

NeuroOptimal® Discovery Guide

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Welcome to NeurOptimal® Brain Training

A Guide to the Philosophy and Principles of Dynamical Neurofeedback®

An introduction to the philosophy, language, and possibilities of Dynamical Neurofeedback®

This is your guide to exploring the world of NeurOptimal®, whether you're here to support your own wellness, integrate it into your professional work, or both. Inside, you'll find clear, accessible information about how NeurOptimal® works, what sets Dynamical Neurofeedback® apart, and how it fits into real-life wellness or business settings.

We've organized the content into helpful sections so you can easily navigate to what matters most to you. Whether you're just getting started or deepening your understanding, this resource offers a grounding in the principles and language that make NeurOptimal® unique.

Disclaimer:

The official language of the NeurOptimal® software and Zengar Institute Inc. materials is English. This manual may be translated using an automated tool for convenience. These translations are not guaranteed to be accurate and may contain errors. Zengar Institute Inc. is not responsible for any discrepancies or misinterpretations arising from translated content.

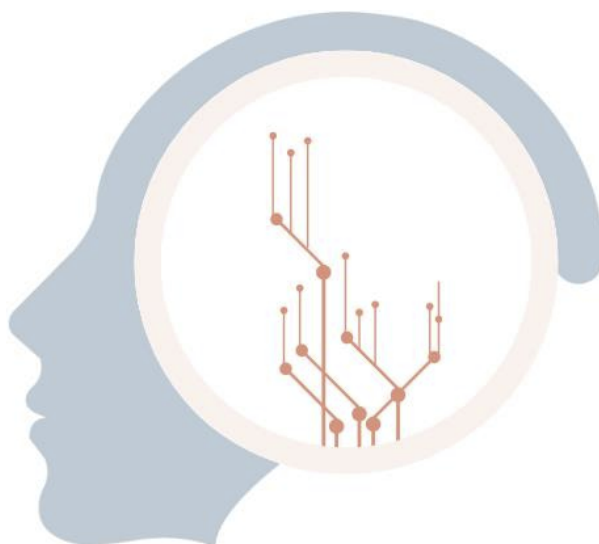
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1. What Is Neurofeedback?

The brain is constantly responding to information, both consciously and nonconsciously, and often without any external input. Many everyday functions, such as breathing, eating, or digesting, happen automatically without focused attention. These are examples of the brain's built-in ability to regulate the body without conscious effort.

This same principle applies to learned tasks. Once we've acquired a skill, like reading, writing, riding a bike, or driving, we rarely need to think through each step again. The brain stores these patterns and can access them with ease. This ability to move fluidly between tasks with flexibility and resilience reflects a well-functioning, self-organizing system. When we respond to life's demands with ease and adaptability, we are engaging what we refer to as an optimal brain.

Even though the brain is naturally self-regulating, it can sometimes become overwhelmed or stuck in patterns that no longer serve us. That's where neurofeedback comes in. By offering the brain real-time information about its own activity, neurofeedback provides information for the brain to become more aware of what it's doing so it can adjust and return to a more balanced state.



2. Who Uses Neurofeedback?

Neurofeedback is used by individuals and organizations around the world to support performance, adaptability, and personal growth. From students to professionals, from families to high performers, people choose neurofeedback to stay clear, calm, and focused in the face of daily demands.

Those who train with neurofeedback include:

- Athletes and performers looking to stay mentally sharp and physically grounded
- Business professionals and entrepreneurs managing high-stress environments
- Musicians, creatives, and artists seeking flow and focus
- Students building confidence, attention, and learning strategies
- Families and individuals incorporating it into their wellness routines

Whether supporting personal development or enhancing professional performance, it offers a flexible, non-invasive tool for anyone looking to engage their brain in a healthier way.

3. What Is NeurOptimal® Dynamical Neurofeedback®?

NeurOptimal® Dynamical Neurofeedback® is a sophisticated brain training system powered by advanced mathematical algorithms. Unlike older, linear forms of neurofeedback, which focus only on adjusting frequency and amplitude, NeurOptimal® operates within a nonlinear software design that reflects the brain's complexity and natural adaptability.

Rather than attempting to change or direct brain function, NeurOptimal® simply mirrors what the central nervous system (CNS) is doing, millisecond by millisecond. This feedback comes in the form of brief interruptions in sound, subtle pauses in the audio that alert the brain to its own activity. Like glancing in a mirror, the brain can then decide whether to continue or shift, based on its own internal priorities.

This is similar to how we instinctively shift positions when we've been sitting too long. The body doesn't need to be told what to do, it simply responds to discomfort. In the same way, NeurOptimal® gently alerts the brain to what it just did, allowing it to self-correct without interference, diagnosis, or imposed goals.



NeurOptimal® is fully non-invasive and non-directive, designed around a fundamentally different understanding of how the brain communicates and optimizes itself. By monitoring the timing of electrical signals, not just amplitude or frequency, it supports the brain's natural capacity to reorganize, adapt, and function at its best.

4. How Does NeurOptimal® Differ from Linear Neurofeedback?

Unlike linear systems that diagnose and direct brain activity using predefined protocols, NeurOptimal® requires no diagnosis, no targeted intervention, and no expertise in interpreting data. Its proprietary software continuously analyzes the brain's electrical activity and offers information back to the brain without imposing any agenda.

While linear systems aim to increase or decrease specific frequencies toward a predefined target, NeurOptimal® does not train toward a fixed state, "normal," or idealized balance. The brain is a dynamic, ever-changing system, there is no single frequency profile that represents a permanent or optimal endpoint.

Rather than pushing activity up or down, NeurOptimal® provides real-time information about shifts, allowing the brain to continually adjust moment by moment. By supporting this ongoing self-regulation instead of enforcing a target state, it avoids the risks associated with driving the system toward an artificial standard and instead fosters adaptability, flexibility, and resilience as conditions continually change.

DYNAMICAL APPROACH VS. LINEAR SYSTEMS

UNDERSTANDING THE DIFFERENCE BETWEEN NON-LINEAR AND LINEAR NEUROFEEDBACK MODELS

	 NEUROPTIMAL® DYNAMICAL NEUROFEEDBACK® SYSTEM	OR LINEAR SYSTEMS
Process	Provides the brain with real-time information about its own activity, allowing it to self-adjust naturally.	Pushes the brain in a specific direction to achieve correction.
Focus	The focus is on supporting the brain's natural flexibility and resilience.	Focus is on treatment.
Diagnosis	No diagnosis is required. The brain receives information and adjusts naturally.	Requires diagnosis.
Expertise & Skill	Expertise is built into the system. No specialist expertise is required to run Sessions.	Requires practitioner skill.
Invasiveness	100% non-invasive and non-directive. The brain receives information and chooses how to respond.	Often directs the brain toward predefined goals using stimulation, frequency training, or manual adjustment.
Side Effects	NeurOptimal® does not produce side-effects. We do however understand that some central nervous systems react by taking a 'side-journey' some place they have already been in their life when under extreme fear, anxiety, depression or stress.	Potential side effects.
Effort & Control	Flexible Session experience, read, write, or simply relax while NeurOptimal® uniquely supports your organic ability to self-organize.	Requires effort on behalf of client to consciously train the mind.

5. The Philosophy Behind NeuroOptimal®

At its core, NeuroOptimal® is based on the understanding that the brain is an intelligent, self-organizing system. Rather than trying to change or direct the brain, NeuroOptimal® provides information that allows the brain to decide, moment by moment, what it wants to do.

During a Session, NeuroOptimal® monitors the brain's electrical activity across a broad range of frequencies, from 0.01 Hz to 64 Hz, on both the left and right hemispheres simultaneously. This real-time data reflects how the central nervous system is functioning, not in terms of content or diagnosis, but as dynamical patterns of activity.

The system is designed to detect changes in the electrical signal that suggest when the brain is making or has made a shift. When this occurs, NeuroOptimal® delivers a brief pause in the music, an invitation for awareness, giving the brain an opportunity to notice itself. This pause acts like a cue, similar to the feeling of driving over rumble strips at the edge of a road. If the shift was unintentional, the brain may correct course. If it was intentional, it can choose to continue. Either way, the decision is left entirely to the brain.

This process happens without interpretation, judgment, or imposed goals. NeuroOptimal® does not train specific frequencies or target symptoms. Instead, it supports flexibility and resilience, the brain's ability to move through change allowing continual balancing through out their daily activities.



Over time, many clients describe feeling more centered, capable, and confident in how they navigate daily life. These shifts don't come from being told what to do, they come from within. NeuroOptimal® simply provides the information. The brain does the rest, accessing its own intelligence to adjust, adapt, and respond to life with greater ease.

6. The NeuroOptimal® Session Experience

NeuroOptimal® Sessions are simple, relaxing, and effortless. There's nothing you need to control, concentrate on, or "do" to make the system work better. Your brain handles everything naturally and automatically.

Here's what a typical first Session looks like:

1 Before your first NeuroOptimal® Session

You'll have the option to reflect on how you're feeling and what you'd like to support through training. This can be done using the NeuroOptimal® Companion App, where you can log your wellness goals, track Sessions, and note changes over time, all in one place.



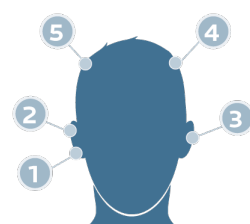
2 Settle in comfortably

You'll be seated in a comfortable chair. You can choose to face a monitor if you'd like to watch visual content during your Session.



3 Sensors are gently applied

Two sensors are placed on the scalp with a small amount of conductive paste, and three are placed on the ears to detect your brain's electrical activity. The process is completely non-invasive and painless.



4

Put on your earbuds

You'll wear earbuds to hear music during the Session. The feedback comes through brief pauses in the sound.



5

Relax and let the system do the work

As the Session begins, you may hear tiny interruptions in the music. These are the brain's feedback points. You can watch visuals on the screen if you wish, read, close your eyes, or simply relax. No effort or focus is required.



7. Speaking the Language of NeurOptimal®

At the heart of NeurOptimal® is an understanding that the brain has a natural ability to adjust, grow, and thrive. Because this approach is different from medical or therapeutic models, the words we use to describe it matter.

NeurOptimal® has been designated by the FDA as a General Wellness Device, which means it is not a medical treatment, diagnosis, or therapy. Instead, it offers a non-invasive way to support overall well-being by providing the brain with real-time information about its own activity. With this in mind, we use language that reflects what NeurOptimal® truly offers: a training, not a treatment.

To help keep this message consistent, we encourage the use of certain terms that best represent the system's purpose and function. Some key terms are always used in English to maintain clarity around the unique nature of NeurOptimal®.

These language choices are not about limiting how we speak, they're about honoring what NeurOptimal® truly is: a tool that supports the brain without judgment, interpretation, or direction. Clear, consistent language helps ensure that this message is understood and respected around the world.

Registered trademarks should always begin with a **capital letter** and have a **registered mark**:



Dynamical Neurofeedback®
Have You Trained Your Brain Today?®
I Trained my Brain Today ®
NeurOptimal®
Zengar®

For consistency, please **capitalize** all terms. **Bolded** terms should remain in **English**, as they're specific to **NeurOptimal®** and shouldn't be translated.



G-Force
Flex (license)
Matrix Mirror
PASS

Train Player
Trainer
Unlimited (license)

VAULT
zAmp
ZenConnect
Zengar Institute Inc.

For a full list, refer to the [\[FDA Guidelines\]](#) and [\[Branding Guidelines\]](#).

✓ What We Can Say

Supportive, empowering, wellness-based language

- ✓ Helps with sleep management
- ✓ Promotes healthy sleep habits
- ✓ Helps promote relaxation or stress management
- ✓ Waking refreshed
- ✓ Helps support focus and calm
- ✓ Promotes a healthy lifestyle
- ✓ Contributes to general wellness
- ✓ Can help manage performance or sports anxiety
- ✓ Assists with managing stress better
- ✓ Helps maintain wellness
- ✓ Can help with perception of one's experience
- ✓ More good days than bad
- ✓ Personal transformation
- ✓ Helps with learning readiness, logic, or multitasking
- ✓ Enhances brain fitness and flexibility
- ✓ Supports resilience and adaptability
- ✓ Helps you feel more confident or more comfortable
- ✓ Part of a wellness or fitness program
- ✓ Passive brain training for enrichment
- ✓ Brain training as part of self-care
- ✓ Exercise your brain
- ✓ Can support mental fitness
- ✓ Helps with staying focused and clear

✗ What Not to Say

Avoid medical, therapeutic, or outcome-based claims

- ✗ Improves sleep quality
- ✗ Cures or reduces anxiety (or any condition)
- ✗ Anxiety has improved
- ✗ Improved mental health
- ✗ Drug-free alternative
- ✗ Natural alternative for [condition]
- ✗ Maintains normal healthy sleep
- ✗ Upgrade, improve, or enhance cognitive performance
- ✗ Reduces medication
- ✗ Reduces stress and anxiety
- ✗ Any reference to therapy, diagnosis, or treatment
- ✗ Any claim of treating or changing the brain or body
- ✗ Any mention of diseases or disorders

8. Training on Your Own Terms

NeuroOptimal® is designed to fit into real life. Whether you're navigating work, school, parenting, or simply looking to support wellness from home, this system offers a convenient way to train your brain in a comfortable, familiar setting. No diagnosis is needed. No effort is required. You just show up, and your brain does the rest.

Because NeuroOptimal® is fully automated and non-directive, anyone can use it. You don't need to understand neuroscience or have prior experience. The system delivers feedback in real time, allowing your brain to organize itself naturally.

Many choose to train at home, enjoying the ability to schedule Sessions at their own pace in a familiar setting. Others train while traveling, during breaks at work, or even with the support of a local Trainer. As long as you have a secure internet connection, your system goes where you go, supporting you in everyday life, on your terms.

9. Options That Fit Your Life

One of the most empowering aspects of NeurOptimal® is its flexibility. Whether you're exploring brain training for the first time or looking to make it part of your long-term wellness routine, there are several ways to get started, each designed to meet you where you are.

You can choose to:

1

Purchase a System

For those who want ongoing access to NeurOptimal®, purchasing a system offers full ownership and freedom to train anytime, at your own pace. It's ideal for individuals, families, and those supporting loved ones at home.

2

Finance or Lease-to-Own

If purchasing outright isn't the right fit, flexible financing and lease-to-own plans are available. These options make it easier to bring NeurOptimal® into your life while spreading out the investment over time.

3

Rent from a Certified Trainer

Renting is also a great way to experience NeurOptimal® before deciding on a long-term approach. Trainers offer short-term system rentals so you can try Sessions at home, on your own schedule, with the added support of someone who knows the system well.

4

Attend Sessions with a Trainer

If you prefer in-person guidance, working with a certified Trainer is a simple and supportive way to get started. Trainers handle everything, your role is simply to relax and let your brain do the work.

No matter which path you choose, NeurOptimal® is always non-invasive, effortless to use, and responsive to your brain in real time. You're not required to understand how it works to benefit from it, and you're never expected to do it alone. Whether training at home or with a Trainer, you're supported every step of the way.

10. Integrating NeurOptimal® into Your Business

Whether you're building a new business or expanding an existing one, NeurOptimal® offers a flexible, scalable, and client-centered solution. The system is easy to learn and does not require a specific background. All the expertise is built into the software.

Trainers come from a wide range of paths, including:

- Coaches, educators, and wellness practitioners
- Therapists and counselors (offering non-medical services)
- Corporate wellness providers and performance consultants
- Parents or caregivers starting home-based businesses
- Entrepreneurs looking for mission-aligned, flexible businesses

If your work is about empowering others, NeurOptimal® offers a way to do so with confidence, clarity, and respect for each person's process.

11. Designing a Business That Works for You

NeuroOptimal® was designed to be intuitive, flexible, and easy to integrate, making it a natural choice for professionals who want to support others without diagnosing, interpreting EEGs, or managing complex protocols. Sessions are fully automated and consistent, allowing you to focus on creating a welcoming, supportive experience.

There's no one-size-fits-all model when it comes to building a NeuroOptimal®-based business. Trainers around the world have created businesses that reflect their values, goals, and availability, whether part-time, full-time, mobile, or multi-site.

Here are six common approaches to building or expanding a NeuroOptimal® business:

1

NeuroOptimal®-Focused Business

A business centered entirely on offering NeuroOptimal® Sessions, either à la carte or in packages. Trainers may run one or multiple systems, making it easier to accommodate more clients or reduce working hours by training simultaneously.

2

Integrating into an Existing Business

Many professionals bring NeuroOptimal® into their existing services, such as coaching, education, counseling, movement, or holistic wellness. It becomes a natural complement to their offerings and an additional revenue stream.

3

Partnering with Other Businesses

New Trainers sometimes collaborate with established businesses, such as chiropractors, therapists, or wellness centers, by offering Sessions on-site. This allows them to start without committing to their own office space while building a steady client base.

4

Rental Models

Renting systems to clients for use at home is a popular option, especially for families, remote clients, or those seeking convenience and flexibility. Some Trainers focus solely on rentals, while others combine them with in-office Sessions.

5

System Sales & Referrals

Sometimes clients become so engaged with NeurOptimal® that they decide to invest in their own system. While Trainers do not sell systems directly, Trainers that are PASS members can participate in the Referral Program, receiving ZenPoints when their referral leads to a confirmed system purchase. This is Zengar®'s way of recognizing your role in expanding access and supporting clients as they explore what's right for their personal or family needs.

Combining Models

Many Trainers offer a mix of in-office Sessions, system rentals, and referrals for those interested in owning their own system. By offering these options during an initial consultation, you give clients the flexibility to choose what best fits their needs, preferences, and lifestyle, whether they prefer coming into your space, training at home, or exploring long-term use on their own.

NeurOptimal® offers not only flexibility in how you serve others, but also in how you grow. From part-time passion projects to multi-system businesses, you can design a model that fits your values, lifestyle, and goals.

12. Choosing the Right System for Your Needs

NeurOptimal® offers flexible options to support your goals, whether you're training on your own, working with clients, or expanding a growing business. All systems come fully configured with the same core software and features. The main differences are in how many systems you receive and how you plan to use them.



Single System

A great starting point for personal or professional use.

- ✓ Includes 1 fully configured system
- ✓ Ideal for home use or seeing clients one-on-one
- ✓ Flex and Unlimited license options
- ✓ Comes with sensors, earbuds, paste, cables, and carrying sleeve
- ✓ Includes 1-month PASS membership



Double Bundle

Two systems for greater flexibility and freedom.

- ✓ Includes 2 fully configured systems
 - ✓ Unlimited licenses on both systems
 - ✓ Comes with sensors, earbuds, paste, cables, and carrying sleeve
 - ✓ Includes 1-month PASS membership
- Perfect for Trainers who want to:**
- ✓ Train multiple clients at once
 - ✓ Offer both in-office Sessions and rentals



Enterprise Bundle

A powerful setup for growing businesses and teams.

- ✓ Includes 5 fully configured systems
- ✓ Designed for Trainers scaling across locations or building rental fleets
- ✓ Each system comes with an Unlimited license
- ✓ Comes with sensors, earbuds, paste, cables, and carrying sleeves
- ✓ 5 On-Demand Certifications to train your team
- ✓ 1-Year PASS Enterprise membership

Each bundle is designed to grow with you. Whether you're supporting yourself, your family, or a professional business, there's a system configuration that fits.

13. Business Tools and Resources

To support your growth, Zengar® also offers a full suite of tools and training:

- Client Resources
- Educational Documents
- Certification courses
- Business Building webinars
- Marketing and language guidance
- My NeuroOptimal® Companion App
- PASS membership
- NeuroOptimal® Facebook Groups

These tools are designed to help you grow with clarity, serve with confidence, and stay connected to a global community committed to empowering others through brain training.

14. Serving Diverse Communities

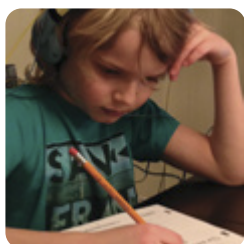
As a Trainer, your clients may come from all walks of life. While many professionals welcome anyone who is curious about training, identifying a niche or population you naturally connect with can help you focus your energy, deepen your impact, and stretch your marketing resources.

NeurOptimal® businesses have taken shape in a wide variety of settings:



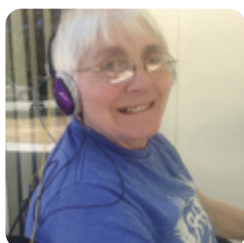
Wellness and Lifestyle

Many clients use NeurOptimal® as part of a proactive wellness lifestyle. Trainers often support individuals seeking to navigate daily life with more ease, balance, or self-awareness, without the need for diagnosis or intervention.



Children, Teens, and Families

Some Trainers work closely with parents who are looking for supportive, drug-free ways to help children or teens with focus, emotional regulation, or everyday stressors. Others serve entire families, creating a space for shared growth.



Aging Populations

Older adults often value training as part of maintaining engagement, mental agility, and independence. Trainers may offer Sessions in senior centers, home-based settings, or as part of aging-in-place services.



Creative and Performing Artists

Artists, musicians, writers, and performers often use brain training to support creative flow, presence, and resilience under pressure. Trainers with a background in the arts may find this population particularly rewarding to serve.



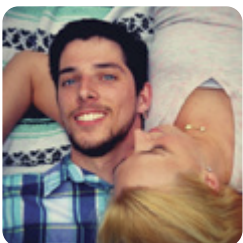
Athletes and Movement Professionals

NeurOptimal® is used by athletes of all levels to support focus, recovery, and performance. Trainers may collaborate with sports teams, coaches, or individual clients in high-performance environments.



Corporate and Executive Settings

Some Trainers bring NeurOptimal® into corporate wellness programs, executive coaching, or leadership retreats. The non-directive nature of the system fits well in high-stakes environments that prioritize clarity, innovation, and stress resilience.



Specialized Populations

You may find that your own lived experience draws you to serve a particular community, whether that's caregivers, veterans, entrepreneurs, educators, or others. Many Trainers describe this as a natural evolution of sharing something that supported their own journey.

NeurOptimal® offers professionals a rare combination of simplicity, depth, and flexibility. You're not required to "do" anything to the client, your role is to provide the space for their brain to receive information and respond. The outcomes arise from the brain's natural ability to self-organize. It is a relationship built on trust: trust in the system, trust in the brain, and trust in the process of change. That's why many professionals find that while they're supporting others with NeurOptimal®, the experience often shapes their own journey just as meaningfully.

Closing Thoughts

Thank you for exploring NeurOptimal®

Whether for your own personal journey or as part of a larger professional vision. This e-book was created to help you understand what makes our system unique, accessible, and aligned with a future of wellness that respects the intelligence of the brain.

Whether you're just beginning your exploration or ready to take the next step, we hope this resource has helped illuminate what's possible with NeurOptimal®. You're never alone in this journey, our global community is here to support you.