may be replaced with "I have the power to control how I handle this situation, and I choose to ...".
- **Look for the good.** Many times situations that are seemingly negative turn out to be blessings in disguise.
- **Surround yourself** with positive people.
- **Use positive words.** Use phrases such as "I will" and "I can", and you just may find yourself believing them.
- **Believe.** Believe in yourself and in the power you have to deal with, and overcome, your situation.
- **Visualize.** Picture yourself successfully dealing with a situation in a positive way.
- **Smile until you mean it.** When you are feeling particularly negative, smiling can do wonders for your mood. If you stick with it and keep smiling no matter how bad you may be feeling, eventually your smile will take over.
- **Be realistic.** Try to see the situation from a realistic viewpoint. Ask yourself how long the situation is truly going to last. Look for examples of times you have been in a similar situation and have gotten through it.
 - Just as others react differently to you when you have a positive outlook, they will react differently to you when you have a negative attitude. This may only add to your negativity. Forcing yourself to remain optimistic will cause others to react to you in a more positive way, and in turn, have a positive effect on you.
- **Exercise.** Keeping fit and using relaxation techniques can keep you calm and help keep the positive thoughts flowing.

WEAR the words. SHARE who you are. BE. who you choose to be.