

We can now say:

"NeuroOptimal[®] has been designated a General Wellness Product by the FDA."

✓ TYPES OF THINGS WE **CAN** SAY

Promotes healthy sleep habits	Helps manage stress better
Helps with sleep management	Helps live within the parameters of one's limitations better
Help improve 'mental acuity'	Helps you become more flexible and resilient which makes coping with what you're dealing with easier
Feel(ing) more confident	More good days than bad
More certain	Helps promote a healthy lifestyle
More comfortable	Assists with weight loss goals
More calm	Helps promote relaxation or stress management
More focus	Improves instruction following, concentration, problem-solving, multitasking, resource management, logic, pattern-recognition or eye-hand coordination
Performance anxiety	Enhances learning capacity
Sports anxiety	Can boost self-esteem
Helps maintain wellness	Keeps your brain fit
Contributes to General Wellness	Brain Fitness
Waking refreshed	Mental Fitness
Promotes relaxation, which as part of a healthy lifestyle, may help living with anxiety.	Part of your Fitness Program- Eat Right, Train Your Body, Train Your Brain
...As part of a wellness program	Exercise your brain
Can help live with	Passive Brain Training for Personal Enrichment
Cope with things better	Personal Transformation
Can help change perception of their "stuff"	

✗ 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 NeuroOptimal.
- '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 NeuroOptimal 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:**

Relief	➔	Assistance
Recovery	➔	Improvement
Healing	➔	Help manage, help promote
EEG Biofeedback	➔	Neurofeedback
Neurotherapy	➔	Neurofeedback
Compromised brain	➔	Sub-Optimal, Inefficient, Out of Shape, Unfocused, Untrained

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