



# FDA Reference Sheet\*

\*not for use in Canada

## 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   | Personal transformation  |
| 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 change perception of their "stuff"   | Passive brain training for personal enrichment   |
| 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 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.