

## The FIVE things you can do now to combat the 'Festive Fry' this Christmas

Navigating the festive season **\*mindfully\*** is at the top of our wish list this Christmas.

Learning to say 'no' when your social battery is crying for a night in. Setting boundaries with friends and family who demand every last bit of you. And remembering that self-care isn't selfish. With the help of **NHS GP and ITV This Morning's Doctor, Dr Zoe Williams**, [wellness platform yōjō](#) is on a mission to help Brits avoid the '**Festive Fry**' this season with **five top tips**.

*Definition: Festive Fry - the intense adrenal fatigue and burnout caused by non-stop social commitments, disrupted sleep, and high cortisol levels in December.*

### Dr Zoe's 'Festive Fry Five':

1. **Pre-emptive resilience.** Prep your nervous system *before* Christmas to help you manage commitments and feel your best physically and mentally. A wellness eco-system like [yōjō](#) breaks the stress-inflammation cycle, boosting vitality, beating burnout and nurturing lasting psychological, physiological, and social well-being - perfect for this time of year.
2. **Set boundaries.** Don't feel guilty for taking pockets of time to be alone and recharge. Schedule moments of calm throughout the day with kids-free zones, deep breathing, listening to music, or simply stepping away from the chaos.
3. **Habit stack.** Our usual healthy habits tend to go out of the window at Christmas, along with the loss of normal routine. Stacking habits together is a great trick, especially if it takes little effort. For example, if on cooking duty, you can stack with [yōjō](#) and do a 30-minute vagus nerve stimulation session to help calm and relax your nervous system.
4. **Indulge mindfully.** Yes, Christmas is a time to relax and enjoy all of the festive food, drinks and activities. But be mindful in your choices and listen to your body.
5. **Set 2026 intentions.** This is a great time for identifying those mantras that will help us in the new year ahead. Mine for 2026 is "*I can, and if I start, I will*". What's one habit or intention you want to adopt in 2026?

### About yōjō:

yōjō goes beyond traditional wellness approaches by giving you a personalised, evidence-based roadmap to better health. It doesn't just treat symptoms; it addresses the root cause: an overactive stress response that drives inflammation in the body and mind.

### How yōjō works:



#### The Precision-Engineered Stimulator

- The yōjō device makes daily vagus nerve stimulation (nVNS) a simple, 30-minute habit, done on the go. Through a specially designed earpiece, it gently stimulates the auricular branch of the vagus nerve, immediately activating the body's natural "rest-and-digest" response, leading to whole-body relaxation and powerful anti-inflammatory effects.

### **Intelligent Digital Platform & Biofeedback**

- The companion app translates complex physiology into actionable progress. It utilises real-time biofeedback - collected via a simple 30-second face scan - before and after each session. This makes the invisible process of nervous system regulation visible, allowing users to track key markers like Heart Rate Variability (HRV), stress index, and parasympathetic activity.

### **Personalised Coaching & Accountability**

- To ensure high adherence and sustainable results, yōjō pairs the technology with human support. Each user gets an initial consultation with a dedicated coach to define goals and create a tailored plan. The coach provides ongoing guidance, translating goals into personalised "daily tasks" in the app, creating a crucial element of accountability and adaptation.