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**From:** [REDACTED] <[REDACTED]>  
**Sent:** Wednesday, September 17, 2014 1:12 PM  
**To:** Joichi Ito; Jeffrey Epstein  
**Subject:** How America Can Finally Learn to Deal With Its Impulses - Pacific Standard: The Science of Society

This is an important article! And it's the difference between - QS which is about will power, and Essential Self technologies which are about autonomic regulation and emotion= keys to self-regulation.

This is so fundamental - it's why I'm passionate about this. It is and will be critically important both for health and ultimately, the future of human/machine interactions. It goes back to everything I've done attention & technology - it's a physiological relationship, not just one of will power ("put the phone away").

Vagus nerve +++

<http://www.psmag.com/navigation/health-and-behavior/feeling-control-america-an-finally-learn-deal-impulses-self-regulation-89456/>

iPhone feature: Tupos & Abbrvtns=?xml version=.0" encoding=TF-8"?> <!DOCTYPE plist PUBLIC "-//Apple//DTD PLIST 1.0//EN" "http://www.apple.com/DTDs/PropertyList-1.0.dtd">  
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