This document provides information on a variety of aspects of NeurOptimal®, including 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.
Table of Contents:

4  What is Neurofeedback and Who Uses it?
5  What is NeurOptimal® Dynamical Neurofeedback® and the Philosophy?
7  How Does NeurOptimal® Dynamical Neurofeedback® Differ from Linear Neurofeedback?
9  The NeurOptimal® Client Session Experience
10  NeurOptimal® Language Unique to Dynamical Neurofeedback®
10  Food & Drug Administration (FDA) and Health Canada (HC)
12  NeurOptimal® Unique Phrases
13  Starting a NeurOptimal® Based Business
14  The NeurOptimal® Business Model
15  NeurOptimal® Target Markets
17  NeurOptimal® Resources
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.
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 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.
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.
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® 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.

<table>
<thead>
<tr>
<th>Focus</th>
<th>Focus is on treatment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Diagnosis</td>
<td>Requires diagnoses</td>
</tr>
<tr>
<td>Skill</td>
<td>Requires practitioner skill</td>
</tr>
<tr>
<td>Side Effects</td>
<td>Potential side effects</td>
</tr>
<tr>
<td>Effort &amp; Control</td>
<td>Requires effort on behalf of Client to consciously train the mind</td>
</tr>
<tr>
<td>Process</td>
<td>Invasive; pushes the brain in a specific direction to achieve correction</td>
</tr>
</tbody>
</table>

NeurOptimal® is very easy to operate
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.

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.

It really is that Simple.
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**

- Relief
- Recovery
- Healing
- EEG Biofeedback
- Neurotherapy
- Compromised brain

**USE THIS LANGUAGE:**

- Assistance
- Improvement
- Help manage, help promote
- Neurofeedback
- Neurofeedback
- Sub-Optimal, inefficient, out of shape, unfocused, untrained
### TYPES OF THINGS WE CAN SAY:

<table>
<thead>
<tr>
<th>Promotes healthy sleep habits</th>
<th>Helps with sleep management</th>
<th>Help improve ‘mental acuity’</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feel(ing) more confident</td>
<td>More certain</td>
<td>More comfortable</td>
</tr>
<tr>
<td>More calm</td>
<td>More focus</td>
<td>Performance anxiety</td>
</tr>
<tr>
<td>Sports anxiety</td>
<td>Helps maintain wellness</td>
<td>Helps improve ‘mental acuity’</td>
</tr>
<tr>
<td>Helps promote relaxation</td>
<td>Promotes to general wellness</td>
<td></td>
</tr>
<tr>
<td>or stress management</td>
<td>Promotes relaxation, which</td>
<td></td>
</tr>
<tr>
<td></td>
<td>as part of a healthy lifestyle,</td>
<td></td>
</tr>
<tr>
<td></td>
<td>may help living with anxiety.</td>
<td></td>
</tr>
</tbody>
</table>

...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
Copes with things better
Helps reduce stress and anxiety
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.

### TYPES OF THINGS NOT TO SAY

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

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®*.

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

**Examples**

<table>
<thead>
<tr>
<th>SUPERLATIVE CLAIMS:</th>
<th>&quot;<em>NeurOptimal®</em> has Canada's largest network of Neurofeedback Trainers&quot; or &quot;Top selling Neurofeedback system in Canada.&quot; (Please note these are examples our lawyer provided us, we do not have evidence that supports these statements).</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>PRODUCT HISTORY/COMPOSITION:</strong></td>
<td>&quot;<em>NeurOptimal®</em> was developed by Clinical Psychologists.&quot;</td>
</tr>
<tr>
<td><strong>SIMPLE STATEMENTS:</strong></td>
<td>&quot;<em>NeurOptimal®</em> is the world's first and only Dynamical® Brain Training system.&quot;</td>
</tr>
<tr>
<td><strong>QUALITY CLAIMS:</strong></td>
<td>&quot;<em>NeurOptimal®</em> is made with the finest materials.&quot;</td>
</tr>
<tr>
<td><strong>TESTIMONIALS:</strong></td>
<td>&quot;I felt better after using <em>NeurOptimal®</em>.&quot;</td>
</tr>
</tbody>
</table>

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.

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**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.
NeuroOptimal® 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 NeuroOptimal® (passively and actively), in their businesses. Combining the various models is a great way to ensure you are maximizing your revenue streams.

1. **NeuroOptimal® Dedicated Practice**
   - This is a business that offers only NeuroOptimal® 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 NeuroOptimal® into Your Existing Business**
   - Many professionals have integrated NeuroOptimal® system(s) into their existing businesses. If you have a business and you feel NeuroOptimal® 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 NeuroOptimal® has integrated into many different pre-existing businesses.

3. **Bring NeuroOptimal® to Other Businesses**
   - We call this ‘piggie-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 NeuroOptimal®, a chiropractor, Speech & Language Therapist, Counselor or even a psychiatrist, seeing Clients in an adjoining or additional office.

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 NeuroOptimal® 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 NeuroOptimal® 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 NeuroOptimal® system. Many new Trainers come on because they have experienced NeuroOptimal® from an existing Trainer. We know that it can often take time and effort to introduce NeuroOptimal® 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:

   - **NeuroOptimal® Individual Sessions**: $____
   - **NeuroOptimal® Rental system**: $____
   - **Purchase a NeuroOptimal® 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?
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.

### 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.
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/forms/
- https://neuroptimal.com/pass-members/videos/
Thank you for your interest

For more information
TOLL FREE (USA & CANADA): 1-866-990-OPTIMAL
INFO@NEUROPTIMAL.COM