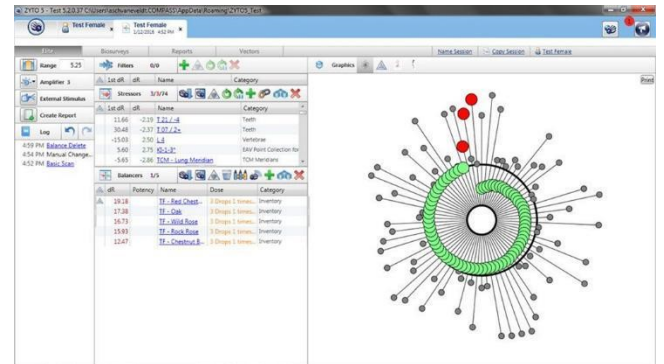


Neuro-Guidance Technology

Vitanya applies bio-signaling technology that falls under the category of subtle neuro impulse communicated through skin conductance. Skin conductance measurement is currently used in scientific research of emotional and psychological arousal. The data transmitted through the hand cradle utilizes Galvanic Skin Response (GSR) technology to provide insight to cohesive biological preference and aversion. This information is extremely valuable to Vitanya Coaches when tracking program effectiveness.

We have found over the course of several years and thousands of case examples, as a direct result of the unique combination of proprietary technology utilization, supplementation, and coaching, that Vitanya Brain Performance programs enhance the brain's ability to make and sustain healthy and resourceful neuronal connections and pathways.

The data received from the hand cradle is plotted and analyzed for coherence— the degree of optimal function of an individual response as it relates to the function of the whole system. Each response is assigned a positive or negative score, referred to as the Deviation Ratio (dR). Positive dRs represent a biological preference (increased coherence), while negative dRs can be thought of as representing biological aversion (conflict). These can also be thought of as over- and under-communication in the brain. A key outcome of Brain Performance is more balanced communication within the brain.



Brainwave Entrainment Technology

Our Brain Performance protocols utilize Brainwave Entrainment headsets. After decades of research and over 1.5 million sessions, Brainwave Entrainment technology's truly revolutionary concept is a powerfully effective tool designed to help people achieve balanced brainwave states that enhance production of all the necessary neurotransmitters needed for optimal function of body and mind.

A neuro-algorithm delivered through the headset produces brainwave entrainment — the synchronization of brainwaves to a specialized sound — with no user effort. The result of which is full-spectrum brainwave activity. Using this matrix of neuro-activity, each session is encoded differently to ensure maximum neuroplasticity — the brain's ability to reorganize itself by forming new neural connections, resulting in a flexible and resilient brain.

Brainwave Entrainment helps restore the brain's natural balance by optimizing the brain's peak potential. Backed by neuroscience and research, this technology has been proven to help people who experience high stress, difficulty sleeping, low energy, and other lifestyle challenges and creates a feeling of calm focus that's customized for learning and productivity. The result is a complete spectrum of brainwave activity. The calming, rejuvenating effect of 10 to 20 minutes of Brainwave Entrainment serves to balance the nervous system and inoculate you against the stressors of everyday life.

