

associated with a brain pattern of excessive Beta brainwave activity (as if the brain is idling too fast) find it difficult to relax causing generalized anxiety, worry, ruminating excessively, and difficulty turning off their minds to fall asleep. Individuals with an abnormal pattern of EEG showing in the anterior left hemisphere may show signs of depression, which often relate to brain dynamics.

Photic stimulation is a powerful technique for encouraging the brain to produce specific frequencies. If you signal the brain through Photic stim lights, the brain will learn to make normal brainwave patterns through guided feedback. Continuous feedback retrains the brain to reduce abnormal activity and stay within normal ranges. Neuro-Integration therapy combines photic stimulation with EEG neuro-feedback, leading the brain into the proper balanced state. This unique system combines the two technologies to achieve rapid improvement in mental and physical states with long-lasting results.

Neuro-Integration therapy works through a mechanism known as operant conditioning. When a part of the brain is operating at an abnormal frequency (too fast or too slow), the brain can learn to normalize the activity of that area. **The brain is a learning machine.** If it is told what it needs to do to be normal and is given a reward for doing it, it can learn to make less of the abnormal activity and more of the normal activity. As the brain gets better at making the normal activity, the threshold for getting a reward is raised. Eventually the brain gets so good at making the normal activity that it no longer needs the feedback or reward and is able to make the normal activity whenever it is required. The concept of this mechanism suggests its effectiveness is in reorganization of functional pathways in the brain. Neuro-Integration Therapy is designed to assist the brain in this accomplishment.

Research and clinical studies show that many cognitive situations, which are unresponsive to medication or psychotherapy, show marked improvement after a regimen of 30-minute therapy sessions. Chronic longstanding emotional and physical issues,

including those complicated by substance abuse, has shown marked improvement after adherence to a program of Neuro-Integration Therapy.

How long does the re-training take? Sessions are usually one to three times per week, but each person is different. Some receive benefit almost immediately while others may need a series of sessions to stabilize their brainwave activity. The number of sessions depends on the degree of severity of disintegration, the age of the person, and other factors. Typically ADD requires about 20 to 30 sessions. Alcoholism takes 30 to 40 sessions.

What else can Neuro-Integration therapy help? Neuro-Integration Therapy also helps to improve functions such as concentration, short-term memory, speech, motor skills, sleep, energy level, and emotional balance.

Will the re-training last, or is it temporary? The type of neurofeedback training offered at **ADVANCED CLINICAL NUTRITION** is permanent in its support of proper brain function.

Interested in Neuro-Integration Therapy (NIT)? Call and set up your appointment today. You'll be taking your first step towards improved mental and physical health that lasts.

ADVANCED CLINICAL NUTRITION

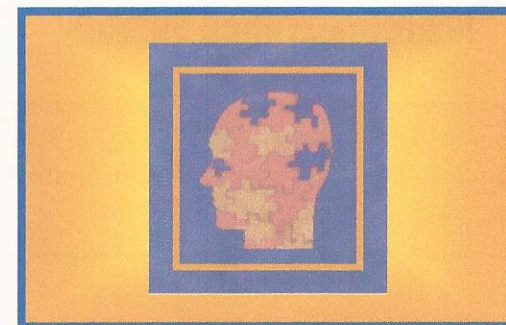
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Neuro-Integration Therapy

Announcing the Latest Technology
for
IMPROVING MENTAL FITNESS

A Breakthrough for Support in Mental,
Emotional, Learning & Stress-Related
Physical Challenges.

Re-training abnormal brainwave patterns can support healthy brain function for those suffering with:

- ADD / ADHD
- Addictions
- Anxiety / Depression
- Autism / Asperger's Syndrome
- Chronic Fatigue / Fibromyalgia
- Headaches
- Head Injuries
- Memory Loss
- Migraines
- Obsessive Compulsive Disorder
- Pain
- Post Traumatic Stress Disorder
- Sleep Disorders
- Stroke Complications

When the Brain Works,
the Body Responds!

NeuroIntegration Therapy

A multi-sensory technology and ground-breaking approach in brain-wave neuro-therapy!

Neuro-Integration Therapy is a unique photic technology that informs the brain of the frequency it needs to learn, and guides the brain into producing new, efficient, brainwave states through EEG driven auditory and visual feedback. This state-of-the-art system combines these technologies to achieve rapid improvement in mental and physical health.

The body has a capacity to sense information coming from inside itself. Neuro-Integration Therapy addresses states of brain "disregulation," which includes anxiety, depression, ADD/ADHD/OCD, chronic fatigue, fibromyalgia, head injuries, memory loss, migraines, headaches, PMS and insomnia.

Disregulation is not a disease. It is a dysfunction in the brain's ability to self-regulate it's own patterns, and adapt and respond to life challenges appropriately. Self-regulation is a necessary part of proper brain function. Neuro-Integration Therapy is training in self-regulation. **By re-training abnormal brain-wave patterns, we are assisting the brain to function properly. When self-regulation is re-established, brain function improves and symptoms of disregulation may be eliminated entirely.**

The Neuro-Integration System, using EEG feedback, works like a mirror for the mind, showing how the brain is functioning and telling you if it's on the right track. Photic stimulation guides your brainwaves into a correct pattern, while music and visuals reward the brain for changing its own activity to more appropriate patterns. Eventually, the brainwave activity is directed toward more desirable, more regulated performance.

The computer was designed based upon observing how the human brain functions. Just as a computer needs to undergo a process of defragmentation periodically to improve its ability to function, similiary, through the process of Neuro-Integration Therapy, the brain is able to redirect its patterns to function optimally.

How the Brain Works

The brain produces four distinct types of brain-waves. Usually, people have a mixture of frequencies at any given time. The dominant frequency varies depending on the state of consciousness and on individual differences. Beta is considered to be the fast waves, measuring 15 Hertz and above. Alpha measures 8-12 Hertz, Theta measures 4-7 Hertz, and Delta measures 0.5-3.5 Hertz. A normal focused waking state consists of primarily Beta waves in the brain. When you close your eyes and relax, Alpha tends to be produced. Theta is normally produced only briefly when you are starting to fall asleep. Delta is normally produced when you are asleep.

The average brain has around 100 billion cells called neurons. Your brain and nervous system are made up of neurons. Each neuron is connected to about 10,000 others. Neurons get messages and send them to other neurons; these messages travel through neurons from many different parts of your body. You use your eyes, ears, mouth, nose and skin to gather information about the outside world. You can see, hear, taste, smell and touch things. You can also feel pain, pressure, temperature, and the position and movement of your body. All of this information is changed into electrical and chemical signals and carried to your brain, which then puts all of the information together and responds or adapts accordingly. When your brain becomes disregulated or damaged from accidents, illnesses, or mental/emotional traumas, it can affect the transmission of these electrical and chemical signals resulting in various degrees of brain malfunction, such

as inappropriate responses to external situations. Additionally, long-term vitamin and mineral insufficiencies or deficiencies cause biochemical imbalances. Then, in time, biochemical imbalances result in organ and gland dysfunctions, which adversely affect brain chemistry and promotes disregulation. **A regimen of Neuro-Integration Therapy with a therapeutic whole food supplement program assists the body in balancing both electrical and chemical imbalances of the brain.**

Physical fitness is the admirable goal of many individuals. However, few understand the need to exercise their brain. Imagine a brain workout center that guides your brain into working more efficiently, improving the way you feel. Properly balanced rhythms result in optimal brain-wave patterns. Even our emotions are a reflection of the rhythms in our brains. Excess Beta can produce anxiety; too much frontal Alpha can result in depression; and elevated Theta could produce ADD. Re-training your brainwaves into efficient patterns allows your central nervous system to learn how to self-regulate, directing it away from debilitating, painful, destructive behaviors, into effortless processing and optimal functioning.

Chemical imbalances in the brain can lead to mood problems, anxiety and a host of ailments. Many abnormalities that appear in the raw EEG can be addressed and normalized with Neuro-Integration Therapy. For example, individuals

"In my opinion, neurofeedback and other electromagnetic techniques ...will largely supplant drugs and surgery in treating our patients in the future. ...In becoming involved in this type treatment, you are riding the wave of the 21st Century."

Johnathon Walker, MD
Board Certified Neurologist & EEG