Eastern View Integrative Medicine
The Master Control Center
What are Brainwaves?

Rhythmic changes in the electrical activity of a group of neurons.
EVEN WITH REALLY GOOD DIET AND LIFESTYLE CHOICES...

our brains remain surprisingly susceptible to trauma
The brain can be impacted by both

Emotional trauma

Physical trauma
Changes can be subtle or dramatic, and can go unrecognized for years, decades or a lifetime.
Brain ‘Imbalances’ may manifest as…

- Anger
- Over or under eating

- Inability to Focus
- Sadness
- Learning Difficulties

- Addictive Dependencies
- Compulsive behaviors

- Stress
- Chronic Pain

- Anxiety
- Hyperactivity

- Poor Memory
- Sleeping Difficulties
BRAINWAVE OPTIMIZATION

A return to balance and harmony
Brain State Technologies

- Lee Gerdes, Founder & CEO

- Background in math, physics, data patterning, clinical psychology, theology

- BST develops and licenses Brainwave Optimization technology

- 170+ licensed offices in 20 countries

- 70,000+ clients
The Brainwave Optimization process

1. Brainwave Assessment Identifies Imbalances
2. Select Initial Protocol
3. Noninvasive Read-Only Scalp Sensors Focus on Mid-Range Brain Frequencies
4. Software Translates Brain Frequencies into Sound Frequencies
5. Resonance with Sound Frequencies Facilitates Recalibration
6. Brain Self-Calibrates for Balanced Brainwaves

The Brain Becomes Its Own Mirror
How does BWO work?

Like a tuning fork, BWO works with resonance.
Neuroplasticity
“Melinda” – Unrecognized Trauma

• Previously high performing 60 year old woman

• Chief Concerns:
  • Disordered thinking
  • Concentration and focus challenges
  • Difficulty making decisions
  • Irritability, agitation
  • Husband described inability “to follow through” with activities

She reported 2 minor car accidents in previous 2 weeks
Parietal Lobe Imbalance
George – Bicycle Accident

• 24 year old college graduate and athlete
• Chief Concern: inability to maintain focus
  Impossible to use computer or to work
• Goal: to return to work and to previous level of activity
Nick – Cumulative ‘low-grade’ injuries

23 year old College student who had dropped out
Played Football throughout high school

Chief Concern: Lacked motivation to return to school
Low Frequency Imbalances

Pre

Post
Stacy

- 32 year old working mother with young child

- Seizures – 3 to 6 rolling simple partial seizures

- Had tried: brain surgery 12 years prior acupuncture nutrition and herbs long term Rx (Kepra)
ANXIETY and Fainting

- 26 year old woman

- Chief Concern: Fainting at Doctor’s office
- Anxiety even thinking about going to the doctor

- History of falling out of tree as child
What happens after the series?
A common thread with brain trauma

Each of these patients felt they had **exhausted all avenues.**

**Their** doctors offered only pharmaceuticals and **rest.**
Thank you for being here today!
Questions?