Chemical equilibrium can be shifted by changing the conditions that the system experiences. Decreasing the temperature is equivalent to decreasing a reactant (for endothermic reactions) or a product (for exothermic reactions), and the equilibrium shifts accordingly. For example, if the temperature is increased for an endothermic reaction, essentially a reactant is being added, so the equilibrium shifts toward products. Le Chatelier's principle: If an equilibrium is stressed, then the reaction shifts to reduce the stress.