

# BRAINWAVE TECHNOLOGY

Brainwave technology is a fascinating field with many potential applications. With properly designed audio technology, you can dramatically enhance your mind's performance and discover your own potential for perfect health and well-being.

## Brainwave States

The CDs developed by the Immrama Institute use a specific type of audio technology to guide your brain into various brainwave states. To recognize why this detail is significant, it is important to understand how the brain contributes to a person's state of mind and level of consciousness.

There are several types of brainwave states. Your brain consistently cycles through each of these brainwave states many times throughout the day and night. It is a completely natural biological occurrence in every human being.

Your brain does not operate in only one brainwave state at a time but instead pulses in all these brainwave states simultaneously, with one of the states being dominant at any given time. The dominant state indicates your "state of mind" or level of consciousness. Because different areas of the brain may have different activity at any given time, you may have activity in one brainwave state in one area of the brain while at the same time a different brainwave state may be more active in another area of the brain. Each of these brainwave states occurs in a specific frequency range.

### Beta

The Beta brainwave state is associated with a heightened state of alertness and focused concentration. When your mind is actively engaged in mental activities, the dominant brainwave state will be Beta. A person in active conversation, playing sports or making a presentation would be in a Beta state. The Beta brainwave state corresponds to frequencies ranging from 13Hz to 40Hz.

### Alpha

Alpha brainwaves are slower in frequency than Beta brainwaves and represent a state of relaxed mental awareness or reflection. Alpha brainwave states are typically associated with contemplation, visualization, problem solving and accessing deeper levels of creativity. The Alpha brainwave state corresponds to frequencies ranging from 8 Hz to 12 Hz.

### Theta

Theta brainwaves are even slower in frequency and represent a state of deep relaxation and meditation, enhanced creativity, stress relief, light sleep and dreaming. Theta brainwave states have been used in meditation for centuries. Research has proven thirty minutes a day of Theta meditation can dramatically improve a person's overall health and well-being. Theta meditation has also been known to cause the need for less sleep. The Theta brainwave state corresponds to frequencies ranging from 4Hz to 8 Hz.

### Delta

Delta brainwaves are the slowest in frequency and represent a state of deep dreamless sleep. Delta brainwave states have long been associated with healing. While Delta brainwave states usually only occur in deep sleep, it is possible to train yourself to remain awake while reaching the Delta state to experience even deeper levels of meditation and awareness. The Delta brainwave state corresponds to frequencies from 0Hz to 4Hz

### Gamma

Gamma brainwave states are the most rapid in frequency. They have received the least attention and research, although more attention is currently being paid to them than in years past. Research has indicated at moments when bursts of precognition or high-level information processing occur, your brainwaves briefly reach the Gamma state. The Gamma brainwave state corresponds to frequencies of 40Hz or higher.

With the help of our audio technology, you can guide your brain into any of these brainwave states naturally and effortlessly, simply by listening to an audio CD using stereo headphones. No special equipment is required. As long as you are using stereo headphones, you can listen via your stereo, a portable CD player, or even your computer's CD-ROM drive. The choice is yours.

## Binaural Beats

Binaural beats were originally discovered in 1839 by German experimenter H. W. Dove. He discovered when signals of two different frequencies are presented separately, one to each ear, the brain detects the phase variation between the frequencies and tries to "reconcile" that difference.

In doing so, as the two frequencies mesh in and out of phase, the brain creates its own third "phantom" signal — a binaural beat — equal to the difference between those two frequencies.

For example, if a frequency of 100 Hz is presented to the left ear, and a frequency of 105 Hz is presented to the right ear, the brain "hears" a third frequency pulsing at 5 Hz, the exact difference between the two frequencies.

Research has proven that introducing a binaural beat will cause the brain to begin resonating in tune with the frequency of that beat. This is called the "Frequency Following Response" and was thoroughly researched and tested in 1973 by biophysicist Gerald Oster at Mount Sinai Hospital in New York City. His research on binaural beats and the frequency following response was published in Scientific American and paved the way for further development in the area of auditory stimulation to enhance brain functioning.

Since that time, binaural beat technology has been endorsed by scores of doctors and scientists around the world.

## **The Frequency Following Response**

By introducing a binaural beat via stereo headphones, you can guide your brain into very specific brainwave frequencies via the Frequency Following Response.

For example, by listening to a binaural beat pulsing at a frequency of 5 Hz — a low Theta frequency — you can trigger your brain to resonate at that same 5 Hz frequency, automatically inducing brainwaves in the Theta range. By listening to a binaural beat pulsing at a frequency of 10Hz — an Alpha frequency — you can effortlessly guide your mind into the Alpha range.

When your brain begins to resonate with the binaural beat, or "follow" along with the beat, it is called the Frequency Following Response.

While the scientific effects of binaural beats on the brain were not formally studied until the past century, various cultures have been inducing the frequency following response through more primitive means for thousands of years.

By introducing a harmonically layered combination of frequencies and binaural beats to your brain via the audio technology developed by the Immrama Institute, you can effortlessly induce amazingly powerful states of focused concentration, deep relaxation, intense creativity, and more, while stimulating various parts of your brain to work together in synchronization.

## **Whole Brain Synchronization**

When both hemispheres of the brain begin to resonate to the binaural beat in synchronization, this is called "whole brain synchronization". This is also sometimes referred to as "whole brain functioning" or "hemispheric synchronization".

Whole brain synchronization occurs when the various parts of your brain begin to work together, resonating at the same frequencies and causing neural pathways to fire more rapidly.

The left and right sides of your brain begin to work in concert with each other. Electrical activity and energy patterns in your brain become more widespread throughout the brain instead of remaining confined to certain areas. Your brain reaches extraordinary levels of performance not normally attainable without years of practice.

Research has indicated this type of "whole brain synchronization" is present in the brain at times of intense creativity, clarity and inspiration. EEG patterns recorded from various test groups comprised of extremely successful individuals also displayed an extraordinarily high level of "whole brain synchronization".

By listening to the audio technology offered by the Immrama Institute, you can train your brain to function at this high level of synchronization, opening up the way for positive and beneficial effects. From the moment you first listen to the CDs, your brain will begin the process of reorganizing itself for higher thinking and enhanced levels of performance.

## **Stimulate New Neural Development**

While using the audio technology, electrical activity and energy patterns in your brain become more widespread throughout the brain instead of remaining confined to certain areas.

When this type of stimulation to the brain occurs, your brain begins to create new neural pathways. The neural stimulation encourages new dendritic growth within the brain. New dendritic growth allows for faster and smoother neural communication in the brain, and also provides more "processing power" in the brain. The dendrites are the many branching fibers extending from the neuron/cell body. These fibers increase the surface area available for receiving incoming information. The more dendrites the brain has at its disposal, the more quickly and smoothly it can process information.

Dendritic growth is a process that occurs throughout our lifetime. Whenever you learn something new, such as learning to play the piano, new dendritic growth occurs as a result of stimulating the mind in a new and different way. At the same time, old dendritic connections can become inactive and dissipate. (The shortening of dendritic branches and the reduction of the number of branches is associated with senility in the elderly.)

One of the goals in using the audio technology is to stimulate dendritic growth to occur on an ongoing basis to provide an ideal situation for the brain, allowing the brain to operate at its maximum possible potential rather than only using a portion

of its potential, and allowing the brain to establish dendritic growth for long-term benefits, including benefits that work to counteract the debilitating effects of aging.

Through this type of neural development and whole brain synchronization, the brain eventually learns to achieve more powerful states of performance on its own, so that in time these states may be achieved at will.

## **Harmonically Layered Frequencies**

At the Immrama Institute, we worked for several years to develop and test our proprietary harmonically layered audio technology — a new more advanced and more effective form of binaural audio. We call it the "next generation in brainwave technology."

Most companies offering binaural audio recordings stop with one frequency, introducing only one binaural beat that may gradually raise or lower your brainwaves into a specific frequency over a period of time, usually in anywhere from 10 to 60 minutes.

What's wrong with using only one binaural frequency? Your brain typically operates not in only one frequency but in all brainwave frequencies simultaneously, with one frequency typically being the dominant one at any given time. Every moment of the day and night, various brainwaves in your brain are pulsing in delta, theta, alpha, beta, and even gamma frequency ranges, all at the same time. Your brain has its own individual brainwave patterns, incorporating a combination of all the frequencies pulsing in your brain. Just like your fingerprints or vocal patterns, your brainwave patterns are unique to you.

Our CDs don't use just one binaural frequency. Instead, we have developed a unique new form of harmonically layered audio technology that works to create actual patterns, not just single frequencies. Our binaural frequencies are combined in a way that replicates your brain's natural way of functioning, with frequencies that interact with your own brainwaves to evoke the most powerful response on all levels for a dramatically improved listening experience.

Not only do we layer our binaural frequencies based on the way your brain naturally functions, we also use a form of harmonic layering with a foundation in the principles of music science. Even though the binaural frequencies are placed beneath the sounds of natural rain, and are embedded below the audible level and therefore not heard out loud in the same manner music would be heard, the brain still responds more effectively to binaural frequencies that are blended together in a harmonically pleasing way that is soothing to the ear and mind. This enhances the effectiveness of the audio technology and allows your brain to resonate smoothly and comfortably with the binaural beats.

## **Binaural Beats in History**

From the droning chant of Tibetan monks to the rhythmic beat of a Native American drum, sound has played an important role in healing and spiritual practice throughout history. Primitive cultures were aware of the powerful and beneficial effects of binaural beats on the brain centuries before modern science recognized those same effects.

Research conducted by Melinda Maxfield, PhD, demonstrates how the drumbeats found in the rituals of various cultures beat at a steady rate of 4.5 beats per second, inducing a trance-like state in listeners. This trance-like state is a result of the brain's shift into a 4.5-beats-per-second brainwave pattern, a low Theta brainwave state.

Using repetitive beats or chanting, Native American shamans, Hindu healers, Tibetan monks, Sufi dervishes, and practiced Yogis have been able to induce an entire range of brainwave states for healing and the attainment of higher levels of consciousness. In India, there exist songs and mantras created specifically for use in curing illness and disease, practiced by Babaji — Hindu healers — to heal even such medical problems as arthritis and smallpox.

Everywhere we turn, in every culture throughout history, binaural beats have been a powerful tool in the healing process, as well as a guide in spiritual ceremony and ritual. At the Immrama Institute, we've taken the research and those thousands of years of proven effects and paired them with the power of today's technology.

## **Research**

### **1) Binaural beat technology in humans: a pilot study to assess psychologic and physiologic effects.**

Wahbeh H, Calabrese C, Zwickey H. J Altern Complement Med. 2007 Jan-Feb;13(1):25-32.

**INTRODUCTION:** Binaural beat technology (BBT) products are sold internationally as personal development and health improvement tools. Producers suggest benefit from regular listening to binaural beats including reduced stress and anxiety, and increased focus, concentration, motivation, confidence, and depth in meditation. Binaural beats are auditory brainstem responses that originate in the superior olivary nucleus as a result of different frequency auditory stimuli provided to each ear. Listeners to binaural beat "hear" a beat at a frequency equal to the difference between the frequencies of the applied tones. **OBJECTIVES:** The objectives of this pilot study were to gather preliminary data on psychologic and physiologic effects of 60 days daily use of BBT for hypothesis generation and to assess compliance, feasibility, and safety for future studies. **DESIGN:** Uncontrolled pilot study. **SUBJECTS:** Eight healthy adults participated in the study. **INTERVENTION:** Participants listened to a CD with delta (0-4 Hz) binaural beat frequencies daily for 60 days.

**OUTCOME MEASURES:** Psychologic and physiological data were collected before and after a 60-day intervention. **PSYCHOLOGIC:** Depression (Beck Depression Inventory-2), anxiety (State-Trait Anxiety Inventory), mood (Profile of Mood States), absorption (Tellegen Absorption Scale) and quality of Life (World Health Organization-Quality of Life Inventory). **PHYSIOLOGICAL:** Cortisol, dehydroepiandrosterone, melatonin, insulin-like growth factor-1, serotonin, dopamine, epinephrine, norepinephrine, weight, blood pressure, high sensitivity C-reactive protein. **RESULTS:** There was a decrease in trait anxiety ( $p = 0.004$ ), an increase in quality of life ( $p = 0.03$ ), and a decrease in insulin-like growth factor-1 ( $p = 0.01$ ) and dopamine ( $p = 0.02$ ) observed between pre- and postintervention measurements. **CONCLUSIONS:** Binaural beat technology may exhibit positive effect on self-reported psychologic measures, especially anxiety. Further research is warranted to explore the effects on anxiety using a larger, randomized and controlled trial.

## **2) Use of binaural beat tapes for treatment of anxiety: a pilot study of tape preference and outcomes.**

Le Scouarnec RP, Poirier RM, Owens JE, Gauthier J, Taylor AG, Foresman PA. *Altern Ther Health Med.* 2001 Jan;7(1):58-63.

**CONTEXT:** Recent studies and anecdotal reports suggest that binaural auditory beats can affect mood, performance on vigilance tasks, and anxiety. **OBJECTIVE:** To determine whether mildly anxious people would report decreased anxiety after listening daily for 1 month to tapes imbedded with tones that create binaural beats, and whether they would show a definite tape preference among 3 tapes. **DESIGN:** A 1-group pre-posttest pilot study. **SETTING:** Patients' homes. **PARTICIPANTS:** A volunteer sample of 15 mildly anxious patients seen in the Clinique Psyché, Montreal, Quebec. **INTERVENTION:** Participants were asked to listen at least 5 times weekly for 4 weeks to 1 or more of 3 music tapes containing tones that produce binaural beats in the electroencephalogram delta/theta frequency range. Participants also were asked to record tape usage, tape preference, and anxiety ratings in a journal before and after listening to the tape or tapes. **MAIN OUTCOME MEASURES:** Anxiety ratings before and after tape listening, pre- and post-study State-Trait Anxiety Inventory scores, and tape preferences documented in daily journals. **RESULTS:** Listening to the binaural beat tapes resulted in a significant reduction in the anxiety score reported daily in patients' diaries. The number of times participants listened to the tapes in 4 weeks ranged from 10 to 17 (an average of 1.4 to 2.4 times per week) for approximately 30 minutes per session. End-of-study tape preferences indicated that slightly more participants preferred tape B, with its pronounced and extended patterns of binaural beats, over tapes A and C. Changes in pre- and posttest listening State-Trait Anxiety Inventory scores trended toward a reduction of anxiety, but these differences were not statistically significant. **CONCLUSIONS:** Listening to binaural beat tapes in the delta/theta electroencephalogram range may be beneficial in reducing mild anxiety. Future studies should account for music preference among participants and include age as a factor in outcomes, incentives to foster tape listening, and a physiologic measure of anxiety reduction. A controlled trial that includes binaural beat tapes as an adjunctive treatment to conventional therapy for mild anxiety may be warranted.

## **3) Binaural auditory beats affect vigilance performance and mood.**

Lane JD, Kasian SJ, Owens JE, Marsh GR. *Physiol Behav.* 1998 Jan;63(2):249-52.

When two tones of slightly different frequency are presented separately to the left and right ears the listener perceives a single tone that varies in amplitude at a frequency equal to the frequency difference between the two tones, a perceptual phenomenon known as the binaural auditory beat. Anecdotal reports suggest that binaural auditory beats within the electroencephalogram frequency range can entrain EEG activity and may affect states of consciousness, although few scientific studies have been published. This study compared the effects of binaural auditory beats in the EEG beta and EEG theta/delta frequency ranges on mood and on performance of a vigilance task to investigate their effects on subjective and objective measures of arousal. Participants ( $n = 29$ ) performed a 30-min visual vigilance task on three different days while listening to pink noise containing simple tones or binaural beats either in the beta range (16 and 24 Hz) or the theta/delta range (1.5 and 4 Hz). However, participants were kept blind to the presence of binaural beats to control expectation effects. Presentation of beta-frequency binaural beats yielded more correct target detections and fewer false alarms than presentation of theta/delta frequency binaural beats. In addition, the beta-frequency beats were associated with less negative mood. Results suggest that the presentation of binaural auditory beats can affect psychomotor performance and mood. This technology may have applications for the control of attention and arousal and the enhancement of human performance.

## **4) A prospective, randomised, controlled study examining binaural beat audio and pre-operative anxiety in patients undergoing general anaesthesia for day case surgery.**

Padmanabhan R, Hildreth AJ, Laws D. *Anaesthesia.* 2005 Sep;60(9):874-7.

Pre-operative anxiety is common and often significant. Ambulatory surgery challenges our pre-operative goal of an anxiety-free patient by requiring people to be 'street ready' within a brief period of time after surgery. Recently, it has been demonstrated that music can be used successfully to relieve patient anxiety before operations, and that audio embedded with tones that create binaural beats within the brain of the listener decreases subjective levels of anxiety in patients with chronic anxiety states. We measured anxiety with the State-Trait Anxiety Inventory questionnaire and compared binaural beat audio (Binaural Group) with an identical soundtrack but without these added tones (Audio Group) and with a third

group who received no specific intervention (No Intervention Group). Mean [95% confidence intervals] decreases in anxiety scores were 26.3%[19-33%] in the Binaural Group ( $p = 0.001$  vs. Audio Group,  $p < 0.0001$  vs. No Intervention Group), 11.1%[6-16%] in the Audio Group ( $p = 0.15$  vs. No Intervention Group) and 3.8%[0-7%] in the No Intervention Group. Binaural beat audio has the potential to decrease acute pre-operative anxiety significantly.

#### **5) Neuromagnetic responses to binaural beat in human cerebral cortex.**

Karino S, Yumoto M, Itoh K, Uno A, Yamakawa K, Sekimoto S, Kaga K. *J Neurophysiol.* 2006 Oct;96(4):1927-38. Epub 2006 Jun 21.

The dichotic presentation of two sinusoids with a slight difference in frequency elicits subjective fluctuations called binaural beat (BB). BBs provide a classic example of binaural interaction considered to result from neural interaction in the central auditory pathway that receives input from both ears. To explore the cortical representation of the fluctuation of BB, we recorded magnetic fields evoked by slow BB of 4.00 or 6.66 Hz in nine normal subjects. The fields showed small amplitudes; however, they were strong enough to be distinguished from the noise accompanying the recordings. Spectral analyses of the magnetic fields recorded on single channels revealed that the responses evoked by BBs contained a specific spectral component of BB frequency, and the magnetic fields were confirmed to represent an auditory steady-state response (ASSR) to BB. The analyses of spatial distribution of BB-synchronized responses and minimum-norm current estimates revealed multiple BB ASSR sources in the parietal and frontal cortices in addition to the temporal areas, including auditory cortices. The phase of synchronized waveforms showed great variability, suggesting that BB ASSR does not represent changing interaural phase differences (IPD) *per se*, but instead it reflects a higher-order cognitive process corresponding to subjective fluctuations of BB. Our findings confirm that the activity of the human cerebral cortex can be synchronized with slow BB by using information on the IPD.

#### **6) Binaural-beat induced theta EEG activity and hypnotic susceptibility.**

Brady B, Stevens L. *Am J Clin Hypn.* 2000 Jul;43(1):53-69.

Six participants varying in degree of hypnotizability (2 lows, 2 mediums, and 2 highs) were exposed to 3 20-minute sessions of a binaural-beat sound stimulation protocol designed to enhance theta brainwave activity. The Stanford Hypnotic Susceptibility Scale, Form C (SHSS:C) was used for pre- and post-stimulus measures of hypnotic susceptibility. A time-series analysis was utilized to evaluate anterior theta activity in response to binaural-beat sound stimulation over baseline and stimulus sessions. The protocol designed to increase anterior theta activity resulted in a significant increase in percent theta for 5 of 6 participants. Hypnotic susceptibility levels remained stable in the high-susceptible group and increased significantly in the low and medium-susceptible groups.

#### **7) Auditory brain wave stimulation in treating alcoholic depression.**

Waldkoetter, R. O. & Sanders, G. O. (1997). *Perceptual and Motor Skills*, 84, p. 226.

An auditory technology is briefly examined describing brainwave patterns and use associated with lower mean MMPI-2 Depression reported by 9 alcoholics at post test than 15 controls. An exploratory trial with Native Alaskans/Americans gave positive indications for some consideration as a further alternative treatment.

#### **8) An empirical investigation into the effect of beta frequency binaural beat audio signals on four measures of human memory.**

Kennerly RC. (1994). Department of Psychology, West Georgia College, Carrolton, Georgia.

Beta frequency binaural-beat audio signals were utilized to investigate facilitation of human performance on two memory tasks and two memory related tasks. Subjects were 50 college students randomly assigned with a double-blind methodology to the control or experimental groups. The control group listened to instrumental music. The experimental group listened to the same music with binaural-beat audio signals bedded under the music. The four dependent variables used were a 25 item word list recall test, a 25 item word list recall/recognition test, and from the WAIS-R the digit symbol and digit span subtests. The experimental group displayed statistically significant ( $p > .05$ ) increases in mean scores with the word list recall test, the digit symbol subtest, and the digit span subtest. No statistically significant increases in the experimental mean over the control mean were noted in the word list recognition/recall subtest. The results indicate that beta frequency binaural-beat audio signals are an effective method for facilitating simple free recall memory, ability to attend, and the ability to persevere at routine motor tasks.

#### **9) Binaural interaction of a beating frequency following response.**

Hink RF, Kodera K, Yamada O, Kaga K, & Suzuki J. (1980). *Audiology*, 19, pp. 36-43.

...This binaural interaction shows that the frequency-following response reflects binaural processing probably occurring at or below the level of the inferior colliculi.

#### **10) Human frequency-following responses to monaural and binaural stimuli.**

Gerken GM, Moushegian G, Stillman R D, & Rupert A L (1975). *Electroencephalography and Clinical Neurophysiology*, 38, 379-386.

...The results show that the binaural responses may be interpreted as the sum of two monaural responses. It is concluded, therefore, that there are two independent populations of neurons, each capable of generating a frequency-following response is not a microphonic-like response but rather that the individual waves in the frequency-following response are evoked by the collective activity of phase-locked single units...

### 11) Auditory beats in the brain.

Oster G. (1973). *Scientific American*, 229, pp. 94-102.

Slow modulations called binaural beats are perceived when tones of different frequency are presented separately to each ear. The sensation may show how certain sounds are processed in the brain. If two tuning forks of slightly different pitch are struck simultaneously, the resulting sound waxes and wanes periodically. The modulations are referred to as beats; their frequency is equal to the difference between the frequencies of the two original tones.

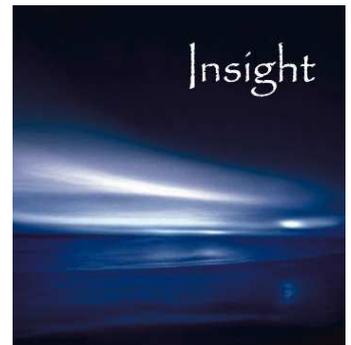
## DEEP MEDITATION MADE EASY

The Insight CD is an extraordinary tool dedicated to helping you reduce stress, improve sleep, achieve deeper levels of self awareness and personal insight, and much more. The CD is designed to promote long-term personal growth and improvement.

Our audio technology, layered beneath the soothing sounds of natural rain on an audio CD, can help you achieve dramatically powerful states of consciousness. The Insight CD offers you a voyage into the innermost depths and outermost reaches of your mind, allowing you to explore higher levels of consciousness and deep layers of self-awareness you never knew existed.

Simply by listening to an audio CD through stereo headphones for as little as a half-hour each day, you can:

- 😊 **Achieve profound states of deep meditation and relaxation**
- 😊 **Significantly reduce stress and anxiety**
- 😊 **Improve your sleep and increase energy and vitality**
- 😊 **Awaken your potential for long-term personal growth**
- 😊 **Dramatically increase your self-awareness**
- 😊 **Take your inspiration and motivation to new levels**
- 😊 **Experience higher levels of consciousness**
- 😊 **Develop your intuition and expand your personal insight**
- 😊 **Reach deep into your subconscious mind for life solutions**



The Insight CD will help you enhance your mind's potential, guiding you into a profoundly deep meditative state. The incredibly relaxing meditative state evoked by listening to the CD has been proven to reduce stress and anxiety, to dramatically improve the quality of your sleep, and to promote long-term improvement in mental and emotional well-being.

The audio technology developed by the Immrama Institute can guide you to reach new heightened levels of awareness and help you take your mind to the next level. The audio technology, embedded on an audio CD beneath the soothing sounds of natural rain, works to guide you into profoundly deep states of meditation and awareness.

Not all brainwave products are dedicated to helping you achieve long-term personal growth and improvement. Many products offer temporary effects, but do not help the listener achieve long-term benefits and results. The Insight CD is designed to help you improve your mental and emotional well-being for long-term results.

While it would take years, possibly decades, of training to achieve these positive results through traditional meditation techniques or other personal growth programs, our listeners are experiencing the same results and more in an incredibly accelerated timeframe. Our audio technology will assist you in reaching levels of consciousness as deep, and often deeper than those reached by experienced meditators, Zen monks, and Yogis who have been practicing meditation for years.

Right away you will feel the physical response to this deeply relaxing state, the very first time you listen to the CD. But the physical response is only the first thing you'll notice. Within only a few days, you'll see an improvement in the quality of your sleep. You'll begin to notice you feel more calm, relaxed, and refreshed, and that's only the beginning.

Each time you listen, the audio technology will work to stimulate your brain while in this deeply relaxed meditative state, triggering neural pathways to fire, enhancing communication between various parts of the brain, and bringing your brain into a state of hemispheric synchronization.

Research has indicated that this same state of brain synchronization is consistently found in the brainwave patterns of highly intelligent, creative, and successful individuals. This state of synchronization is the ultimate goal of many meditators since it allows one to tap into levels of consciousness and mental performance not normally reached in everyday life.

You may even be saying to yourself "Nothing in life is completely effort-free. Everything requires some kind of effort in order to work," and you're right. In order for the Insight CD to work, the participant needs to spend time listening to the audio CD each day.

The CD is composed of three separate tracks, each 24 minutes long. You have the option of listening to only one track each day, for a 24-minute listening experience, or listening to multiple tracks for a longer listening experience.

How long you spend listening each day is completely up to you. The only requirement is that you listen using stereo headphones. You can listen via your stereo, a portable CD player, or even your computer's CD-ROM drive. The choice is yours.

There is no special equipment to buy, and while similar — and often inferior — products are being offered by other companies for prices ranging from \$130 to \$200 or more, the Insight CD is only \$47.

The Insight CD works to guide your mind gently from the Beta state down through the Alpha state into a deeply meditative Theta state, then gradually guides it further into the deep Delta range. This state of mind provides scientifically proven physical and mental benefits — including reduced stress and improved health — and is also wonderfully conducive to the exploration of higher levels of consciousness and deeper layers of self awareness.

The power to live your dreams already exists within you. You need only awaken that potential to experience life-changing results.

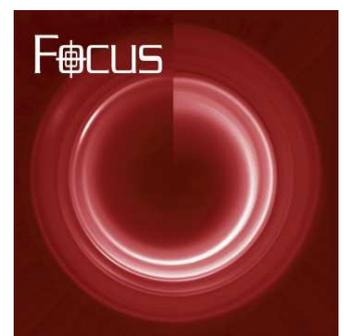
## ENHANCED FOCUS AND CLARITY

The Focus 2-Disc set is designed to help you achieve powerful states of heightened focus and alertness, mental clarity, concentration, and creativity. The audio technology, embedded on a CD beneath the sounds of rain, uses our proprietary harmonically layered binaural frequencies to guide your mind into a highly focused and attentive mental state that is extremely conducive to higher-level thinking.

The Focus CDs swiftly ease your mind into a highly focused brainwave state that will take your mental processing to new levels. Each time you listen, the audio technology will work to stimulate your brain while in this highly focused state, triggering neural pathways to fire, enhancing communication between various parts of the brain and bringing your brain into a state of hemispheric synchronization. Research has indicated that this same state of brain synchronization is consistently found in the brainwave patterns of highly intelligent, creative and successful individuals.

Using the CDs in the Focus 2-Disc Set, you can easily and effortlessly attain a state of intense clarity, enhanced concentration, and superior focus. Simply by listening to an audio CD through stereo headphones, you can:

- ★ **Improve your levels of focus, clarity and concentration**
- ★ **Enhance your memory and experience higher thinking**
- ★ **Improve your retention of information while studying**
- ★ **Increase your focus and attention while reading or working**
- ★ **Dramatically enhance your creativity**
- ★ **Develop problem-solving and brainstorming skills**
- ★ **Achieve a mental zone while exercising**
- ★ **Improve your thinking speed and performance**
- ★ **Improve concentration and attention in adults or children with ADD or ADHD**



- ✓ *Students - Use the Focus CDs while reading or studying to improve concentration, and to improve retention of information.*
- ✓ *Use the Focus CDs while exercising or working out to achieve the "zone" described by athletes.*
- ✓ *Use the Focus CDs while working on the computer or in the office to increase your levels of focus and concentration.*
- ✓ *Use the Focus CDs for brainstorming and problem-solving.*
- ✓ *Artists and Writers - Use the Focus CDs to enhance creativity.*

✓ *Help for ADD/ADHD - Use the CDs to improve attention and concentration.*

By listening to the Focus CDs while reading, studying, or working, you can dramatically improve your levels of concentration and clarity, significantly increase your memory retention, and enhance your mental functioning.

The Focus collection is comprised of two discs. Each disc works in a unique way to enhance your focus, clarity, attention, and concentration for a variety of situations.

The tracks are designed with long running times (ranging from 22 to 72 minutes) in case you would like to read, work, study, or exercise for a long period of time, but you do not need to listen to a track in its entirety to obtain the benefits. The frequencies were also arranged with continuous peaks to keep you as focused as possible if you need to concentrate for long stretches of time.

**Disc 1 contains one 72-minute track titled Clarity:** Clarity is intended for listening in situations that require relaxed concentration, such as reading or engaging in a hobby. Clarity may also be used during an exercise session—while jogging, for example—to assist you in achieving the "zone" described by many athletes. Clarity utilizes the Alpha brainwave state.

**Disc 2 contains two separate tracks:** The first track, titled Focus, is a 50-minute track intended for listening while performing tasks that require heightened attention, such as working, studying, exercising or any situation requiring specific attention to detail. Focus utilizes the Beta brainwave state.

The second track, titled Envision, is a 22-minute track to be used whenever a creativity boost is needed. Envision may also be used for quick problem-solving and brainstorming sessions in order to trigger creative and innovative solutions. Envision utilizes the Theta brainwave state.

Both the Clarity and the Focus tracks may be used to trigger enhanced mental processing and higher-level thinking. Several research studies have proven the effectiveness of using Alpha and Beta brainwave states to enhance mental performance. Research indicates that brainwave audio technology can improve concentration and help fight memory loss.

The Focus 2-Disc Set may be used by adults or children with ADD or ADHD to improve levels of concentration and clarity, offering a drug-free alternative to enhance attention and cognitive functioning. In the past two decades, several research studies have proven the effectiveness of binaural audio in increasing attention, improving concentration and focusing skills, and treating ADD.

## Insight / Focus CD Order Form

Name: ..... Address: .....

Suburb: ..... State: ..... P/C: ..... Ph: (.....) .....

___ Insight CDs	@ \$45.00 ea	= Subtotal	\$ _____	(Circle preference: Rain / Waves )
___ Focus CDs	@ \$25.00 ea	= Subtotal	\$ _____	(Circle preference: Rain / Waves )
___ Insight/Focus CD Combo's	@ \$60.00 ea	= Subtotal	\$ _____	(Circle preference: Rain / Waves )

Plus postage of \$5 if required = Total \$ \_\_\_\_\_

\_\_\_ Credit card payment: Name on card: ..... M/C Visa Expiry: \_\_/\_\_/\_\_

Card No: \_\_\_\_/\_\_\_\_/\_\_\_\_/\_\_\_\_ Signature: ..... CCV: \_\_\_\_

\_\_\_ Electronic Funds Transfer: Our Bank Account details: Super Healthy P/L, BSB: 063 834, Acct #: 1012 2968

\_\_\_ Mail order: Super Healthy, (ABN: 61 007 341 479), PO Box 686, Ocean Grove, Vic. 3226.

\_\_\_ Phone orders: **0419 104 076** (ISD 614 1910 4076)

\_\_\_ Fax orders: (03) 5255 5753 (ISD 613 5255 5753)

\_\_\_ Online orders: Log on to <http://www.torquerelease.com.au/Binaural-Meditation-1.htm>

All fees in AUD and include Freight/Post and GST. Make Cheques payable to Super Healthy P/L.

E-Mail: [drnick@superhealthy.com.au](mailto:drnick@superhealthy.com.au) Web-site: [www.superhealthy.com.au](http://www.superhealthy.com.au) Prices effective Jun 2010 – subject to change without notice