**We can now say:**

"NeurOptimal® has been designated a General Wellness Product by the FDA."

### TYPES OF THINGS WE CAN SAY

- Promotes healthy sleep habits
- Helps with sleep management
- Help improve ‘mental acuity’
- Feel(ing) more confident
- More certain
- More comfortable
- More calm
- More focus
- Performance anxiety
- Sports anxiety
- Helps maintain wellness
- Contributes to General Wellness
- Waking refreshed
- Promotes relaxation, which as part of a healthy lifestyle, may help living with anxiety.
- ...As part of a wellness program
- Can help change perception of their "stuff"
- Cope with things better

### TYPES OF THINGS NOT TO SAY

- Improves quality of sleep
- Maintain your natural healthy sleep
- Upgrade/Advance/Improve your cognitive performance
- No direct mentions of anxiety (or any disorder) or the improvement of it by way of NeurOptimal.
- 'Anxiety has improved'
- Experiencing or discerning less anxiety or less anxiousness
- Improved mental health
- DO NOT make any reference to diseases or conditions, or claims that NeurOptimal is a cure or treatment for them.
- DO NOT make any mention of ‘therapy’, or ‘medicine’, ‘treatment’, ‘diagnosis’, or ‘curing’ and ‘treatment’.
- Natural alternative for...
- Reduce medications
- A drug-free alternative (implies using it for something medical)
- Do not imply that what we do impacts or alters the physical brain or body
- Reduce stress and anxiety

### REPLACE & USE THIS LANGUAGE:

<table>
<thead>
<tr>
<th>Relief</th>
<th>Assistance</th>
</tr>
</thead>
<tbody>
<tr>
<td>Recovery</td>
<td>Improvement</td>
</tr>
<tr>
<td>Healing</td>
<td>Help manage, help promote</td>
</tr>
<tr>
<td>EEG Biofeedback</td>
<td>Neurofeedback</td>
</tr>
<tr>
<td>Neurotherapy</td>
<td>Neurofeedback</td>
</tr>
<tr>
<td>Compromised brain</td>
<td>Sub-Optimal, Inefficient, Out of Shape, Unfocused, Untrained</td>
</tr>
</tbody>
</table>

In general, a statement is ok if it does not imply NeurOptimal® directly impacts an issue, but instead impacts on how that issue is managed or perceived.