

NuCalm™

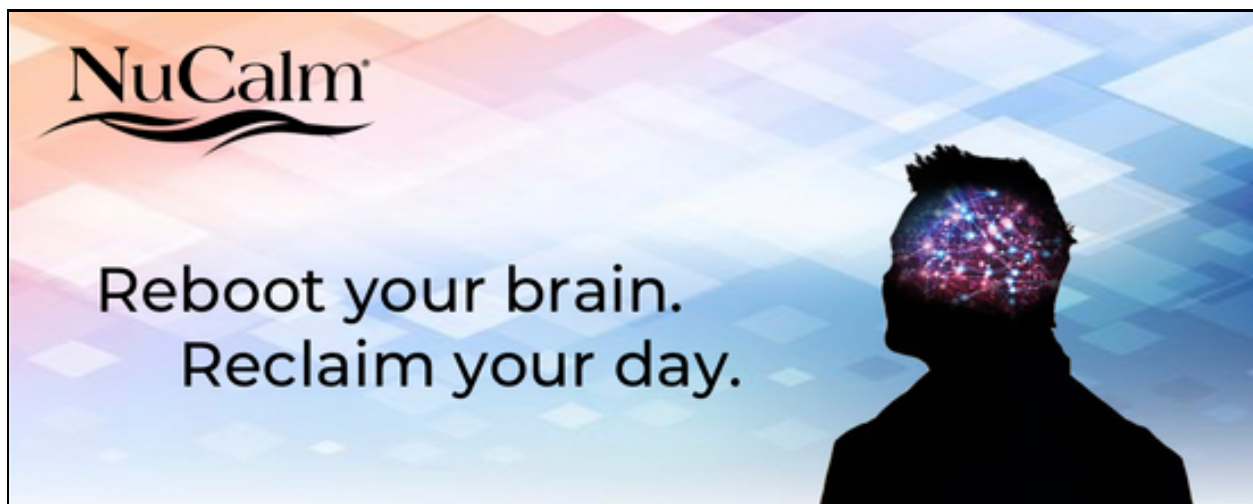
FEEL BETTER

PERFORM BETTER

LIVE BETTER

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GET 2-3 HOURS OF RESTORATIVE SLEEP IN JUST 20 MINUTES WITH NuCALM

NuCalm® is a patented neuroscience technology clinically proven to lower stress and improve sleep quality without drugs.

The benefits of deep relaxation with NuCalm include:

- Lowering your stress and anxiety
- Improving your sleep quality
- Optimizing your immune system, heart, and respiratory health
- Enhancing your focus, clarity, and memory
- Balancing your hormone cycles
- Enhancing your creativity
- Boost Energy
- Relieve Jet lag
- Enhanced recovery, muscle repair and pain relief

z Improve Sleep

Get deep, **restorative sleep**

Fall asleep **faster**

Stay asleep **longer**



⚙️ Manage Stress

Improve your **mood**

Boost your **energy**

Find focus and **clarity**



||| Boost Recovery

Recover faster from **training**

Strengthen your **immune system**

Improve your **resilience**



STRESS

One of the key components of aging is *STRESS*.

Stress negatively impacts your sleep, your mood, your diet, how you look, and how you feel. Stress also impacts your body on a cellular level and is the precursor to most disease states. Each of us copes with stress in different ways, but the impact of stress on cells and internal systems is universally damaging.



How does stress manifest in the body?

To talk about stress, we need to talk about the autonomic nervous system (ANS). The ANS controls the involuntary bodily functions - pupillary response, heart rate, respiration, digestion, and sexual arousal.

The ANS is comprised of the Parasympathetic nervous system and Sympathetic

nervous system. The sympathetic nervous system is activated when you are in a state of “fight or flight.” The parasympathetic nervous system is the “rest and digest” or “feed and breed” stage.

During stress response, you will be dominant on your sympathetic nervous system which causes your heart rate to increase, breathing quickens, muscles tighten, and blood pressure rises. You’ve gotten ready to act..... it is how you protect yourself. It is called the “fight-or-flight’ response. The problem is, not all stress requires this type of reaction. Not all stress in our daily lives requires a bodily fight or flight and it is meant to only be active for short periods of time.

Sadly, our evolution has not taken into account all the stressors we face today. We have constant sensory overload.... Covid-19, negative news stories, loss of a job or a deal falling through, financial or health concerns, dealing with family and kids. However, our body will react to all stress in this manner. As a result, we are drowning in adrenaline and cortisol produced by overactive adrenal glands.

What are the dangers of stress?

We all know that stress is bad for us – but what it means is that being sympathetically dominant for too long is bad for us. It means that we are not spending enough time in the parasympathetic state and are missing out on the time we need to heal, regenerate, and nourish our bodies.

As mentioned above, during constant stress the adrenals are overactive, and the body is being poisoned by adrenaline and cortisol. Appropriate adrenaline and cortisol release will save your life, but in excess, adrenaline can damage your blood vessels and put you at risk for heart disease, and cortisol can have seriously damaging effects on your brain health. Overactive adrenals will slowly and silently kill you with exhaustion, poor sleep, poor recovery, and a compromised immune system.

If you are not spending enough time in the parasympathetic state, your body is depleting all its resources without replenishing them.

Where does NuCalm fit in?

NuCalm® is a patented neuroscience technology clinically proven to lower stress and improve sleep quality without drugs.

NuCalm helps you achieve ANS equilibrium (homeostasis), which means the parasympathetic and sympathetic nervous systems are balanced. As you continue to NuCalm it will begin to take less time for your body to be rebalanced into homeostasis.

Where stress meets neuroscience.

NuCalm rapidly, safely, and predictably creates deep relaxation by mimicking patterns the brain recognizes as cues to relax. This technology works naturally with both channels of communication in your body – biochemical and electrical signaling.

NuCalm is comprised of three components that work together to redirect the adrenaline (fight or flight) response, rapidly guiding your mind and body into a deeply relaxed state.

NuCalm Biosignal Processing Disc

All cells of the human body communicate through frequencies. The NuCalm disc delivers the frequency your body needs to slow down brain activity and prepare for relaxation. This mimics your body's normal transition to a peaceful night's sleep.

NuCalm Neuroacoustic Software

Proprietary neuroacoustic software that modulates your brain wave function between Alpha and Theta frequencies (12Hz-4Hz) – where healing, recovery and restoration occur naturally.

NuCalm Light-Blocking Eye Mask

Blocks visual stimulation and maintains the relaxed state.

NuCalm gives you the power and control to slow down and recharge when you need to. By guiding you to deep relaxation, NuCalm allows your mind and body to relax, recover, and restore.

FROM NOW ON STRESS IS A CHOICE

SLEEP

When the body is overwhelmed with stress and cortisol, it needs help balancing its natural hormones to achieve a relaxed state. The NuCalm Biosignal Processing Disc transmits frequencies to the heart, where it activates the receptors in the local nerve fibers to directly relay the message to the brain to interrupt the stress response and slow down the overfiring of neurons.

Essentially, NuCalm composes and sends the “**slow down**” message to the brain so that the body's internal systems can decrease activity and prepare the body for sleep.

The ability to get restorative sleep to allow the body to repair itself.

Research at Harvard Medical School shows that a 45-minute NuCalm treatment may give you the benefits of 2-5 hours of deep, restorative sleep.

IMMUNITY

Immunity is defined as the ability of an organism to resist a particular infection or toxin by the action of specific antibodies or sensitized white blood cells. It is your body's ability to defend itself. In today's current COVID-19 health crisis, your immunity has never been more important.

What does NuCalm have to do with immunity? NuCalm was designed to bring your Autonomic Nervous System (ANS) into balance. Your ANS is composed of your parasympathetic nervous system and your sympathetic nervous system. Your sympathetic nervous system is activated when you are in a state of action and your parasympathetic state is activated when you are in a state of "rest and digest".

Due to increasing stressors in our lives, we spend far too much time with our sympathetic nervous system activated. NuCalm sessions balance your ANS by activating your parasympathetic nervous system, bringing you back to a state known as "homeostasis". Homeostasis is the balanced, recovered state where your body can most efficiently fight off infections and have an optimal immune response. NuCalm, alone, cannot fight infections, but it should be part of your daily routine to help keep yourself and those around you safe. Moreover, as NuCalm was built by experts in the field of neuroscience,

we want to ensure our community is as up to date as possible on everything they can do to fight Covid-19.

Eat healthy

Exercise

Get adequate sleep

As noted in the research paper, [Bidirectional Relationship between Sleep and Immunity against Infections](#), there is a direct relationship between your sleep and your body's ability to fight off illnesses and infections. Adults should aim for a minimum of 8 hours of sleep every night. Teens and young children should aim for 10 or more. If you are having trouble sleeping, learn more about how NuCalm aids in deep, restful sleep [here](#).

All of these measures, and more, are further outlined in an article from [Harvard Health](#).

Cancer

Cancer is a tremendous burden on society and such a diagnosis can alter the lives of cancer patients and their families forever. The term cancer describes a collection of separate diseases originating in different areas of the body, but all characterized by a malignant tumor - a mutated, uncontrolled, and unrestricted mass of cells.

Chronic stress, inflammation, sleep disturbances, and autonomic nervous system dysfunction are all effects commonly associated with cancer. However, these are also factors that may perpetuate the development, growth, and spread of the tumor. It is vital that these contributors are addressed in an individualistic and holistic manner.

Find your calm and regain control

NuCalm is being used by cancer patients globally. It can help alleviate some of the psychological and physiological effects of cancer and improve quality of life of cancer patients by, predictably and rapidly, putting the brakes on their stress response, giving them peace of mind, clarity, balance, and improved sleep quality. Below are some of the benefits that cancer patients experience after using NuCalm.

1. Stress reduction
2. Autonomic nervous system balance

3. Improved sleep quality
4. Less inflammation
5. Caregiver support

The Basics: NuCalm is clinically proven to naturally relax the brain and body within minutes, without drugs.

This patented technology addresses the brain circuitry in the limbic system, the hypothalamus, and the brainstem responsible for producing stress and anxiety. NuCalm works specifically on the body's inhibitory system, the GABA-nergic system. This device is bio-mimetic in that it resets the naturally occurring negative feedback loop of the hypothalamic-pituitary-adrenal (HPA) axis, which when properly functioning is supposed to shut off and stop releasing cortisol from the adrenal glands after the end of a stressful event. NuCalm is comprised of three discrete steps that work together to entrain brainwaves to the frequency of the first stages of sleep and create parasympathetic nervous system dominance. People in this state are physically unable to have an anxious response. Within moments of application, users will begin to feel relief from the 'fight-or-flight sympathetic nervous system response and their stress hormone (cortisol) levels will begin to decline as the HPA axis is inhibited.

Each Journey provides a different level of restoration so you can select exactly what you need, when you need it.

RESCUE -: Achieve deepest recovery and cellular restoration. (Time- 40-50")

Afterwards, you can expect to feel physically relaxed, grounded, and balanced, yet mentally focused, energized, and primed for peak performance in any task.

Book Appointment - \$100

REBOOT: Restore balance, peace of mind, and creative energy. (Time- 30-40")

Afterwards you can expect to feel grounded, balanced, patient, calm, and inspired.

Book Appointment - \$80

RECHARGE Take the ultimate power nap-- without napping. (Time- 20")

This is the ultimate quick fix to use when you are low on energy, lacking focus, and in need of a pick-me-up. Afterwards you can expect to feel calm, yet energized, focused, and ready to Own the Day.

Book Appointment- \$60:

???.Ask us about having your own NUCALM to experience in the comfort of your home

Follow this link to order your personal NuCALM for home.

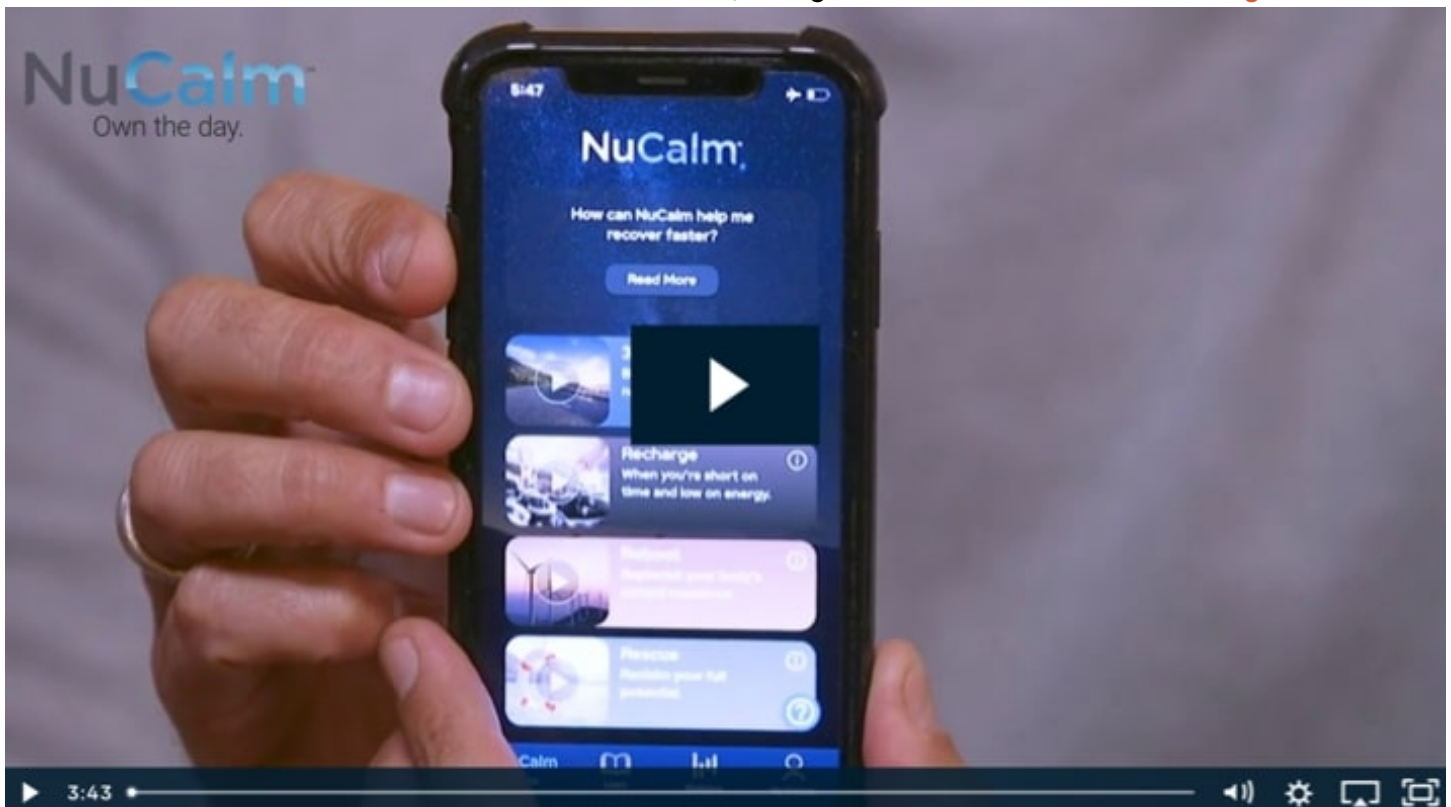
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How It Works

NuCalm® is administered in seconds, takes effect in minutes. Its benefits can last for hours, so you can *own the day*.





Step 1

Apply the NuCalm® Biosignal Processing Disc.



Step 2

Choose your journey in the NuCalm® mobile app.



Step 3

Cover your eyes, sit back, and enjoy your NuCalm®.

