NEUROPTIMAL®
ADVANCED BRAIN TRAINING SYSTEMS
TRANSFORMING LIVES SINCE 2000

NeurOptimal® Brain Training

The E-Book that captures the Philosopy, Language and Business Aspects of **Dynamical Neurofeedback®**

This document provides information on a variety of aspects of **NeurOptimal®**, incuding some background on How **NeurOptimal®** Works, Neurofeedback in general, the differences between Linear and **Dynamical Neurofeedback®**, and the business opportunities. It has been arranged under specific headings so you can access information relevant to your interest.

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What is Neurofeedback?

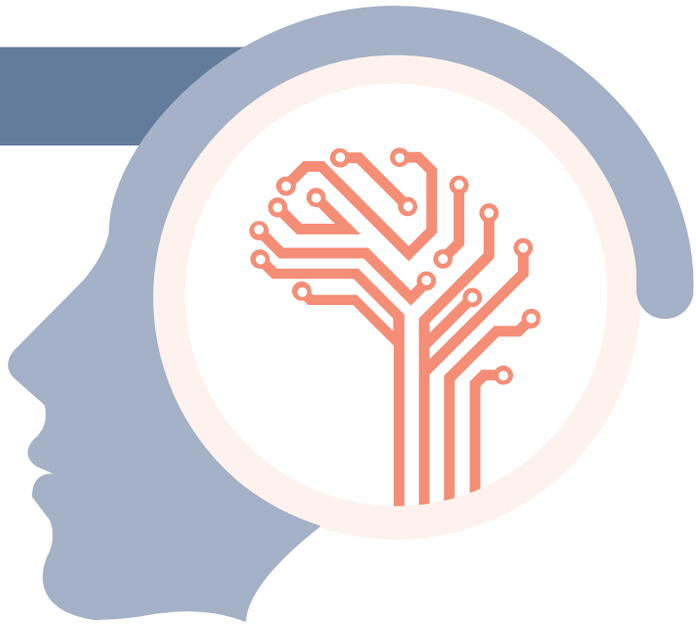
The brain responds to 'information' on a conscious and nonconscious manner, and typically without any assistance. We have the ability for complex processing and this is typically determined by how efficiently it functions as a self-organizing dynamical and transformational system. We find most tasks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



NeurOptimal® Dynamical Neurofeedback®

NeurOptimal® Dynamical Neurofeedback® is an advanced software process using a set of proprietary mathematical algorithms that are within a nonlinear software program. This is a unique and highly expanded Neurofeedback process that is more sophisticated than the antiquated Linear approaches that only include the 2-D model of frequency and amplitude as initially founded in the field of NF. As a result, **NeurOptimal®** is able to recognize the incredible natural potential of the brain and give information (or communication) that mirrors what the CNS just did. This information takes the form of mathematical interruptions in the auditory and visual fields that offers the individual a 'mirror' into their own electrical activity. Thereby reminding the individual to move away from discomfort. This information has been reported by Clients to assist them in achieving optimal processing and outcomes without intervention, manipulation, or imposition of beliefs. It is similar to an individual that has sat in the same position too long and at some point will reposition themselves to move away from the discomfort that the static position created.

NeurOptimal® is the only **Dynamical Neurofeedback®** system in the world, and as such very different from other systems as it incorporates monitoring the 'timing of the electrical signal'. It is completely non-invasive and non-directive because it is based on both a very different understanding about how the brain communicates, as well as how it is best optimized. (*Pribram, K. (2013).* ***The form within, my point of view****).*

The Philosophy

NeurOptimal® monitors electrical activity from the slowest 0.1 Hz up to 64 Hz on both the Left and Right hemispheres simultaneously. This is different than focusing on content or any particular EEG frequency as other systems do. The specially designed computer software and EEG hardware will detect any changes or differences in the electrical signal, which is a sign of the brain about to make a shift. The brain then decides if it means to shift or if it was shifting unnecessarily. Such as when we run over the rumble strips on the side of the road, if it was unintentional the driver quickly responds by moving back on the road. If it was an intentional motion (it may have been to change a tire) the driver then continues to drive off the road. The differences in the electrical signal are measured in terms of Duration, Intensity Frequency and Shift and is unique to **NeurOptimal®**. This information is offered back to the brain in real time via auditory and visual interruptions of the media. The individual will determine what information is useful to them. This is particularly important in terms of flexibility between the frequencies and resilience when in the process of change. It has been reported that some individuals have noticed processing efficiency, stability, adaptability, and when coupled with a clean lifestyle the body learns to naturally respond to bodily functions like sleeping. These qualities are essential for healing, performance and improved outcomes.

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.

NeurOptimal® Founders

Drs. Valdeane and Susan Brown of Zengar Institute Inc., with their vast experience within the Neurofeedback community, developed this unique, industry leading, state-of-the-art **NeurOptimal®** NF system. The system is designed to work directly with the dynamical self-organizing conscious and nonconscious processes, facilitating optimal function. There is no intervention, no manipulation, no concentration and no decision being made about what your brain should or should not be doing.

NeurOptimal® provides information to the brain from a wide array of dynamically changing frequency envelopes representing brain function, some of which were first described by **Zengar®** and are unique to **NeurOptimal®**. With **NeurOptimal®** you receive the benefits of Training across the range of all the available frequencies simultaneously. **NeurOptimal®** uses twenty different envelopes, each of these working dynamically with "where the central nervous system is" at that moment in time. A major benefit of working with multiple frequencies the way **NeurOptimal®** does, is that you don't get side effects as you do when working with only one or two frequencies. Furthermore, **NeurOptimal®** no longer augments or suppresses specific frequencies as the antiquated Linear systems do.

If you specifically target one frequency that quiets the brain, or one that activates the brain as is done with Linear NF systems for example, you run the danger of becoming over-quieted or over-activated. When you Train with **NeurOptimal®**, you are flowing through the various frequencies on an as-needed basis, each frequency bandwidth complementing the others. You cannot go too far in any one direction, because you are receiving feedback from the entire spectrum of frequencies, moment by moment! You end up alert and relaxed, feeling alive and quiet at the same time. As the brain organizes, it dynamically adapts, providing the most efficient and least rigid Training available today. Perfectly balanced.

NeurOptimal® recognizes that the behavior of the EEG activity represents the dynamical activity of conscious and nonconscious information processing within its entirety. **NeurOptimal®** is designed to detect any emerging shift at its earliest preconscious origins and alert the central nervous system (CNS) so that it can make its decision away from discomfort.

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.

How Does NeurOptimal® Dynamical Neurofeedback® Differ from Linear Neurofeedback?

All systems, other than **NeurOptimal®**, require the practitioner to first make a diagnosis in some way, such as using past medical or psychological history, QEEG, (brain maps), or standardized testing to create a protocol-driven program. For this reason, most other systems require the administrator to be a licensed healthcare practitioner. A one-moment in time picture of your brain may also be conducted, that shows the dominant frequencies it is producing in which location at that time. Training usually involves a minimal selection of frequencies in different areas of the brain. The focus of Training will be on one collection of issues for a period of weeks or months until, hopefully, there is resolution. At this point, the Training will be adjusted to address another symptom cluster and so on.

It is a Linear, stepped process, and sometimes the frequencies needed for one set of symptoms can be wrong for another, which can lead to confusion and a trial and error course of Training.

With **NeurOptimal®** there is no need for diagnosis. **NeurOptimal®** is designed to give the brain continual information about what it has just done. The brain then uses this information to organize itself. During a session, the Client listens to music or watches a movie. As soon as **NeurOptimal®** detects that the brain is about to make a change, feedback is provided via a very brief pause in the sound. The brain then adapts itself in response to the information, which then provides new and different information for **NeurOptimal®** to mirror back. With **NeurOptimal®** (or **Dynamical Neurofeedback®**) the brain is simply interacting adaptively with itself moment by moment, not striving to produce more of some frequency and less of another. While those kinds of changes may be observed, they occur as part of an intrinsic self-organizing principal rather than an artificially imposed constraint. This is the inherent power and safety of **NeurOptimal®** and how it invites very seamless change.

	NEUROPTIMAL® DYNAMICAL NEUROFEEDBACK® SYSTEM	OR	LINEAR SYSTEMS
Focus	Focus is on restoring brain resilience and flexibility because this naturally leads to a reduction in problems/issues		Focus is on treatment
Diagnosis	No diagnosis is necessary because Training helps your brain find its own best solution		Requires diagnoses
Skill	Expertise is built into the system. No skills are necessary		Requires practitioner skill
Side Effects	No known unwanted side effects		Potential side effects
Effort & Control	Requires no effort or special disipline. Client simply relaxes		Requires effort on behalf of Client to consciously train the mind
Process	100% non-invasive. Lets the brain "decide" which corrections work best		Invasive; pushes the brain in a specific direction to achieve correction

NeurOptimal® 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®**.

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.

The **NeurOptimal®** Client Session Experience

NeurOptimal® 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 **NeurOptimal®** 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 **NeurOptimal®** experience different or improved.

It really is that Simple.

1. Before the first **NeurOptimal®** 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.

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

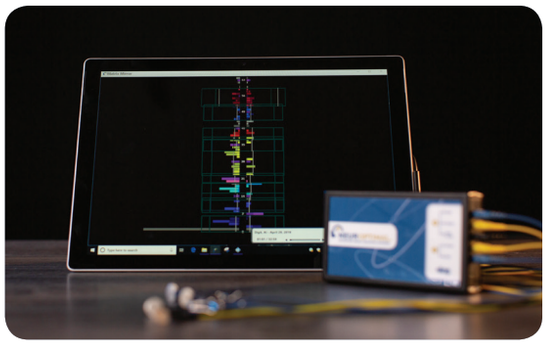
3. Two sensors are placed on the scalp and another three are placed on the ears.

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

5. 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.

NeurOptimal® Language Unique to **Dynamical Neurofeedback®**

NeurOptimal® terminology is unique to the **Dynamical Neurofeedback®** process. Therefore, it is important we all use the same language when we talk about the process. We have worldwide users, and to stay consistent with our terminology we've found it best that certain terms always remain in English. This will help us achieve consistency in every country and in every language.



TERMS TO **ALWAYS REMAIN IN ENGLISH** (BOTH IN WRITTEN OR SPOKEN FORMAT)

- Session (ie: in French do not use seance)
- Trainer (ie: in French do not use praticien)
- Train Player
- zAmp
- Vault
- Media Player
- Location
- Waterfalls
- Tunnels
- Client
- Instructor
- Representative
- Linear
- **Zengar®**
- **NeurOptimal®**
- **Dynamical Neurofeedback®**

Food & Drug Administration (FDA) and Health Canada (HC)

NeurOptimal® has been determined to be a General Wellness Device by the FDA. This determination indicates we are not a treatment nor a Medical Device. To be a General Wellness Device, literally means the FDA will not ask **NeurOptimal®** to comply with other Medical Devices (like some Linear Neurofeedback systems). Instead we have very specific language that continually reinforces the concept that we are a Training not a treatment.

REPLACE	& **USE** THIS LANGUAGE:
Relief	→ Assistance
Recovery	→ Improvement
Healing	→ Help manage, help promote
EEG Biofeedback	→ Neurofeedback
Neurotherapy	→ Neurofeedback
Compromised brain	→ Sub-Optimal, inefficient, out of shape, unfocused, untrained

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

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

Helps manage stress better

Personal transformation

Helps you become more flexible and resilient which makes coping with what you're dealing with easier

More good days than bad

Helps promote a healthy lifestyle

Assists with weight loss goals

Helps promote relaxation or stress management

Waking refreshed

Improves instruction following, concentration, problem-solving, multitasking, resource management, logic, pattern-recognition or eye-hand coordination

Enhances learning capacity

Can boost self-esteem

Keeps your brain fit

Brain fitness

Mental fitness

Part of your fitness program - eat right, train your body, train your brain

Exercise your brain

Passive brain Training for personal enrichment

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

Health Canada has deemed **NeurOptimal®** a consumer product. This means that it is NOT a licensed medical device, drug or natural health product. Therefore, one can only make non-therapeutic claims about **NeurOptimal®** in its advertising.

To ensure that **NeurOptimal®**'s advertising is non-therapeutic, claims must not imply the diagnosis, treatment, mitigation of a disease, disorder or abnormal physical state or symptoms. Additionally, claims about **NeurOptimal®** must not suggest the restoration, modification or correction of the body's structure. Only drugs and medical devices are permitted to make such claims, provided they are approved under a license issued by Health Canada.

PERMISSIBLE CLAIMS:

In general, claims made about **NeurOptimal®** should be limited to statements that describe:

- how **NeurOptimal®** works and performs
- the materials and other components used to make and implement **NeurOptimal®**
- the quality of **NeurOptimal®**

The *Competition Act* ("Act") regulates all advertising in Canada. Specifically, the Act prohibits making a false or misleading representation. Therefore, all claims about **NeurOptimal®** must be accurate, true and substantiated before they are advertised. For example, to advertise a claim like "#1 Neurofeedback system in Canada based on sales", one would need to have valid and up to date sales data that supports the fact that it is the most sold Neurofeedback system in Canada. We also recommend that one keep any records on file as evidence that it can support the claims it is making about **NeurOptimal®**.

EXAMPLES

For illustration purposes, we have prepared the following list of potential claims* that one could use to market **NeurOptimal®**.

Superlative claims: "**NeurOptimal®** has Canada's largest network of Neurofeedback Trainers" or "Top selling Neurofeedback system in Canada." (Please note these are examples our lawyer provided us, we do not have evidence that supports these statements).

Product history/composition: "**NeurOptimal®** was developed by Clinical Psychologists."

Simple statements: "**NeurOptimal®** is the world's first and only **Dynamical®** Brain Training system."

Quality claims: "**NeurOptimal®** is made with the finest materials."

Testimonials: "I felt better after using **NeurOptimal®**."
Testimonials:

- must reflect the person's actual experience with the product
- be typical of consumer experience
- should not be incentivized without further disclosure (i.e. free product, payment in advance of providing the testimonial)
- have written permission from the individual before being published
- must not be published if they make a claim that **NeurOptimal®** itself couldn't make, for example, health/therapeutic claims even if that is the user's actual opinion and personal experience

*One would, of course, need to have evidence to support that these claims are true, and will still need to ensure that they do not imply that **NeurOptimal®** is a therapeutic or health product/service.

NeurOptimal® Unique Phrases:

"It really is that simple"

"If you are too busy for a session, that is when you need a session most"

"When in doubt default it out"

"Nothing more, nothing less"

"If someone is driving you crazy, it is YOU that needs a session"

"Release expectations"

"Calm assertiveness"

"Change is inevitable"

"All information is transformative"

Starting a **NeurOptimal®** Based Business

The following sections have been outlined to give you an idea of what running a business providing **NeurOptimal®** services to people can look like. In no way is it meant to replace any formal business Training, in fact, we recommend you regularly continue to seek and learn no matter what stage of business you are in or what level of business knowledge you currently possess.

Who can start a professional practice with **NeurOptimal®?**

Time and experience have proven **NeurOptimal®** to have a valuable place in a range of settings. These include professional, organizational, business, educational, athletic, therapeutic and performance, as well as personal and spiritual development. **NeurOptimal®** is an ideal start-up for those interested in restoring natural wellness and promoting a healthy personal growth. We find many of our new business owners do not have traditional or alternative health care, or educational professional credentials. The **NeurOptimal®** system has a built-in intuitive process organically meeting the Client where they are in that moment. Therefore, a Trainer does not need to have any additional education about how to use the process. We do recommend all Trainers take the Certification Courses not only for your credentials but so you are comfortable explaining the process to all end-users.

What do you need to learn to get started?

"Information is transformation", Dr. Val Brown says. The equipment comes complete with all the Training tools needed to get your business started. Therefore, it is not required that **NeurOptimal®** Trainers have any prerequisites to start up a **NeurOptimal®** Business and get a variety of positive results. That being said, most Trainers find it beneficial to use our webinars and courses to improve their dialogue for their new Clients and to generate the comfort and support of the process in them as their Trainer. **Zengar®** offers online courses and webinars, Power Point presentations, banners, videos and specific Certification Courses. Many of these are free and others can be found in our PASS section of the website or in the storefront.

The economics of a **NeurOptimal®** practice

General business knowledge for this field is relatively easy to come by. However, the most successful practices go beyond general economics to the acquisition of specific information that allows them to maximize their unique circumstances. **NeurOptimal®** practices can range from a small office to multiple locations and multiple Trainers per Location. The options with **NeurOptimal®** are endless, whether you want to create 1:1 Sessions in an office, an International fleet of rentals for potential Clients, or if your interests lie in giving a larger audience an opportunity to purchase a system, these options are at your fingertips.

NeurOptimal® Practice Business Model Examples

NeurOptimal® prides itself in offering a multitude of ways our Trainers can earn an income. Here are some of the most popular ways our Trainers have used **NeurOptimal®** (passively and actively), in their businesses. Combining the various models is a great way to ensure you are maximizing your revenue streams.

1 NeurOptimal® Dedicated Practice

➔ This is a business that offers only **NeurOptimal®** Sessions to the public. Sessions can be sold either à la carte, or in packages. Businesses can have one or multiple systems set up to receive Clients. The more systems you have running simultaneously in your business, the easier you can accommodate your Clients during peak hours, and the fewer hours you need to work.

2 Incorporate NeurOptimal® into Your Existing Business

➔ Many professionals have integrated **NeurOptimal®** system(s) into their existing businesses. If you have a business and you feel **NeurOptimal®** would be a good match for your Clients, you may want to explore this more, as it can be a great additional stream of income for your business. Our specialized Training system has supported Life coaches, Sports coaches, Instructors, Psychologists, Psychiatrists, Nutritionists, Naturopaths, Doctors, Business Coaches, Performance Arts Instructors, Chiropractors, and Dentists in their businesses. We have found that **NeurOptimal®** has integrated into many different pre-existing businesses.

3 Bring NeurOptimal® to Other Businesses

➔ We call this 'piggy-backing'. It is a great model for someone just starting out, not wanting to take on the risk of signing a lease or wanting to eliminate the initial ramp up time gaining Clients. A new Trainer can partner-up with a business in your area whose Clients would be a good fit for **NeurOptimal®**, a chiropractor, Speech & Language Therapist, Counselor or even a psychiatrist, seeing Clients in an adjoining or additional office.

In this model, the psychiatrist could book Clients for the Trainer and they would split the income, or the Trainer could pay office rent when they are seeing Clients. This can be a great model for someone who has multiple units and is willing to travel—you can squeeze in many Clients in a short period of time. Imagine the possibilities if you have multiple partnerships such as this! This can even be accomplished by hiring 'technicians' so your possibilities are many and varied!

4 Rental Units

➔ The most successful business people will tell you that the key to becoming wealthy is to have regular passive income streams. There are a variety of reasons people enjoy renting: sometimes potential Clients live far away from a Trainer, don't have the means to come to you each week, want to run multiple family members, or simply need a more affordable option. This is where offering **NeurOptimal®** rental units to your Clients can be very beneficial. Many of our Trainers have multiple rental units in their practice allowing Clients to choose between coming in for Sessions or using in the convenience of their home. We also encourage Trainers to learn about offering a business of only rentals. Packages are generally set at $750-$1200 USD per month. Imagine the possibilities as you build your fleet of rental units!

5 Selling NeurOptimal® Systems

➔ As a Trainer you will encounter times when your Client decides they can't afford to do Sessions forever. So, they make the decision to purchase their own **NeurOptimal®** system. Many new Trainers come on because they have experienced **NeurOptimal®** from an existing Trainer. We know that it can often take time and effort to introduce **NeurOptimal®** to someone as well as have a financial impact when losing a Client so we created the ***Ambassador Program*** as a thank you, and to cushion the blow of the loss of an existing Client. This program allows PASS members to be rewarded with a commission for a sale of a system that has been placed with the Trainer's name due to their efforts in making that sale happen. If you begin placing systems and really enjoy it, please contact us to learn more about our ***Representative Program***!

6 Combining Business Models

➔ As mentioned above, combining various models can be a great way to maximize your revenue stream. One example of this might be to offer Clients the following items on your list of services you give them in your New Consultation meeting:

NeurOptimal® Individual Sessions:
$ ____

NeurOptimal® Rental system:
$ ____

Purchase a **NeurOptimal®** system:
$ ____

By providing this selection of choices you are putting the Client in control, offering them a multitude of options, giving them the opportunity to find the one that is the perfect fit for them. This offer may be introduced in the initial 'New Consultation meeting' and the Trainer may want to remind them of these options as you see how they are responding to in-office Sessions. Some considerations might be; Are they cancelling Sessions? Do they drive far? Do they have many children's schedules they are juggling?

NeurOptimal® Target Markets

While most of our Trainers will never turn anyone away who wants individual Sessions in your office, many develop a subset group (market segment) they identify with, enjoy working with, or consider themselves an "expert" in.
When it comes to marketing, choosing a target group can help stretch marketing dollars. Here are some examples of market segments and target groups:

General Wellness:

NeurOptimal® Neurofeedback encourages an overall positive mental outlook and a deeper understanding of the mind/body connection. For those looking to enhance their daily health and wellness, Neurofeedback Training can be an excellent supplement to a healthy diet and exercise routine. The benefits of Training with **NeurOptimal®** are increased stability, flexibility, adaptability and greater resilience. **NeurOptimal®** is not a treatment and does not target any specific issue, but because of the innovative way it works, many beneficial outcomes can emerge that are appropriate for that individual.

People Within a Specific Population or Demographic:

Quite often, a Trainer will discover they enjoy working with a specific type of person or that they identify with a certain demographic, because they share similar life experiences and have found that using **NeurOptimal®** helped them manage their quality of life. As a result, they set out to spread the word and provide the opportunity for others to experience **NeurOptimal®** for themselves. This is a great way to help you remain passionate about what you are doing while giving you the ability to remain focused when developing business relationships, making appearances and stretching your marketing dollars.

The Elderly:

Of all the things that people fear about growing old, losing their mental faculties is right at the top of the list. These problems were just thought to be an inescapable part of growing old, with nothing that anyone could do about it. Compared to even ten years ago, the medical community has made gigantic leaps in what they understand about how the human brain and the nervous system actually work. This is an ongoing process, but even now, we know that it is possible to slow the effects of cognitive decline as a person enters their "golden years" and possibly much further. In March 2008, AARP ran their Healthy@Home Survey (Barret, 2008) asking just under 1,000 responders, ages 65 and over (mean age of 74 years), and their caregivers about their perception of successful aging. In a nutshell, the survey's main finding was that the top priority for older adults is not anti-aging—it is about maintaining capacities to function independently. **NeurOptimal®** can offer a way to support healthy aging of body and mind.

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

NeurOptimal® 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 **NeurOptimal®** as a critical tool to continually improve their artistic and sports performance. **NeurOptimal®** is 100% drug free and has no known side effects. School is not the only place parents notice shifts in their children when using **NeurOptimal®**. 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.

Corporate & Executive Training:

Employees are the most important attribute to a company's success. By aiding longevity in the work environment, a Trainer can help companies achieve new heights by rendering their best assets - their employees - at their best. Optimal nutrition and high efficiency brains are the cornerstone to executive performance. Fighting off stress, thinking clearly, being productive and having clear focus is crucial for anyone on a team, especially CEOs, CFOs, and all other upper management employees. Without clarity at work, efficiency suffers and eventually is reflected in productivity levels as well as interactions between team members.

Athletic Performance:

Sports related performance factors in the brain can impact overall performance in a wide variety of athletics. Training one's brain has the potential of improving hand and eye coordination, balance, as well as lead to quick error-free decisions achieving high performance. **NeurOptimal®** is ideal for professional and collegiate athletes as well as within emerging trends such as early performance improvement programs for young hopefuls.

Bio & Life Hackers:

A term coined only in recent years, Bio or Life Hackers have recently become more and more prominent. With focus mainly on finding alternative ways to perform better and/or change their biology, **NeurOptimal®** has been widely used and supported in major bio-hacking arenas.

Artistic Performance:

NeurOptimal® can be used to recognize an artist's true potential. Brain Training using **NeurOptimal®** has been reported to improve artistic performance – including interpretative imagination and musical understanding. **NeurOptimal®** Training has also helped dancers, writers, painters and singers, all with similar results.

Families, Teams & Groups:

People who have ongoing interaction with each other can greatly benefit from using **NeurOptimal®**. As each person in the group advances with their Training, they tend to notice a shift in the dynamics and harmony of the group. People get along better, there are fewer outbursts and communication is clearer between the members.

NeurOptimal® Resources

PASS Membership offers a variety of assistance from loaner systems to discounts on courses and some products

- Webinars & Courses
- Learn Tab provides basic information
- Find a Trainer page- allows you to advertise your business to a specific market of people, including your website, contact info and even a short introduction video if you would like
- Research – from our biennial conference. Also contains case studies, and formalized research
- ZenConnect- allows our highly specialized tech team to assist you with any concerns you may have for your system
- *https://www.facebook.com/groups/1354018611356761/?ref=bookmarksCommunityPage*
- *https://www.facebook.com/groups/146158669433003/ PASS Support*
- *https://neuroptimal.com/pass-members/documents/*
- *https://neuroptimal.com/pass-members/forms/*
- *https://neuroptimal.com/pass-members/videos/*

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Thank you for your interest

For more information

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