

Trauma Crisis Among Refugees

New self-help technique can save lives

STOCKHOLM - LOS ANGELES - NEW YORK, October 20, 2015

Your Majesty Co. has partnered with trauma consultants Gunilla Hamne and Ulf Sandstrom from the Peaceful Heart Network, to develop a five minute animated film that demonstrates a self-tapping technique for trauma affected refugees, that can help reduce and stabilize stress levels. Under the creative leadership of Swedish-Kurdish Nina Amjadi who came to Sweden as a refugee in 1988 and has had first hand experience with trauma, the team crafted a language and gender agnostic self-help video that can easily be taught and shared with friends and family.

Hamne and Sandström have taught similar techniques in areas of conflict in Rwanda and the Congo with great success since in 2007. The method can reach children, adults and families through social media, computers and smartphones.

Chief Physician Hans-Peter Sondergaard at the Crisis and Trauma Centre in Stockholm states on their website that early interventions, including stress relief, can reduce symptoms, and create conditions for spontaneous healing.

The Trauma Tapping Technique taught in the film is an incredibly effective stress reliever. International trauma expert Professor Bessel van der Kolk says, "In my 40 years of studying trauma, Tapping has proven extraordinary helpful to calm people down."

Gunilla Hamne says "We are grateful for this opportunity to communicate this message of hope that has the potential to influence the situations of thousands of refugees, despite the weight and seriousness of traumatic experiences."

Nina Amjadi continues: "It has been an honor to work with Hamne and Sandstrom on something that can help thousands of people who have been traumatized in one way or another. At Your Majesty Co. we all wanted to find a way to help with the crisis going on in Europe, and this was our way to do so. We hope that the video will begin to spread like wildfire so that it can reach those in need."

You can watch the film, which is self-explanatory on www.selfhelpfortrauma.org

The team behind the film pleads to authorities, organizations, the media and the public to help spread the link and share it with refugees in need of help – it can truly make a difference.

About Your Majesty

Your Majesty develops products, platforms, experiences, and content that people love and desire.

Founded in 2007 to improve the world through the inventive and skillful application of technology and design, to serve some of the world's leading fashion, lifestyle, automotive, food & beverage, entertainment, event, and hospitality brands.

Independent and happily operated from New York, Amsterdam and Los Angeles.

For further information, please contact:

Peter Karlsson

peter@yourmajesty.co

+1 646 398-8084