

Balance Your Brain



TO: Physicians and Health Care Providers
FROM: John Hardgrave, Director of Client Services

Your client or patient is considering, or currently engaging in, **Brainwave Optimization with RTB™** (Real Time balancing) created by **Brain State Technologies®**. Brain State Technologies currently has 200 plus licensed providers in 20 different countries, and has served more than 50,000 clients worldwide. Brainwave Optimization is an effective, holistic and non-invasive method for achieving relaxation and auto-calibration of neuro oscillations in an effort to help the brain achieve greater symmetry and an optimized proportionation of frequencies. In essence, the technology helps the brain to self-adjust its own brainwave activity towards a place of greater balance and harmony.

Brainwave Optimization™ (BWO):

- is also known as **HIRREM™** or High-resolution, Relational, Resonance-based Electroencephalic Mirroring
- methodology of the patented process is published in the peer reviewed journal of *'Brain and Behavior'*
- methodology paper can be viewed at: onlinelibrary.wiley.com/doi/10.1002/brb3.116/pdf
- is a major innovation in the field of EEG biofeedback / neurofeedback – although it is very different from neurofeedback
- standard neurofeedback involves operant conditioning vs. BWO's mirrored observation and education
- takes advantage of significant advances in computer hardware and software technology
- uses a much smaller frequency band size; more than 48,000 bands of brainwave data are collected
- integrates a more nuanced understanding of global brain functioning, including the roles of hemispheric symmetry and sub-cortical brain activity
- connects to the largest relational database of brainwave patterns known on the planet – this wealth of informative data helps Brain State Technologies to continue to refine the technology and to make new discoveries, positioning the company at the forefront of advances in neuroplasticity

How It Is Performed:

- high-resolution brainwave data is collected through the use of custom designed EEG sensors and interfaces
- sophisticated software and patented process are used to analyse the brainwave data for each individual client
- (1) brainwave assessment is performed to observe the balance or imbalance in each of the lobes
- (10) 90 minute sessions (minimum) of Brainwave Optimization are conducted over a period of (1) to (2) weeks
- sessions are fully customized for each and every client; every brain is unique and different
- depending on the individual client, additional sessions may be needed beyond the initial intensive
- graphs are provided at the end of the intensive to show how the brainwave patterns have shifted
- client is asked to refrain from the use of alcohol and recreational drugs during the intensive and for a period of at least three weeks following their Brainwave Optimization Intensive

Common Benefits:

- the Brainwave Optimization process helps the brain to get unstuck from unhealthy patterns of behaving, thinking and/or feeling – most likely resulting from traumatic event(s) that occurred at some point in life
- studies show that many health disorders are associated with asymmetries of left/right hemispheric functioning
- auto-calibration of brainwave activity through the BWO process has been shown to improve brain function
- improving brain function has been shown to have an impact on disease states – helping with injuries, disorders, stress, pain, anxiety, sleeplessness, addictive dependencies, challenges to learning and performance
- over 50,000 people worldwide have experienced breakthroughs utilizing the BWO process
- between 80 and 90 percent of BWO clients report a significant improvement in one or more of the concerns that led them to seek out our technology process and are satisfied with their improvements



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Important Studies:

- between January 1st, 2012 and March 30th, 2013 Wake Forest School of Medicine received 1.75 million dollars in philanthropic donations to continue projects involving the application of HIRREM for various issues
- press release can be viewed at: [Wake Forest School of Medicine's Website](#)
- first clinical study on HIRREM at Wake Forest shows that it has a “strong effect” and is highly effective in helping the brain to overcome insomnia
- clinical paper can be viewed at: onlinelibrary.wiley.com/doi/10.1002/brb3.101/pdf
- recently published abstract, co-authored with our partners at Wake Forest, shows that temporal lobe EEG asymmetry is correlated with autonomic functioning, as demonstrated by heart rate variability (EEG)
- abstract can be viewed at:
["http://www.neurology.org/cgi/content/meeting_abstract/80/1_MeetingAbstracts/P03.031?sid=bdde8bb9-4500-4e71-acfd-071ca3db419f"](http://www.neurology.org/cgi/content/meeting_abstract/80/1_MeetingAbstracts/P03.031?sid=bdde8bb9-4500-4e71-acfd-071ca3db419f)

Impact to Current Medical Care:

- BWO enhances medical and psycho-therapeutic modalities by helping the brain to better regulate itself & the autonomic nervous system; it can promote better sleep, more calm, less pain, better focus & deep stress relief
- BWO is harmless and will not interfere with the care you are providing to your patient
- BWO is not intended to diagnose, treat, cure or heal disease, mental illness or symptoms
- BWO is designed for the purpose of relaxation and auto-calibration of neural oscillations; as such, BWO technology is not in the category of medical devices
- Those devices which are not classified as medical devices are exempt from FDA regulations
- ***clients are asked to continue to take medications in accordance with their physician's instructions***
- ***clients are never advised to reduce, modify and/or discontinue their medications***
- ***clients undergoing BWO often experience shifts in their mood, concentration, sleep, pain, and/or energy levels***
- ***clients may be interested as to whether BWO may reduce their need for their medications – either over-the-counter and/or prescription medications – clients that feel that a dosage should be changed for any reason, must consult with their prescribing physician***
- ***licensed BWO providers do not engage in rendering any type of medical advice, unless they are a licensed medical or health care provider***

Exciting Opportunities for You and Your Office:

- we are sensitive to the stresses faced by health care professionals – if you are interested in experiencing BWO, please call to take advantage of our professional courtesy rate for licensed health care providers
- as new discoveries in neuroscience and neuroplasticity emerge, many physicians and other health care professionals are finding that BWO can facilitate or play a role in the path to greater well-being

