

NeurOptimal[®] Brain Training



What is Neurofeedback?

The brain responds to 'information' on a conscious and nonconscious manner, and typically without any assistance. We have the ability for complex processing and this is typically determined by how efficiently it functions as a self-organizing dynamical and transformational system.

We find most tasks like breathing, eating and digestion are ultimately performed without our focused attention! Once we have learned a task such as reading, writing, riding a bike and even driving we rarely think about how we do it again.

We have the ability to smoothly move from task to task in a seamless, flexible and resilient way. When we are able to constantly make decisions and respond without concern we are using an optimal brain.

Neurofeedback gives us an opportunity to receive operational 'information' (feedback) and our brain will learn from this information. It is a specialized and advanced form of feedback that gives information back to you about the activity of the brain as it is occurring.

The electrical activity generated by the Central Nervous System (CNS) processing can be detected by sensors placed on the scalp and displayed on a monitor in real-time. This is called the Electroencephalograph or EEG. Neurofeedback (NF) has also benefited recently from significant advances in technology.

Who uses Neurofeedback?

NF is widely used by top tier organizations and individuals who want to improve physical and mental performance, such as

athletes, professional Trainers, business people, musicians, performers, and students.

Neurofeedback is a tool that is used in

schools, mental health facilities and by general health care professionals.



NeuroOptimal Dynamical Neurofeedback

NeurOptimal® works as an electrical information-detection system, noticing the differences in the activity.

By simply offering the brain this information about what it just did, NeurOptimal® Training helps the brain notice what it is doing in the present moment and this information allows the brain to organically re-organize itself, activating its own healing wisdom. As a result of Training, Clients have reported their brain to be flexible and resilient, responding faster naturally.

With NeurOptimal® the brain is simply interacting adaptively with itself moment by moment, not striving to produce more of some frequency and less of another. Just designing internal flexibility to respond to both our internal and external environmental conditions.

As the brain and CNS together develop flexibility and resilience, this is reported to feel like stability to many Clients.

This 'Training' continues with each session until the brain and CNS develop the ability to carry that perception of stability across their Sessions, and into the future, as the individual learns to maintain this 'feeling' independent of the NeurOptimal® Training Sessions.

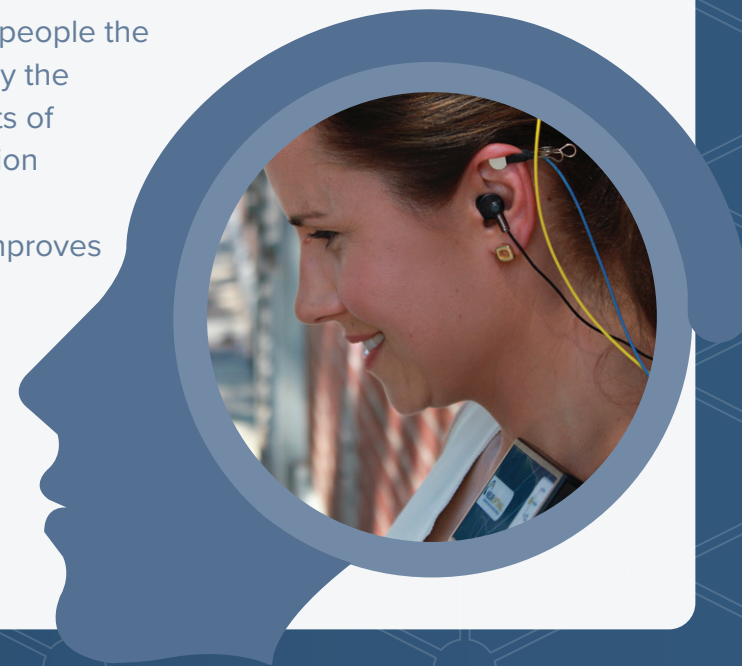
NeuroOptimal is very easy to operate

NeurOptimal® is very easy to operate and is 100% safe. An educational degree, previous qualification, or Training in any other discipline is not necessary as the expertise is built into the software.

The Training is fully automated and responsive to the Client's EEG, no matter what reason they started Training. We simply attach the sensors, start the Training and let the program do the work. No diagnosis or interpretation of EEG is required.

Certification Training can be provided if desired (to learn more about the mathematical underpinnings of the process), but because NeurOptimal® is so easy to learn, one can teach multiple staff members to use it within their business quickly and easily.

Our goal is to give people the opportunity to enjoy the long-lasting benefits of optimized information processing, as the "life" experience improves with the use of NeurOptimal®.



NeuroOptimal Session Experience

NeuroOptimal® is a pleasant experience.

The brain does all the work. No conscious effort is required on your Client's part. There is nothing else your Client needs to do other than come along to gain the benefits of NeuroOptimal® Neurofeedback Training. There is no need to control thoughts, emotions, concentration, think of anything in particular or do anything else to make it work better.

By the time they have consciously registered the interruption in the music their brain has already responded to it and moved on. So, there is nothing you need to do, or can do, during the Session that will improve outcomes.

Therefore, we do not suggest that any additional activity is required to make the NeuroOptimal® experience different or improved.

It really is that Simple.



1

Before the first **NeuroOptimal®** session, you will fill out a brief questionnaire describing how you are feeling and what you wish to achieve in coming to your Training Sessions.



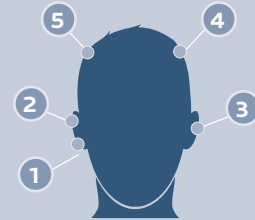
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You will be seated in a comfortable reclining chair facing a computer monitor.



3

Two sensors are placed on the scalp and another three are placed on the ears.



4

Earbuds are then placed in your ears so that you can easily hear the music.



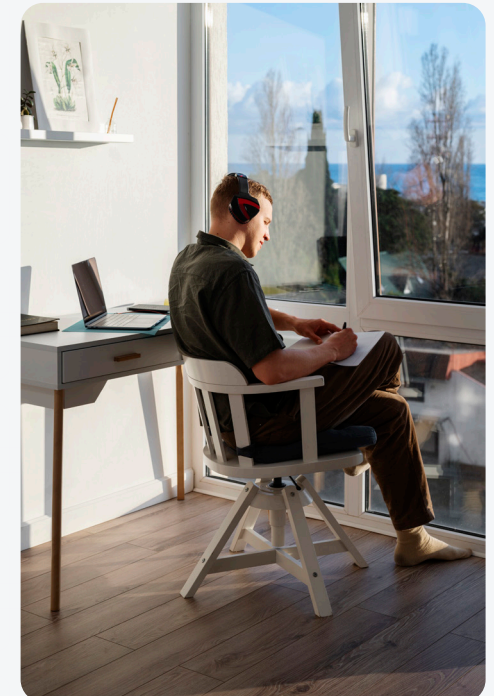
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Once the Training begins, you will hear the music with very brief, occasional interrupts and you will be able to watch a random visualization on a monitor if you wish.



NeuroOptimal can:

- Promote healthy sleep habits
- Help with sleep management
- Help improve 'mental acuity'
- Help with Feel(ing) more confident
 - More certain
 - More comfortable
 - More calm
- Help with Performance anxiety
- Help with Sports anxiety
- Helps maintain wellness
- Contribute to general wellness
- Promote relaxation, which as part of a healthy lifestyle, may help living with anxiety.
- Help with Coping with things better
- Help manage stress better
- Help you become more flexible and resilient which makes coping with what you're dealing with easier
- Help promote a healthy lifestyle
- Assists with weight loss goals
- Help promote relaxation or stress management
- Help with Waking refreshed
- Improves instruction following, concentration, problem solving, multitasking,
- Help with resource management, logic, pattern-recognition or eye-hand coordination
- Help with Enhancing learning capacity
- Boost self-esteem
- Keep your brain fit
- Help with Brain fitness
- Help with Mental fitness
- Help with Part of your fitness program - eat right, train your body, train your brain
- Exercise your brain
- Help with passive brain Training for personal enrichment



Children & Teens



An optimally functioning brain can help with focus, engagement and increasing attention span. Students of all ages learn faster and more effectively, and more of what is learned is retained.

Parents of children who are struggling at school tend to seek out alternative options to thwart having to put their child on medications, especially at the young elementary school level.

Parents report that their child's brain tends to function more optimally the more they train; while teachers notice a shift in their classroom behavior.

The NeuroOptimal® process assists the child in learning a different method of functioning at their best when Training with NeuroOptimal®.

NeuroOptimal® is not only for those who struggle. Because Neurofeedback Training supports the organic learning process by assisting with concentration and mental focus, the students who are doing well at school also use NeuroOptimal® as a critical tool to continually improve their artistic and sports performance.

NeuroOptimal® is 100% drug free and has no known side effects. School is not the only place parents notice shifts in their children when using NeuroOptimal®.

Clients report better sleep, increased sports performance, better peer relations, less reactivity to difficult situations, less arguing and resistance and an overall increase in happiness, sense of self, and maturity level. Clients also report better decision-making skills in teens.



BTA FAQs

As you listen to the music, you will hear little interruptions or glitches (similar to static) and this is the brain generated feedback at work. The interruptions are not pre-set in the music, instead they are live feed of your own brain activity detected by the EEG. Every time you hear an interruption in the music, you'll know your brain has just adjusted itself so the music keeps playing. Over a few sessions and through repetition of your sessions this static will become less pronounced.

How many sessions?

Neurofeedback is very safe because the person is able to change at their own rate without any forcing of the process. Everyone is starting from a different place with a different history and coming for different reasons.

On average clients require 10-15 sessions, with some requiring more. However, you do not need to do 10-15 sessions to experience benefits as this will be evident within the first few sessions. Neurofeedback is not a quick fix; it is a program that allows your brain and central nervous system to release old habits and re-train itself in a healthier form which takes time and commitment on your part in the form of regular sessions. The total number of sessions required differs from person to person and depends on your personal needs and goals.

“The most effective biohack I have experienced so far”

- David Asprey – Founder of Bulletproof®

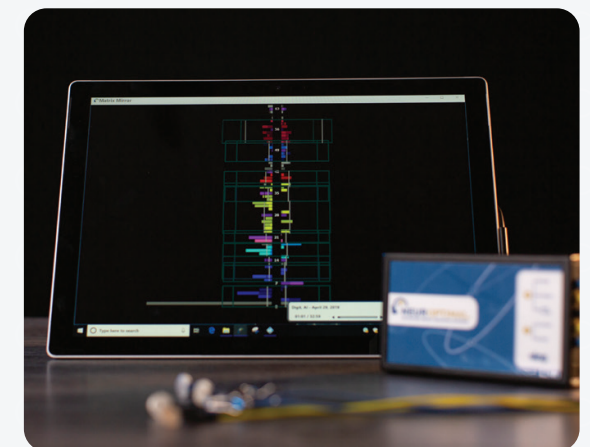
How will I know if Neurofeedback can help me?

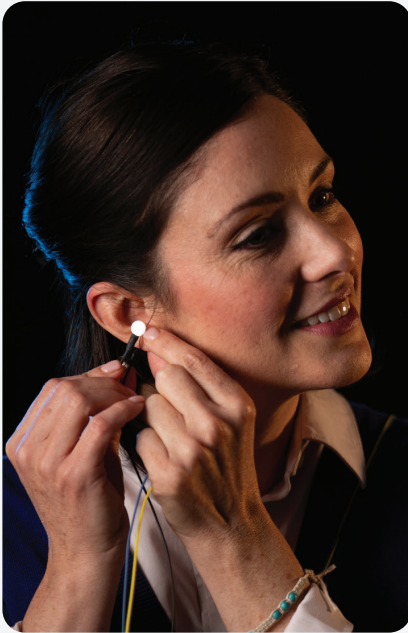
Based on over three million hours of experience with NeurOptimal® Dynamical Neurofeedback™ we can make some predictions of how Neurofeedback can help you.

Neurofeedback is grounded in decades of evidence based clinical research and neuroscience indicating significant improvement in clients symptoms and overall wellbeing. Know you are making the best decision for your brain by reading the latest report on the actual technology reflecting the results of Neurofeedback Brain Training across a large variety of presentations based on almost 3 million hours of use internationally. The good thing about Neurofeedback Brain Training is you do not have to take it on faith and trust that it will help you — you will know pretty quickly when it is helping you, as you will feel a change.

We cannot predict your personal response to Neurofeedback Brain Training, or its outcome.

While the majority of clients enjoy notable changes to their presentation in the first couple of sessions, each person's journey and their results will vary — because your brain determines the changes and adjustments it





makes, not the system. Some people experience dramatic shifts and growth very quickly, while others are slower in how they change. It's possible you will perceive little or no effect, even though subtle changes may be occurring at a deeper level and outside your conscious awareness. Progress can be variable – it often doesn't follow a straight path forward. This is normal. It can go up and down, but we do like to see a general trend in the desired direction. Even though we may show you graphs in the first

sessions so you can appreciate the work your brain is doing, in the end it is always how you are coping and progressing in your life that is most important. Becoming self-aware is the best way to determine your progress.

Are there any side effects?

The process of change that happens with Neurofeedback is Neuroplasticity. Sometimes, Neuroplasticity can feel comfortable and sometimes it can feel uncomfortable as we are challenged to our old patterns of being – similar to brushing your teeth with your non-dominant hand – it can feel awkward or different. Rest assured, we have carefully chosen and invested in the most advanced Neurofeedback Technology available on the market today as it allows for **limited side effects**. Any effects felt during a session or soon after are a response by your central nervous system to the challenge of

training. Although the sessions may feel relaxing, your brain is actually working very hard.

Neurofeedback is like going to the gym for the brain

and like any training session, when you exercise muscles they work harder than normal. For example, you may experience any of the following temporary symptoms: tiredness, irritability, difficulty sleeping that night, headache (due to dehydration), agitated, sleeping during the session, discomfort in the body often associated with old injuries, feeling spacey or dizzy after your session.

These effects, if they happen at all, are *temporary* and usually disappear in the hours following the session and generally stop appearing after a few sessions as the central nervous system becomes stronger, more flexible and more resilient.

Neurofeedback is merely providing information that your brain uses to do its own organising, so even if symptoms do increase and are stirred up for a short time, it is a question of comfort while the brain adjusts itself, not safety.



Effects felt between sessions and before the full change has 'settled in'

Very often the change people experience with Neurofeedback is remarkably effortless and seamless. **The challenge with this is to notice the changes that are happening.** The process is so simple and easy that as changes occur, you may even be tempted to attribute these improvements to something else you are doing. As clients transition to optimal brain functionality, it is often that they don't remember accurately what it was like when they came in at the Initial Consultation.

This is why after every session we track your progress, and every 10 sessions we measure your overall progress since your first session.



This process of seamless change is why it is important to monitor any changes, no matter how subtle, in the areas in which you hope to see improvement occurring. But not all change is seamless, and some people may have feelings that are less comfortable, such as feeling more open, vulnerable, raw, reactive or tearful. Sometimes it is not that they feel more of these emotions, but instead are becoming more aware of their feelings.

As you progress through your Brain Training Program, you may still be experiencing the same symptoms however may find you can cope better with the symptoms now, that your reactivity level is lowered and your bouts of stress and anxiety are less frequent and of a lesser intensity.

As your brain becomes more finely tuned, the negative effects of some of our bad habits become harder to ignore, like drinking too much or not getting enough sleep. Your tolerance for alcohol may reduce, so the same amount of alcohol will feel like more, so please adjust accordingly. This is relevant for all artificial stimulants e.g. coffee, sugar etc

I'm taking medication – Will that stop Neurofeedback from working?

No. In fact, if you are on medication for a disorder, there may be come a time when you need less or no medication. All medical related decisions such as medication should be handled by your prescribing physician. Please make sure you continue to follow your physician's advice and treatment for your medical issues, as we are not medical and will never recommend for you to change or come off your prescribed medications.

How long do the effects last?

As changes become more stable, they become your new norm and **will remain with you through your lifetime.**

It's like learning how to read or swim - once you know how, you can't not know, although you may get rusty.

However, your brain is living tissue and can get thrown off by stress, chemicals, hormonal changes, an anesthetic, head injury or other challenges. If this happens to you, a few booster sessions will help your brain return to its good place.

What if it doesn't work, what do I do then?

Neurofeedback Brain Training builds resilience, adaptability and regulation of brain function and it is very rare that clients do not progress or not experience changes. If you find your Brain Training is not progressing as desired after 6 sessions, we can look at whatever external factors (intrinsic constraints or stressors) may be interrupting your progress and we may recommend other strategies to assist.

What can I do to improve my results?

Before The Session: Avoid stimulants such as tea, coffee, any kind immediately before your session. Same rule applies to alcohol or illicit drugs. We also recommend you avoid eating a large meal one hour prior to avoid being energetically lethargic during the session. There really is nothing else you need to do other than come along to gain the benefits of Neurofeedback Brain Training.

During The Session: There is no need to control your thoughts, emotions, concentrate, think of anything in particular or do

anything else to make it work better.

By the time you have consciously registered the interruption in the music your brain has already responded to it. So there is nothing you need to consciously do during the session that will improve outcomes, other than be as you usually are. You can simply recline, enjoy the peacefulness of the session, meditate, read a book or sketch – whatever tickles your fancy! This is why training with Neurofeedback results in such powerful and long lasting outcomes: the whole brain is involved - not just the conscious mind.

After The Session: It is fine to return to your normal activities where you will notice the improvements. It is recommended, if you can, to avoid stressful environments immediately after your session so that you can allow the training benefits to progress and continue to develop.

Any other questions?

If you have any questions that we have not addressed in this Frequently Asked Questions (FAQs), please feel free to discuss with your Neurofeedback Trainer or any member of our team who will be happy to support you on your journey to optimal mental wellness and peak performance.





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