

Welcome to the Unique and Exciting World of

BrainCore Therapy



“Neurofeedback should play a major therapeutic role in many difficult areas. In my opinion, if any medication had demonstrated such a wide spectrum of efficacy it would be universally accepted and widely used.”

—Dr. Frank H. Duffy
Professor and Pediatric Neurologist
at Harvard Medical School

Welcome...

BrainCore Therapy provides a unique drugless approach to treating Brainwave Dysregulation that may be associated with the symptoms of many neurological based conditions.

Brainwave Dysregulation is a condition that results from tension on the nervous system caused by subluxation, poor nutrition, stress, food sensitivities, drugs or trauma. The BrainCore technology and science is based on a training procedure that effectively regulates the nervous system providing proven relief of conditions associated with Brainwave Dysregulation. This brochure is designed to provide you with a description of how this therapy works.

NEUROLOGICAL BASED CONDITIONS

ADD/ADHD

Insomnia

Panic Attacks

Memory Loss

Autism

Asperger's Syndrome

Post Stroke

PTSD

Headaches

Migraines

Fibromyalgia

Traumatic Brain injury

Anxiety Disorders

Learning Disorders

And many others...

WHAT IS BRAINWAVE DYSREGULATION?

Depending upon your mental state, your brain produces 4 distinct brainwaves. Beta waves are produced when you are alert and externally focused, Alpha waves are produced when you close your eyes and relax, Theta is produced briefly when you start to fall asleep, and Delta waves occur when you are sleeping.

Scientific research has demonstrated that, for any given circumstance, there is an accepted normal pattern of brainwave activity. A healthy, balanced, and properly regulated nervous system will produce the appropriate brain waves at the appropriate levels and at the appropriate times for any given situation. However, when the nervous system becomes tense and unbalanced as a result of subluxation, poor nutrition, stress, food sensitivities,

drugs or trauma, the brain wave patterns become dysregulated resulting in many different neurological symptoms and conditions.

For example, if the brain produces high magnitudes of delta or theta, the person will likely experience attention and focus issues such as those associated with ADHD, cognitive decline, learning disorders, or symptoms related to concussion. If the brain produces higher than normal magnitudes of alpha, the person will likely experience symptoms associated with fibromyalgia such as pain, irritability or depression. If the brain produces higher than normal magnitudes of beta waves, the person will likely experience symptoms associated with generalized anxiety, panic attacks, migraine/tension headaches, chronic pain, or insomnia. These are just some of the many examples of brain wave dysregulation that can be addressed with BrainCore Neurofeedback.



WHAT IS BRAINCORE NEUROFEEDBACK?

BrainCore Neurofeedback is also known as EEG Biofeedback. Neurofeedback is guided exercise for the brain. It is actually a learning modality designed to retrain dysregulated brainwave patterns. The goal of all neurofeedback is to transform an unhealthy, dysregulated brainwave imbalance into a normal, healthy, organized pattern. By doing this, the brain becomes more stable and is able to operate optimally and efficiently. It is completely noninvasive and is considered by the Food and Drug Administration to be safe. In fact the Food and Drug Administration recognizes that neurofeedback has NEVER produced a serious side effect since it was first discovered over 40 years ago. Published scientific research has demonstrated neurofeedback's efficacy in managing many neurological conditions such as **ADHD, Migraine and Tension Headache, Insomnia, Chronic Pain, Post Stroke Syndrome, Anxiety and Panic Attacks** as well as many others.

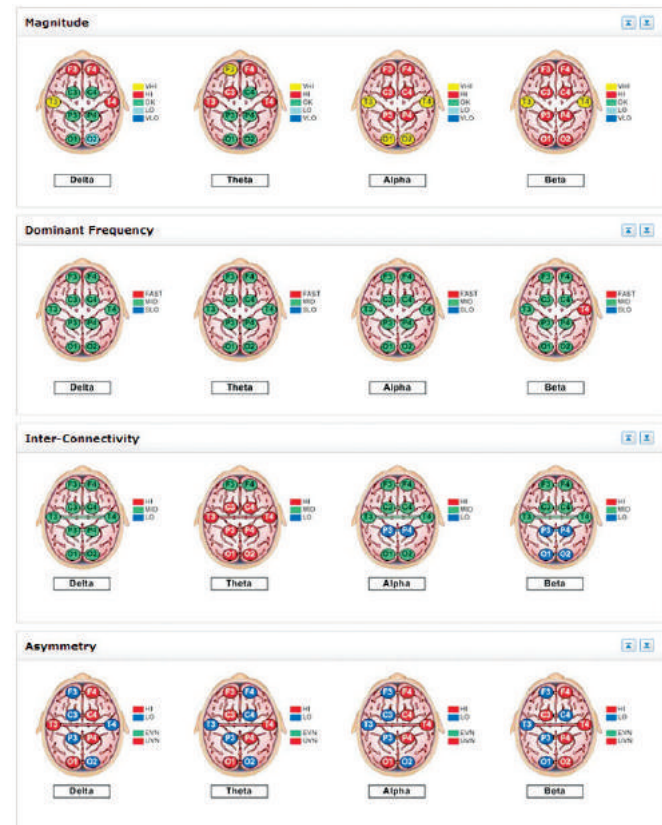
THE NEUROFEEDBACK EVALUATION PROCEDURE

All neurofeedback begins with a Quantitative Electroencephalogram (QEEG) evaluation. The QEEG is an assessment tool designed to objectively and scientifically evaluate a person's brainwave patterns. The procedure consists of placing a snug cap on the head.

Embedded within the cap are 12 small sensors that are designed to measure and record electrical activity (or brainwaves) coming from the brain. It is important to note that these sensors do not put any electrical current into the brain – they simply record signals coming from the brain.



The brainwave data recorded with the QEEG is statistically compared to a sophisticated and large normative database and a report is generated. This assessment procedure allows the doctor to determine, in a scientifically objective manner, whether a client's brainwave patterns are different from normal. The QEEG assessment provides the doctor with the neurofeedback training protocols that will be used during the training sessions. These protocols are designed to retrain the brainwave patterns toward normal. As the brainwave patterns normalize, the brain is able to operate more optimally and efficiently.





NEUROFEEDBACK TRAINING SESSIONS

Individuals are hooked up to a computer using wires and sensors, and the computer records their brainwave activity. These sensors are non-invasive, as no electrical current is put into the brain. The sensors simply record the brainwaves coming from the brain. Information about these brainwaves is displayed on the doctor's monitor.

The software automatically detects when the brainwaves are properly ordered and it feeds that information back to the patient. This feedback appears in the form of a game, movie, or sound which signals the patient that the brainwaves are becoming more ordered. For example, in the image above, the patient is watching a puzzle of a picture that is being filled in piece by piece. As long as the patient's brain waves are moving in an orderly direction, the puzzle pieces are filled in and the patient hears a tone. If the brainwave patterns move away from an orderly configuration, then the puzzle does not get filled in and no tone is produced. The patient is actually controlling the completion of the puzzle with their brain and by doing so; the brain is learning how to regulate itself.

In another design, the patient performs the training while watching a movie. In this case the pa-

tient may watch a DVD movie that is being controlled by their ability to regulate their brainwaves. The movie will get brighter as the brain waves normalize and become darker when they become dysregulated. The brain's natural desire to watch the movie clearly, will drive those neurological circuits that normalize the brainwaves and



allow the picture to be visualized. The more those circuits are driven and used – the more neuroplastic changes take hold. The patient learns how to use those new circuits during the demands of everyday life.

***The theory of neurofeedback is based on a simple concept -
When you have information on what your brainwaves are doing,
your brain can use that information to change how it works.***

PUBLISHED RESEARCH

For the past 40 years neurofeedback has been studied in research labs at prominent Universities throughout the world. In fact, Dr Frank H. Duffy, a Professor and Pediatric Neurologist at Harvard Medical School, stated that **"Neurofeedback should play a major therapeutic role in many difficult areas. In my opinion, if any medication had demonstrated such a wide spectrum of efficacy it would be universally accepted and widely used."**

FREQUENTLY ASKED QUESTIONS

How long does a treatment session last, how many treatment sessions will I need and are the changes permanent?

A typical treatment session lasts about 30 minutes and the typical patient usually requires 20 sessions, however some cases may require more. The changes are permanent! Once the patient's brain learns how, and when to produce a certain brainwave; that ability becomes embedded in a permanent circuit within the brain. The formation of this new circuitry is referred to as Neuroplasticity and is the theoretical basis for how we learn.

Are there any published studies demonstrating the efficacy of this treatment?

For the past 30 years multiple research centers around the world have demonstrated the effectiveness of this therapy for several types of neurologically based difficulties. There are numerous published medical studies that you can download at the BrainCore website: www.braincoretherapy.com

TESTIMONIALS

"My child went from grades of C's and D's to A's and B's within 2 months."

—Bill C. Port Royal, SC

"I feel 10 years younger - I sleep better, I have more energy and I no longer forget things - it's amazing, Thanks BrainCore!"

—Shelly O. Savannah, GA

"We were just about to put our child on medication for ADHD when we came across BrainCore and decided to give it a try. Now our child is functioning without any issues and without any medication. The results of this therapy far exceeded my expectations."

—Jeff W. Savannah, GA

"I endured migraine headaches at least 3 times a month for 15 years. I have not had a migraine in more than 6 months since I completed the BrainCore Program."

—Jill W. Bluffton, SC

"I suffered from insomnia for 9 years. I tried all the medications, hypnosis and even stress reduction therapy - nothing worked. Then my friend told me about BrainCore and after just 8 sessions I am able to fall asleep and I am sleeping through the night without waking up."

—Kristi M. Hardeeville, SC

***To see video testimonials from other patients
visit our website www.braincoretherapy.com***



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