



EMOTIONAL  
WELLBEING  
*For life*





Perception v Reality	03
Know your own mind	04
Understanding the Subconscious	05
How to access the Subconscious	07
How will my child remember everything they hear at such a young age?	08
How can playing Papalona recordings help my child?	09
What do we really want for our children? The Papalona ethos	10
FAQs	11
Contact us	14

# PAPALONA

## HOW IT WORKS

### Perception v Reality



*"We see the world,  
not as it is, but as  
we are"* ANAIS NIN

There's a story about twin boys, born to an alcoholic father. After several years, the dad dies and they are taken into care. One becomes an alcoholic – unable to hold down a job or a relationship, he ends up unemployed, homeless and on his own. The other abstains entirely from alcohol, works really hard, marries young, is a true family man and has a long and successful career as an oncologist. Towards the end of their lives a psychologist asks them both how they have got to where they were. In each case, their answer was the same: "What do you expect with a father like mine?"

We believe that we see life as it really is – but that's just not true. We actually see it through a filter of our own perceptions; and those perceptions influence how we feel about our lives. I don't know about you, but there was a time when I would look at old photos of myself and wished that I were as fat as I thought I was then or had appreciated how pretty I was.

If you fit into size 12 jeans, are you happy or sad? If you got a C in Maths at GCSE would you have cried or been elated? Imagine you send a friend a text and she doesn't reply. Do you assume she's been too busy to respond or do you start to panic that she's ignoring you and think back to the last time you spoke and worry that you've offended her in some way?

In each situation, the facts are the same – you're a size 12, you have a C in Maths, your friend hasn't replied to your text, or in the case of our story, your father is an alcoholic – but how you feel (and therefore behave) is completely dictated by your beliefs and perceptions.

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**So if we want our kids to have a happy life, to be confident, to keep going in the face of adversity, to make friends easily, then we need to do our best to ensure that their beliefs and perceptions are coherent with those attitudes.**

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But how do we do that? We can't just tell them to think like that. We've all been told that we're slim, clever, funny, have nothing to fear – but how often did you believe the person telling you? Probably very rarely. That's because our beliefs reside in our subconscious mind – and once they're there – they're not that easy to access and change.



## Know your own mind

Let's talk about your mind for a minute. We all like to think we know our own minds, don't we? We think that we're in control. When we set our mind to something, training to run a 5k or a marathon, dropping 10lbs, learning a new language, stopping smoking - we mean it: we'll be strong. It's all about willpower. We start well. We've got this. This time it'll be different... and 2 days into our plan, we berate ourselves when we're lying on the couch munching on a bowl of crisps with our "Mandarin made Easy" lying, unopened on the side. We tell ourselves that we are weak, stupid, lazy. If only our willpower was stronger, right?

Wrong.

You see, willpower is only a very tiny part of the story. Think about the mind for a minute. In it's simplest form, think of an iceberg. We all know that only about 10% of an iceberg peeks out over the top the water. That's your conscious mind. The bit of your mind that you're aware of on a day-to-day basis. It's the part that remembers to pay a bill or wonders whether that email you sent to your co-worker was a bit sharper than you intended. It's also the seat of your willpower. It's where you make those decisions to change your life, to set your intention to take up kick-boxing or write that novel.

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And whilst that tip of the iceberg might be large and powerful, we know that underneath the water, lurking outside of view, is the remaining 90%. Enormous, powerful, slow moving. That's your subconscious mind....

And that's the part that's really running the show.

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*Willpower is only a very tiny part of the story*

# Understanding the Subconscious



Your subconscious mind is awesome. Truly. It keeps you alive. It keeps your hearts pumping blood round your bodies and your lungs filling with air. Once it's learnt a technique, it does it automatically. Tying shoelaces or a tie was difficult when we were tiny; now we don't even think about it. Learning how to drive a car was awkward and clumsy at first. Now the "accelerator, brake, clutch" and "mirror, signal, manoeuvre" mantras are so embedded in our minds, that we don't need to think about them at all. The skill has become automatic. The subconscious mind has it covered.

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The subconscious works really, really hard for us. It is constantly bombarded with information and it remembers everything: the good and the not so good.

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That time in year 4 when you were teased for your frizzy, uncool hair, or bullied in the playground for speaking up for your friend or when your teacher laughed at your attempts at a French accent. You may not even be able to recall the name of that teacher or playground bully, or even the event, but the subconscious does.

Not only does the subconscious remember all of these things, but rather like a parent that loves us and wants us to be happy, it puts in place strategies and behaviours to protect us from pain. Sometimes however, parental protection can be overbearing. Maybe you now make sure you never call attention to yourself but find yourself shrinking into the background like a wallflower; maybe

you avoid confrontation and don't speak up for yourself; maybe you long to say just a few words in the local lingo when you go abroad but somehow always find yourself mumbling in English.

And the subconscious is busy. It is bombarded with millions of bits of information every day and it simply doesn't have time to fathom it all out. So when it translates the information that it receives, it does so according to the beliefs that are already in place, and as we've already seen, this in turn dictates our view on the world.

Let me explain. Think back to that example of the unanswered text. The reality is that you have sent a text which has not been responded to. How you interpret it though, is down to your subconscious. If your subconscious believes that you are a nice person who is respected and liked, and has good and loyal friends, you might think that your friend is busy, distracted or perhaps you don't even notice that she hasn't replied. If however your subconscious is running a programme that means that you lack self-confidence ("no one likes me", "I never make friends", "people always let me down") then you will start to worry about the absence of a response. In all probability you will spend hours running through the last interactions you had with that person, worrying whether you said something wrong or unwittingly caused offence, or if there was anything in the way they acted which suggested they no longer wanted to be friends.

It's exhausting.



So the beliefs held in the subconscious colour our view of the world. Once those beliefs are embedded, they continue regardless of the fact that life has moved on. Heck, you may not even remember what caused the belief in the first place, or may even be unaware that you believe those things at all.

Like a computer, the subconscious runs programmes in the background that were probably useful when they first arose: "I need to be careful of these friends", "it's not safe for me to speak up". But many years later, they no longer serve that purpose. And like a computer running an old version of a programme, it slows down our ability to process and move forward. Office 95 was revolutionary when it first came out – but nowadays it is obsolete.

The subconscious is slow to learn or change and it can be tricky to access: between the subconscious and the conscious lies a filter – called the Reticular Activating System (RAS). The RAS acts as a barrier and that means that we can't talk directly to the subconscious in normal

waking state. Our brain however cycles through different electromagnetic wave patterns and when it is certain brainwave states (generally the alpha and theta states (5-8Hz)) the filter is suspended; there is a decrease in left-hemisphere activity as the conscious mind is suppressed and an increase in right-hemisphere activity as the subconscious becomes receptive to receiving messages.





## So how to access the subconscious?

The alpha and theta brainwave states are simply different states of deep relaxation. You can be guided into them by a skilful hypnotherapist (and this is what we do with many of the downloads available for adults) but clearly that won't work for a young child who is only beginning to understand language and is unable follow simple instructions. Fortunately for us, though, we all cycle naturally through these states at various points in the day.

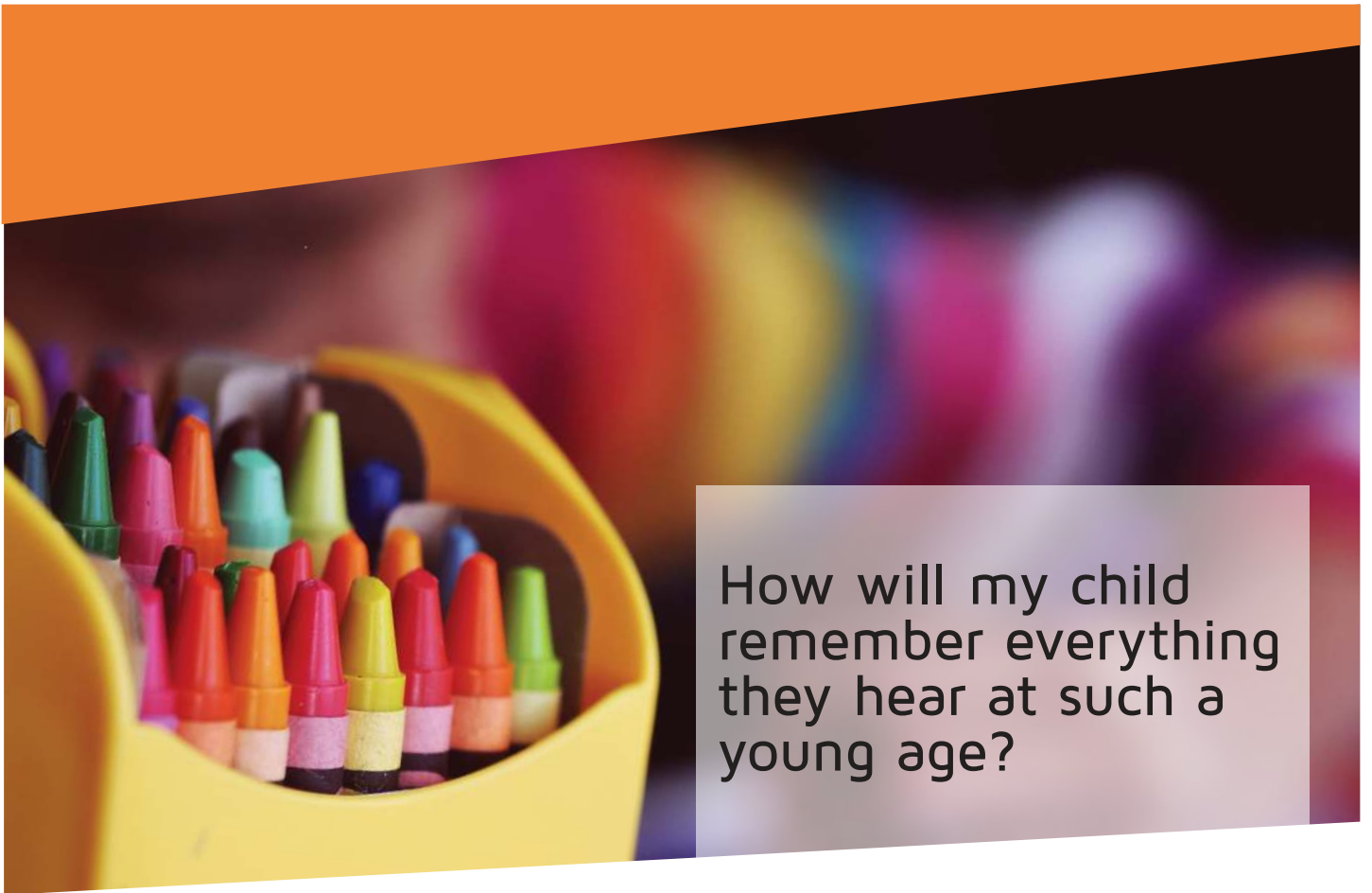
As an adult, this principally occurs when you go to sleep or wake up or during sleep cycles. Children however go through this cycle many times during the day as well – you might catch them in these states as they become totally absorbed in whatever they are doing, somewhat entranced by the world around them.

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Papalona is revolutionary in that we take advantage of these natural brainwave cycles, to access these alpha and theta states as they occur.

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Simply playing Papalona recordings to your child whilst they are sleeping or otherwise occupied throughout the day, will safely allow all those beautiful and positive messages to naturally sink into your child's subconscious, where they can form a healthy foundation for life.



How will my child remember everything they hear at such a young age?

Received wisdom is that the subconscious absorbs everything it hears. There is very good evidence to suggest that people can access even the earliest memories later in life when specifically guided. There is a question mark however over when children begin form memories that they can self-access (i.e. without guidance). The scientific community is split. Traditionally, scientists have asserted that childhood amnesia exists in children up to 3 years. More recent studies have shown that self-accessing childhood memories start to form as early as 1 year and certainly we know that once a child begins to learn language (i.e. learns to speak), those verbal messages are embedded as memories.

At Papalona, we like to start young. We keep the language we use in our messages very simple and positive – to give the subconscious the best opportunity to absorb and embed the affirmations as soon as possible and therefore to be able to take advantage of strong, positive beliefs from a very early stage, forming a healthy foundation for life.

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Here's the good news. Your child doesn't have to consciously remember anything. The subconscious will do it for them.

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*The subconscious absorbs everything it hears*





## How can playing the Papalona recordings help my child?

Many of our problems start because of the beliefs we hold; beliefs often learnt first in childhood.

We all want to be great parents and give our children the best start. We try so hard to parent in the best possible way: supporting our children whilst also setting boundaries. But the simplest statement or behaviour can be misinterpreted. "Please just let me answer this email" can be heard as "you're not as important as my work"; "We've never been a sporty family" becomes "so you won't be either". Often we have no idea of the impact we have on our children.

Papalona is designed to help you prevent many of those issues from ever arising.


By using our recordings, parents can start to lay down and reinforce the best beliefs for children at the earliest possible stage. By accessing the subconscious at such a young age we put in place the framework for health, happiness, confidence, resilience and self-motivation. Remember the perceived slight from the friend who doesn't return the text message or the belief that we're no good at maths because of a teacher's comments? If the right foundations

are in place, the child will not experience these situations as problems. Any perceived slight will not register, because the subconscious beliefs ("I am a great person to hang out with", "I love learning and I build on my mistakes") mean that those situations or comments are not perceived negatively and not remembered as such.

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In other words, Papalona not only sets the framework to help our children be confident in the future, we help them avoid numerous problems that they otherwise might experience if they held different beliefs.

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# What do we really want for our children? The Papalona ethos

We all want the best for our children. I think we can all agree on that statement – but do we really know what we mean by that?

Do we want them to be highly successful CEOs of Fortune 500 companies? Or supermodels with size 6 waists and legs to their neck? Perhaps winners of the Nobel Peace prize or the next Einstein? Or maybe Pulitzer Prize winning novelists....

... well, now that we come to think about it....

Of course we want them to be successful and if they can be extra-ordinary, then so much the better. Although there's always that slight uneasiness that comes from recognising that any of those outwardly successful achievements may come at a price – and one that is possibly too high for our precious children.

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Because when it comes down to it, we all pretty much want the same thing for our children. We want them to be safe, healthy and happy. That's pretty much it.

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When we dig a little deeper and talk to parents about the qualities and values that lead to happiness, the list is remarkably similar: We want them to be confident (but not arrogant), to be able to express themselves without fear of making mistakes or being ashamed. We hope that they will be curious about life and be eager to learn and explore

both in and outside the classroom. To take measured risks, intellectually and physically within a safe framework. To be self-motivating, not waiting to be nagged to do something. We want them to make friends easily and to be a good friend to others, to be respectful of other people and the environment. To be compassionate. We want them to take responsibility for their actions, their health and well-being and their lives as a whole... and we want resilience – to be able to handle the challenges that life will inevitably throw at them:

Confidence	Respect	Responsibility
Curiosity	Self-Motivation	Healthy
Risk-taking	Compassion	Resilience

And these are the core values that Papalona seeks to help you anchor in your child's mind, providing solid foundations for lifelong emotional wellbeing.

# PAPALONA - FAQs

## **IS IT SAFE?**

Yes. Absolutely. Papalona simply takes advantage of the natural brainwave states to help establish positive beliefs for a happy and healthy future. We are committed to our ethos- so all our suggestions are designed to promote and support their positive growth and wellbeing.

## **"WHY CAN'T I HEAR THE MESSAGES IN THE CHILDREN'S RECORDINGS? HOW CAN I BE SURE THAT THEY ARE SAFE AND RIGHT FOR MY CHILD?"**

The statements contained in the recordings for children are specially crafted to be as simple as possible, using language that the children will learn very early on. The positive statements found in each recording are provided with each purchase.

Repeatedly listening to those statements could be very boring for an adult playing them in the background to their children. We want you to find the audios soothing. We would rather you played them often so that your child (and you) can get maximum benefit from the recordings. We have therefore placed them on the audio track at such a level that they are not readily audible to the conscious mind, but are heard and remembered by the subconscious.

Do try them out yourself. As you listen to the recordings with you child, your feelings will align with the suggestions contained in the download, leaving you feel more peaceful, relaxed and happier.

We have also used nature sounds where possible. The mind is amazing, and sounds can conjure up memories in an instant. Creating downloads which use nature sounds mean that every time your child listens to the sound of the sea, or hears the sounds of nature, their subconscious mind will make the link to the recordings and recall and reaffirm those positive suggestions"

## **WILL I SEE AN IMMEDIATE RESULT FROM THE RECORDINGS?**

The sounds used in the background of the recordings are specially chosen for its relaxing and hypnotic quality and should imbue a sense of peace and tranquillity. Children (and adults) may be soothed by the tracks regardless of the affirmations contained in them. In some cases, and depending on the age of the child, parents have reported very quick results with the child becoming more confident after only a few sessions.

The recordings are however designed to create long-term solid foundations for life and the effect naturally becomes more pronounced as the child grows and as language capabilities develop.

In terms of the adult recordings, you should feel better after the first play, but as with all recordings, we recommend repeated use for best and long-term effects.

# PAPALONA - FAQs

## **IF I PLAY THESE RECORDINGS TO MY CHILD, DOES IT MEAN THEY'LL NEVER GET UPSET OR THAT THEY'LL TURN INTO SUPER-KIDS?**

No. We all want to protect our children from the harsh realities of the world but it is obviously not realistic. At Papalona, we design recordings that help provide children with tools to best deal with the challenges that they will naturally face in life in the healthiest and most resilient way possible.

## **HOW OFTEN SHOULD WE PLAY THE RECORDINGS?**

It depends on you and your own circumstances. There is no hard and fast rule but this is a case where more is better.

For children, we would suggest playing them as often as possible. This ensures that you access the alpha and theta states frequently throughout their sleep and waking time and the repeated suggestions have an opportunity to properly anchor into their subconscious. Put them on when you feel guided. At night or at nap time as they go down to sleep. The noise will often help soothe your child. Or at a relaxing time of day whilst they're otherwise occupied, perhaps colouring or doing a jigsaw. Use your intuition and go with what feels good for you and your child.

Remember they are designed to be used at any age, so do play them throughout their childhood as you feel guided or for a bit of a boost.

For adults, we recommend listening to them daily at the start for a minimum of 21 days or as long as you feel the need. In all cases, repetition is key.

## **IS THERE AN AGE LIMIT FOR THE CHILDREN'S RECORDINGS?**

They are specifically designed to be accessible to children who are starting to master language but the positive statements are simple but powerful. Anyone listening to the recording will benefit.

In certain situations, adults and older children will benefit from other recordings designed to help overcome a particular issue. The recordings are designed to lay positive foundations for life. Obviously, someone who already has a core belief which causes a problem (like "I feel guilty for going out to work") may need help in removing that particular belief before they can replace it with a more life-enhancing view.

## PAPALONA - FAQs

### I'M A LOVING PARENT. I MAKE SURE I GIVE MY CHILDREN POSITIVE MESSAGES FROM AN EARLY AGE. SURELY MY CHILD DOESN'T NEED EXTRA HELP?

We're pretty sure that if you're interested in Papalona, you're already the kind of loving parent who's working hard to give your child the best start in every area. Trouble is, you can't police everything about their lives and you simply don't know how they are absorbing what's going on around them. A long phone call might be interpreted as "I'm not important", a "sshhh I'm speaking" could become "they don't want to listen to me", "Your brother's good at maths" might be misinterpreted as "...and I'm not". Frankly, it's exhausting what the mind can come up with... and of course, who knows what they're hearing at the nursery or in the playground.

*Papalona gives you peace of mind, knowing that whatever else is going on in their lives, you are strengthening those core beliefs for lifelong well-being. After all, we all need a little extra help, don't we?*

If you would like any further information, please check out our website:

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