



A Breakthrough for Seniors' Memory and Wellness

Now modern science provides an easy way to help seniors and boomers improve their memory, focus, and mood by enhancing their brain function.

This **research-based** instrument helps them live better without taking additional drugs.

Benefits include:

- Better Memory
- Enhanced Happiness, Health and Quality of Life
- Reduced Depressed Feelings and Melancholy
- Better Focus
- Fewer Accidents
- Better Ability to Conduct Activities of Daily Living
- Decreased Stress



This *ground-breaking system* is the clearest and simplest employing brainwave biofeedback. The **Peak BrainHappiness Trainer** reads the actual brainwaves that are produced during the user's brain activity by using sponge Sensors on a headband and high quality electronics. The software clearly shows three fundamental dimensions of mental processing on the PC screen: Focus, Alertness, and Neureka! It demonstrates the real-time changes so users can easily learn to improve these important capacities:

- * The ability to improve memory and generate feelings of happiness and satisfaction is facilitated by enhancement of the Neureka! brain system for processing new learning.
- * The capacity to remain calm and yet go to full Alertness when needed.
- * Single-pointed Focus for concentration on a perception, thought or image.

Neurofeedback is now offered as a treatment for Alzheimer's at the Mayo Clinic. Our patented Focus Protocol was a key part of the highly successful **Brain Brightening** program for seniors at the Univ. of West Florida and the Univ. of Washington, conducted by Dr. Tom Budzynski, who was one of the founding fathers of biofeedback. He started the first clinical outpatient biofeedback practice and originated EMG (muscle) biofeedback.

Improving Basic Brain Function Has Widespread and Lasting Effects

Studies at the University of Louisville have shown that memory and happiness are related. Both are enhanced by Neureka! training. The effects on happiness are long-lasting—at least four months after finishing. When you learn something new, your brain responds by releasing dopamine, the brain chemical involved in the pleasure circuits of the brain. Dopamine enhances memory consolidation—transfer of new knowledge to long-term memory--and it makes you feel good as a reward for learning something new. The Peak BrainHappiness Trainer is the first instrument that can teach users to directly enhance memory and positive feelings by increasing the brainwave output from the Prefrontal Pleasure Center, a part of the brain's pleasure system involving dopamine.

Another University of Louisville study showed that training Focus and Alertness decreased the amount of slow brainwaves, which are typically increased with aging and dementia. Faster brain activity in those over 45 will not only slow the onset of mental decline, but also lead to better balance and stability, fewer falls, and improved ability to perform Activities of Daily Living. More ability and confidence leads to greater independence. There are many more studies that support the effectiveness of neurofeedback for attention problems.

This device does not do anything harmful to the brain. It is not a drug or entrainment. It is training--consciously learning a skill. It simply measures and displays indicators of Focus, Alertness, and Neureka!, so the user can see how to increase them. **These are methods that directly change the brain's function, far more powerful and wide-reaching than any brain workout exercise or practice doing a specific activity. Furthermore, many studies indicate that being happy enhances both future health and success.**

The Peak BrainHappiness Trainer is a Complete, Easy to Use Training System

The Trainer improves focus, and enhances feelings of happiness, gratitude, joy, and peace. It decreases stress and increases memory, awareness, and mindfulness by detecting brainwaves (called Neureka!) related to these experiences. It processes them and clearly shows them on the PC screen. The system includes DVDs and CDs that are specifically selected to get the mood moving in the right direction. People simply play them (or their own selections) inside the large window on the right of the computer's screen. As they begin to feel better, the display will get larger and the music will be louder. With this instantaneous feedback about feelings, users are able to enhance positive ones by directly activating the brain system that produces these feelings--the **Prefrontal Pleasure Center**. The user soon begins to understand how to create the feelings that are necessary to keep the picture larger—directly, without the use of words or thoughts.

All that's needed is a computer with Windows XP, Vista, 7 or 8, which meets standard requirements. Installation and use is simple enough that a typical user can get started and be feeling better within just an hour or two. Some seniors may need help starting a session, but they can then continue on their own. With more use, people learn how to feel better, and ***it becomes easier to remember things and to reach and maintain that special happy place!***

For more information or to order, visit <http://www.brainhappiness.com>
or call 800-886-4228 or 502-228-0605.

The Peak BrainHappiness Trainer is an educational instrument.
It is not intended to treat or diagnose any disease or disorder and not for clinical use.