



BRAINCORE
NEUROFEEDBACK

RECLAIM YOUR HEALTH

Experience a Drugless Solution that Helps Brainwave Imbalance Associated with the Following Conditions:



ADHD



Insomnia



Anxiety



Memory



Autism



Migraines



Depression



Peak Performance



“This changed
my life.”

DISCOVER HOW YOUR BRAIN CAN CHANGE

Neuroplasticity is your brain's ability to create new neural pathways. Your brain is not hard-wired, its ability to heal is not limited or fixed. You are in the driver's seat. BrainCore Neurofeedback can help to retrain the brain to balance and optimize the function of your brainwaves for improved health and wellbeing.

What is BrainCore Neurofeedback?

BrainCore Neurofeedback is a unique drugless approach to addressing brainwave imbalance. Neurofeedback is guided exercise for the brain. A learning modality designed to retrain dysregulated brainwave patterns. The goal of all neurofeedback is to transform a dysregulated brainwave imbalance into a normal, regulated, organized pattern. By doing this, the brain becomes more stable and is able to operate optimally and efficiently. It is completely noninvasive and considered safe by the Food and Drug Administration. In fact the Food and Drug Administration recognizes that neurofeedback has not produced a serious side effect since it first became popular in the 1960s. Published scientific research demonstrates 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.

“My experience with BrainCore Neurofeedback saved my life. The anxiety and severe depression that I struggled with for years has eased and lifted. My mood is now regulated and I am moving forward successfully in my life.” Laura S. – Atlanta, GA



What is Brainwave Imbalance?

Depending upon your mental state, your brain produces four distinct brainwaves:

BETA waves occur when you are alert and externally focused.

ALPHA waves occur when you close your eyes and relax.

THETA waves occur briefly when you start to fall asleep.

DELTA waves occur when you are sleeping.

Scientific research has demonstrated that, for any given circumstance there are expected ranges of brainwave patterns and activity called normative thresholds. A balanced, properly regulated nervous system produces ordered brainwaves at the appropriate times and levels for any given situation.

However, when the nervous system becomes tense and unbalanced resulting from subluxation, genetics, trauma, poor nutrition, drugs/medication, food sensitivities, chemical toxicities or stress, the relevant brainwave patterns become dysregulated resulting in or presenting as different neurological conditions.

For example, if the brain produces higher than normal magnitudes of alpha waves, the patient may experience symptoms associated with fibromyalgia such as pain, irritability or depression. If the brain produces higher than normal magnitudes of beta waves, the patient may experience symptoms associated with generalized anxiety, panic attacks, migraine/tension headaches, chronic pain or insomnia. These are just some of the many examples of brainwave dysregulation that BrainCore Neurofeedback can address.

DELTA/THETA IMBALANCE

- Cognitive Impairment
- Impulsivity
- Hyperactivity
- Focus and Attention Issues
- ADHD
- Socially Inappropriate Behavior
- Easy Distraction
- Excessive Speech
- Disorganized
- Hyper-Emotional
- Traumatic Brain Injury
- Dementia
- Learning Disorders
- Autism/Asperger's

ALPHA IMBALANCE

- Depression
- Victim Mentality
- Excessive Self-Concern
- Passive Aggressiveness
- Irritability
- Avoidance Behavior
- Rumination
- Anger
- Self-Deprecation
- Agitation
- Fibromyalgia
- Withdrawal Behavior

BETA IMBALANCE

- Anxiety
- OCD
- Migraine
- Tension Headaches
- Insomnia
- Obsessive Thinking
- Excessive Rationalization
- Poor Emotional Awareness
- Panic Attacks
- Worry
- Chronic Pain
- Hyper-Vigilant
- Dislike Change
- Restless

Why do so many people benefit from BrainCore Neurofeedback?

Extensive research has shown that the brain can reorder itself and learn adaptive patterns at any age, which means brain patterns and function can improve. Neurofeedback actually changes brainwave imbalance and brain pathways. Regardless of whether certain areas of the brain are overactive or underactive, BrainCore Neurofeedback can ultimately produce healthier brainwave patterns that enhance function and optimize health.



THE STEPS TO BETTER BRAIN HEALTH

We believe in using science to detect the root cause of your health imbalance so we can provide you with the correction you want and need to reclaim your health and life.

1. SCIENCE

We perform a comprehensive QEEG brain map, which allows us to read the areas of frequency across the brain. Much like a weather map shows high and low temperatures, this map will show brain frequency. It will detect which areas may be over or under-signaling, which may in turn be contributing to symptoms within the body.

2. CARE

Based on your unique brain map results, we let you know what we have found, and if BrainCore Neurofeedback therapy can help. We advise which specific Neurofeedback protocols can help improve your symptoms.

3. RESULTS

When the brain map detects a brain frequency imbalance and the Clinician performs Neurofeedback therapy; brainwave frequencies return to a balanced, organized condition optimizing improved function for health, and wellbeing.



The BrainCore Neurofeedback Training Session

Patients connect to a computer using sensors that allow the computer to record their brainwave activity. These sensors are noninvasive and painless. The sensors simply receive the brainwaves emitted by the brain, and carry them to the computer for amplification and recording by the BrainCore software. As this information transmits, information about these brainwaves is displayed on the doctor's monitor.

The BrainCore Neurofeedback software automatically detects when the brainwaves are properly ordered, and it feeds that information back to the patient in real time through training media chosen by the patient: a game, movie, TV show, music or musical tones. The Neurofeedback software facilitates the training media to signal the patient when the brainwaves normalize. The patient is actually controlling the training media with their brain; and by doing so, the brain is learning how to regulate itself.

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



Frequently Asked Questions

Q: How long does a treatment session last and how many treatment sessions will I need?

A: A typical treatment session lasts about 30 minutes and most patients usually require 20-40 sessions, depending on clinical findings. Some cases require more.

Q: How long before I experience results?

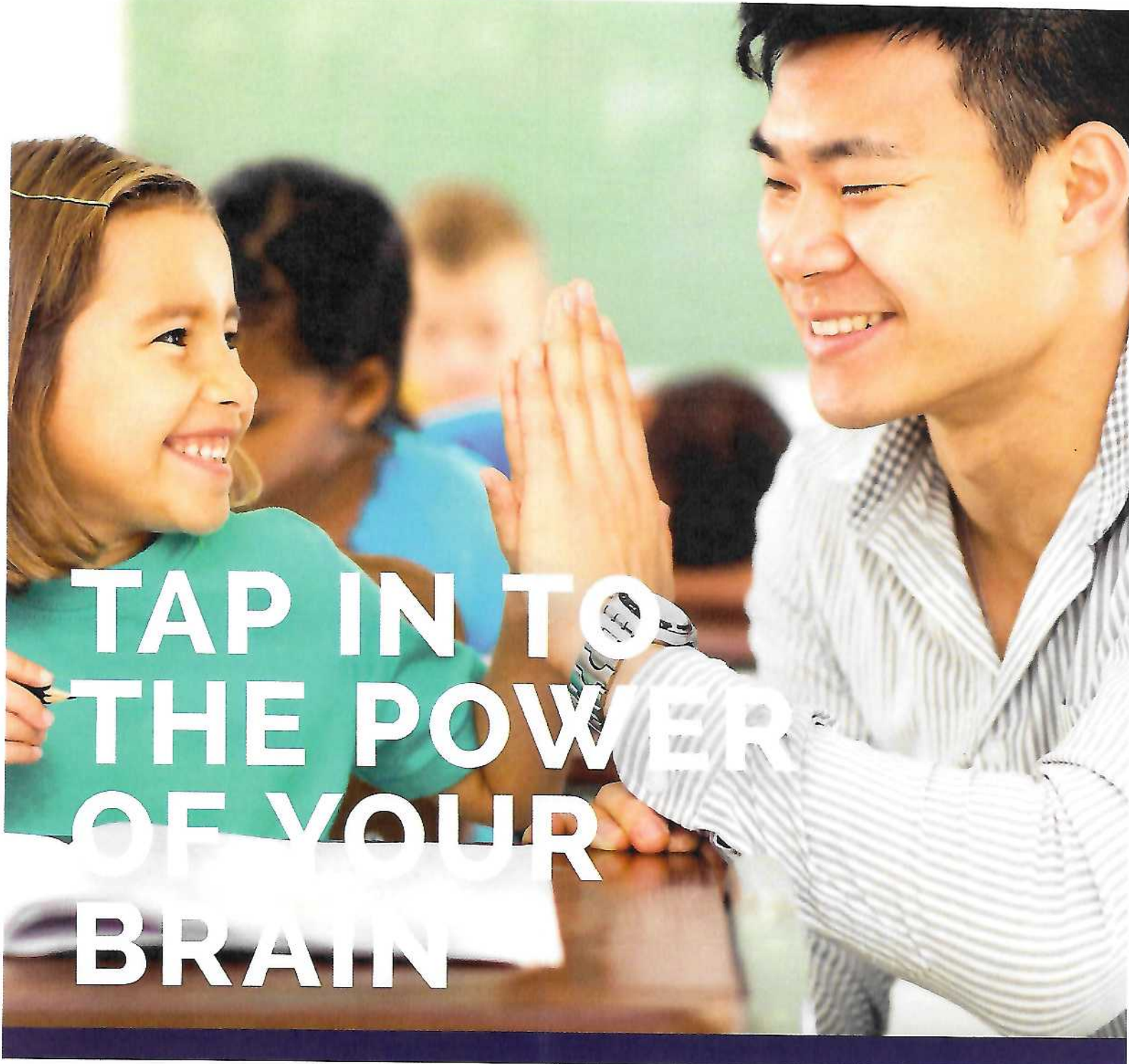
A: Most patients respond to BrainCore Neurofeedback within the first 4- 8 sessions with continued improvement resulting from the brain developing and reinforcing new pathways as well as learning new responses over the course of their care.

Q: How long will the effects of Neurofeedback last?

A: Follow up studies made over the long term demonstrate that improvements from Neurofeedback last up to 40 years. Because Neurofeedback is also beneficial for peak performance, many of our patients decide to continue with Neurofeedback sessions after the resolution of symptoms.

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

A: Since Neurofeedback first became popular in the 1960s, multiple research centers around the world have demonstrated the effectiveness of this modality for various types of neurologically based difficulties. We have posted on the BrainCore website numerous published medical studies that you can download. BrainCore website: www.braincoretherapy.com



TAP IN TO THE POWER OF YOUR BRAIN

REGAIN YOUR HEALTH & WELLBEING

"I had narcolepsy my entire life, after 30 sessions, I no longer have this condition. I sleep great, feel better than ever and know it was the best investment in my health I have ever made!"

Kevin M. - Long Island, NY

"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



**BRAINCORE
NEUROFEEDBACK**

www.braincoretherapy.com

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

A typical treatment session lasts about 30 minutes and the typical patient usually requires 20 sessions. 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

The BrainCore Peak Performance Program

Peak Performance is defined simply as functioning at your best. Whether it is academics, sports or business, the definition remains the same. The golfer that wants to excel in school or the business person that wants to climb the corporate ladder can all benefit from BrainCore Therapy. When your brain is properly regulated and producing appropriate brainwave patterns, then your mind and body operate optimally - Golfers report improved golf scores, children are getting better grades, and business people are excelling in the corporate world.

"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

**BrainCore
Therapy**

The BrainCore Anti-Aging Program

The ultimate silent disease, in the elderly, is the non-optimal functioning of the brain. Cognitive health in old age goes hand-in-hand with physical health. In the elderly, Neurological Dysregulation Syndrome is expressed in the form of cognitive deficits such as memory loss; however this dysregulation goes beyond memory loss in that it involves every biological function in the body. Maintaining brain function is an indispensable pathway to health maintenance in the elderly. BrainCore Therapy will enhance memory, improve sleeping patterns and provide a proven vehicle for maintaining optimal neurological performance at any age.

"I feel 10 years younger - I sleep better, I have more energy and I no longer forget things - its amazing. Thanks BrainCore!
Shelly O. Savannah, GA

If you feel that BrainCore Therapy could benefit you or someone you know, then please talk to your doctor or visit the BrainCore website at www.braincoretherapy.com.

W H C
618-622-1200



*Welcome to the Unique
and Exciting World of*

**BrainCore
Therapy**

*A drugless,
non-invasive approach to
symptoms related to:*

ADD/ADHD

Migraine/Tension Headaches

Memory Loss

Learning Disorders

Insomnia

Fibromyalgia/Chronic Pain

Chronic Fatigue Syndrome

**BrainCore
Therapy**
Authorized Clinic

Welcome...

BrainCore Therapy provides a unique drugless approach to addressing the symptoms of many neurological based conditions including:

ADD/ADHD **Tension Headaches**
Migraines **Learning Disorders**
Memory Loss **Fibromyalgia**
Chronic Pain **Insomnia**
Overeating **Chronic Fatigue**

The BrainCore technology and science is based on a training procedure that effectively teaches people how to control their own brainwaves. It is a form of behavioral training that is aimed at developing skills for self regulation of brain activity providing proven relief of the symptoms associated with these conditions.

"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

The Science of BrainCore

In order to understand how BrainCore Therapy works we first need to understand how the brain works. The systems that govern the human brain are the most complex and compact on earth. In order for the brain to function optimally, the parts of the brain must talk to one another constantly. The brain accomplishes this communication by transmitting electrical signals along neurons that connect one area of the brain to another. The electrical signals are expressed as brain waves. Using non-invasive surface sensors that are placed on the surface of the scalp, the BrainCore system is able to translate these brainwaves on to a computer screen for observation.

BrainCore: A Window to the Brain

There are four distinct brain wave frequencies:

Beta Waves: Produced when you are awake and engaged in active thought
Alpha Waves: Produced mostly when you close your eyes and relax.
Theta Waves: Produced when you start to fall asleep.
Delta Waves: Produced when you are sleeping



Over thirty years of research has demonstrated that, for any given circumstance there is an accepted normal pattern of brain wave activity. This healthy pattern is referred to as **Neurological Regulation**. 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. In some individuals, the normal brain wave patterns are disrupted resulting in a condition known as **Neurological Dysregulation Syndrome**.

Some of the symptoms that may be the result of NDS include: ADD / ADHD, Headaches/Migraines, Learning Disorders, Memory Loss, Overeating / Binge Eating, Fibromyalgia, Chronic Pain, Chronic Fatigue Syndrome, Anxiety Disorders, Insomnia, Age Related Cognitive Disorders.

"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

BrainCore Therapy is a form of neurofeedback that allows the nervous system to retrain itself to create new, more appropriate brain wave patterns and break the cycle of NDS. Though the BrainCore technology is quite

complex, the training activity is simple, painless, drugless and non-invasive. Surface sensors are placed on the scalp and EEG activity is transmitted to the computer screen. Visual feedback of the patient's brain waves in the form of an animated game such as Pac Man, or a movie is provided instantly. The animated game or a movie only plays when the patient is producing the correct brainwave. If the patient's brain stops producing the desired brain wave the game or the movie, stop playing. Over the course of 10 to 20 training sessions, the brain modifies itself to begin producing the appropriate brain waves at the appropriate times resulting in an alleviation of the symptoms.

"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

Frequently Asked Questions

Are there any negative side effects or contraindications to this treatment and do the treatments hurt?

Many people state that the greatest appeal to this type of therapy is the fact that it is holistic and completely non-invasive. In addition, there have been no negative side effects reported since its introduction 40 years ago. Nor are there any contraindications to the therapy. The treatments are completely painless – there is no puncturing of the skin or application of electric current. The sensors are simply reading the brainwaves.

