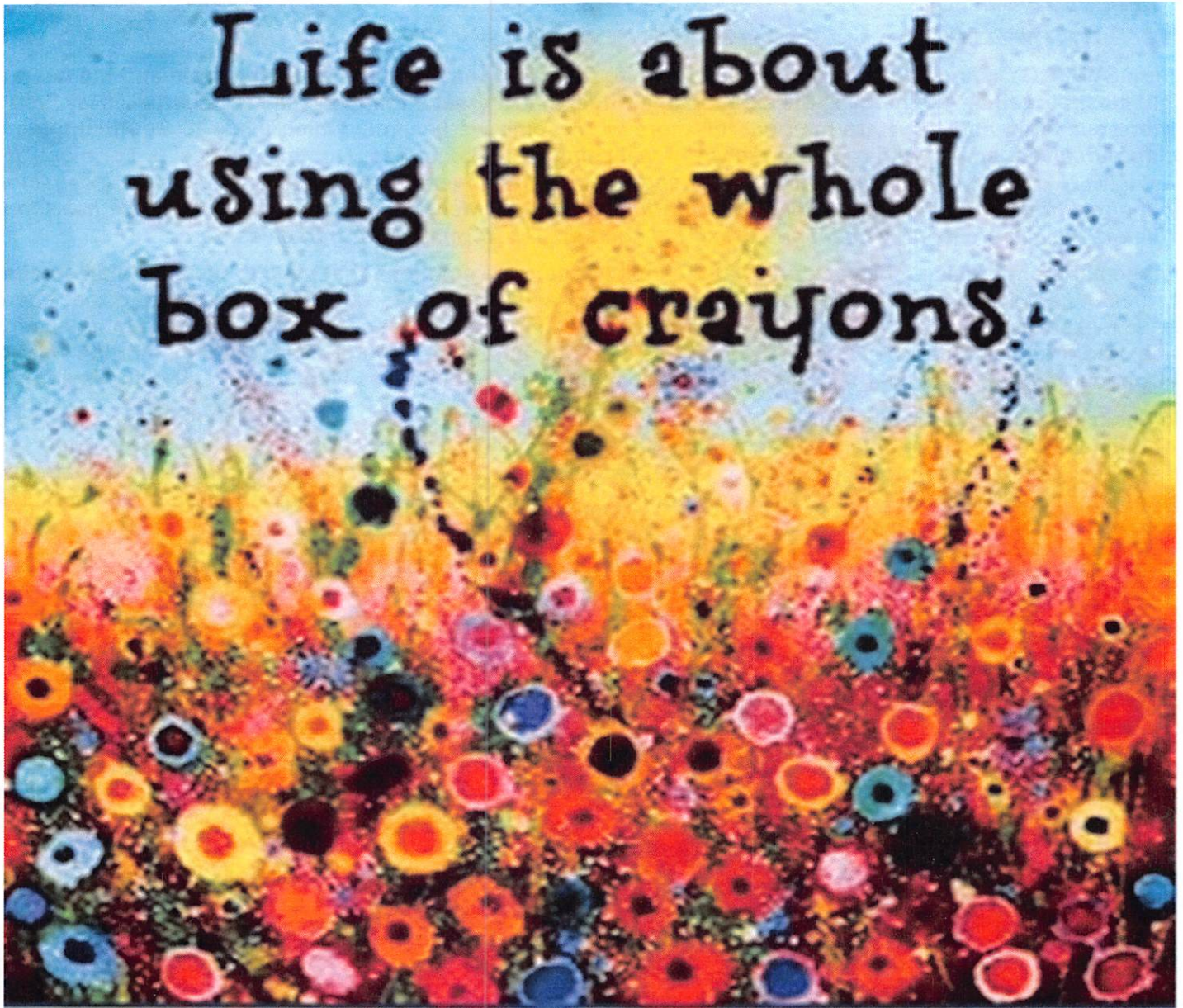
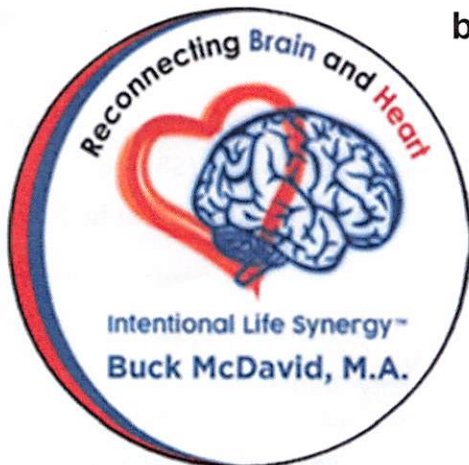


Have you Trained Your Brain Today?

NeuroOptimal® Dynamical Neurofeedback®



Buck A. McDavid, M.A.
buck.mcdavid@neuroptimal.com



(760) 715-3875
8040 E. Morgan Trail #3
Scottsdale, AZ 85258





Intentional Life Synergy™

Reconnecting Brain and Heart

NeuroOptimal® Dynamical Neurofeedback® Brain Training

Client reported benefits:

IMPROVES FOCUS

ENHANCES SLEEP HABITS

IMPROVES MENTAL ALERTNESS

REDUCES BRAIN FOG

ENHANCES MULTI-TASKING

ASSISTS PERFORMANCE STRESS

IMPROVES WELLBEING

IMPROVES LIFE COPING SKILLS

ENHANCES PROBLEM SOLVING

The term SYNERGY is included in my company name to describe what happens when the brain and the heart are brought closer together. "Synergy is the creation of a whole that is greater than the sum of its parts". (Ray French) The more our brain and heart are merged, the more wholesome we become, which leads to Spiritual Integrity, knowing ourselves, and having a greater sense of wellbeing with less stress. Quoting Michael J. Formica, "It all comes down to choice. The decision to evoke change can be one driven by raw emotion or it can be a conscious, rational effort that invokes feeling through thoughtful process. Either way, we need to connect the head to the heart before we can create movement and proscribe genuine transformation for ourselves."

Within the parts of ourselves that we don't want to look at, there are emotions that need to be felt. Unfelt emotions are "stuck" energy, and when we leave emotions unprocessed, we deprive ourselves of access to that energy. When we feel strong enough, we can begin the process of feeling those emotions, on our own, with guidance from a coach, and/or utilizing neuroscience. Through this work the buried treasure of energy and inspiration will pour forth from our hearts, giving us the courage to look at all the parts of ourselves with insight and compassion.

In the business world, where pressures are intensifying and resilience is becoming essential, understanding the role of the nervous system can help better manage stress and anxiety. Our emotional responses often originate in our nervous system, and approaches like the NeuroOptimal® Dynamical Neurofeedback® Brain Training system can help regulate this. While diet and exercise are required for good health, safe and proven brain fitness is needed for more efficient neural resources.

In a demanding work environment, chronic stress can negatively affect decision-making, motivation, leadership, and personal relationships. NeuroOptimal®, the world's only dynamic neurofeedback system, helps the brain regulate itself according to brain oscillations, reducing stress patterns, and promoting a natural return to balance. NeuroOptimal® offers a natural approach to building resilience; ideal for professionals, leaders, business-minded individuals, or anyone seeking performance and emotional stability. Integrating NeuroOptimal® represents an opportunity to maintain a balanced nervous system, a fundamental support for sustainable sense of well-being, better resilience to stress, and mental clarity.

NeuroOptimal® Neurofeedback® is a 100% non-invasive, safe method for increasing focus, reducing stress & anxiety, and building greater confidence and wellness in your life; along with training your brain to be more flexible and resilient. Without pushing your brain in any direction, the NeuroOptimal® system interacts with your central nervous system (CNS) in a way that improves the learning process of your brain. A mind that is more flexible adapts and responds quicker and more appropriately to changes in your environment. The more easily your brain adjusts to changes encountered in a normal, busy day, the better you feel.

The NeuroOptimal® "whole brain training system" can also help build brain resilience or increase the CNS's ability to "bounce back" from a negative event. Negative feelings associated with a personal conflict or bad day at work can "loop" for hours or days, long after the event has passed. The destructive effect of nervous, repetitive or self-critical thinking is magnified in more severe events such as physical/emotional trauma, or current and past grief. Instead of staying stuck in the negativity of these events, the resilient brain will snap-back and return to its normal baseline more quickly. Individuals with a more resilient brain report enjoying a more profound sense of peace, happiness, and success.

Special Package Prices (1st session is free)

10 Sessions: \$1,000
(\$100 each)

15 Session: \$1,425
(\$95 each)

20 Sessions: \$1,800
(\$90 each)

25 Sessions: \$2,115
(\$85 each)

30 Sessions: \$2,400
(\$80 each)

Upon completion of a package, all future sessions will be priced at your previous package rate. To schedule a Series of Brain Performance Boosting Sessions or for any Questions, please call:

BUCK A. McDAVID, M.A.

NeuroOptimal® Representative

Ph (760) 715-3875

❖ Master of Arts in Counseling Psychology, National University, San Diego, CA

❖ B.S. in Physics (minors: mathematics & business) Arizona State University, Tempe, AZ

❖ Advanced Certification on the NeuroOptimal® Dynamical Neurofeedback® Brain Training System

8040 E. Morgan Trail, Ste. #3 Scottsdale, AZ 85258

Email: buck.mcdavid@neurooptimal.com



Intentional Life Synergy™

Reconnecting Brain and Heart

NeurOptimal® Dynamical Neurofeedback®

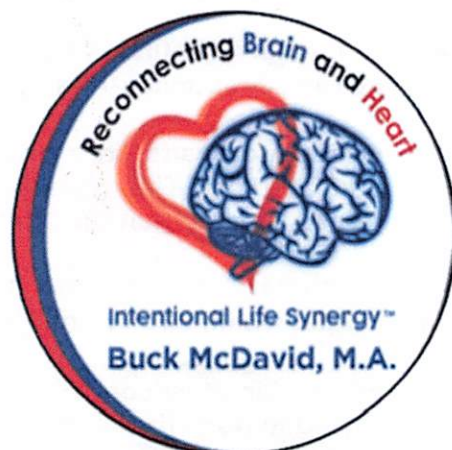
Advanced Brain Training with Neuroscience

CLIENT REPORTED BENEFITS...

- **IMPROVES MENTAL ALERTNESS**
- **HELPS TO MANAGE STRESS**
- **INCREASES MENTAL CONCENTRATION**
- **HELPS RELAXATION & SLEEP HABITS**
- **REDUCES BRAIN FOG, IMPROVES FOCUS**
- **IMPROVES LIFE COPING SKILLS**
- **LOWERS PERFORMANCE ANXIETY**
- **ASSISTS IN BECOMING MORE GROUNDED**
- **HELPS PROBLEM-SOLVING ABILITY**

SAFE: F.D.A. GENERAL WELLNESS DEVICE

BUCK McDAVID, M.A.
(760) 715-3875



This work is not endorsed by Zengar® and has not been reviewed by the company. The content and opinions expressed in this publication are solely those of the author(s) and do not represent the official stance of Zengar® or its affiliated entities. Zengar® is not responsible for the accuracy, completeness, or reliability of any information presented herein. Any reference to NeurOptimal® or Zengar® products, services, or technologies in this publication is for informational purposes only and does not imply endorsement or approval by Zengar®.

NeurOptimal® Dynamical Neurofeedback®

Client Reported Benefits

Improves mental alertness, may boost self-esteem

Enhances Emotional Intelligence for Personal Enrichment

Promotes healthy sleep habits, contributes to general wellness

Assists performance anxiety by promoting relaxation

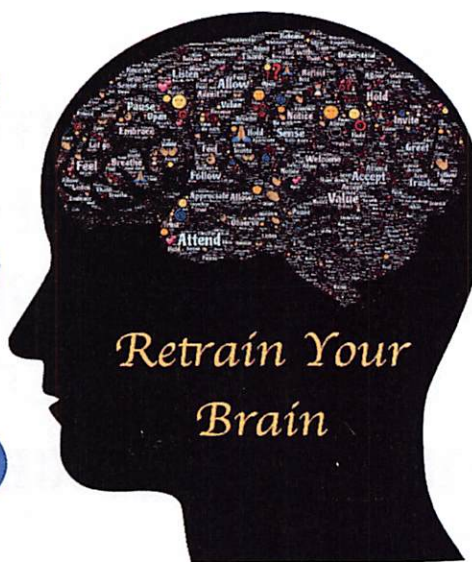
Promotes a healthy lifestyle while having more good days

**Become wholly-
integrated, grounded,
calm. focused.**

**Calms the CNS,
helping the brain to be
more efficient**

**Enhances multi-tasking,
resource management,
logic, concentration**

Enhances learning capacity, instruction-following, problem-solving



NeurOptimal® General Information

- **NeurOptimal® Dynamical Neurofeedback®** is a non-linear neurofeedback whole-brain training system that was developed by Drs. Val & Sue Brown at the Zengar Institute in Canada.
- **SAFE:** Designated a GENERAL WELLNESS PRODUCT by the U.S. Food & Drug Administration, which determined that the “...system may contribute to a healthy lifestyle”.
- **FLEXIBILITY & RESILIENCY:** The Brain physiology and Central Nervous System (CNS) works by using any new information that is “*detected as change*”; when the brain is efficient, the brain can regain balance on its own. The brain always attempts to move from a state of discomfort to overall comfort.
- **NeurOptimal®** simulates the “*detected as change*” progression by a proprietary nonlinear mathematical Joint-Time-Frequency-Analysis process, utilizing Duration, Intensity, Frequency, and Shift variables.
- The software scans your brainwaves and mirrors them back to your brain what your Central Nervous System just did. This results in your brain allowing you to choose and accept new thought and behavior patterns. No electricity or altered brainwaves are augmented or inhibited into your brain.
- **NeurOptimal®** System does not push the brain in any direction, only allows the Brain/CNS to process its own data, which allows your brain to make its own decisions on what to do with the information.

- **SAFE:** Designated a **GENERAL WELLNESS PRODUCT** by the U.S. Food & Drug Administration, which determined that the “...system may contribute to a healthy lifestyle”.

- **FLEXIBILITY & RESILIENCY:** The Brain physiology and Central Nervous System (CNS) works by using any new information that is “*detected as change*”; when the brain is efficient, the brain can regain balance on its own. The brain always attempts to move from a state of discomfort to overall comfort.

- **NeurOptimal®** simulates the “*detected as change*” progression by a proprietary nonlinear mathematical Joint-Time-Frequency-Analysis process, utilizing Duration, Intensity, Frequency, and Shift variables.

- The software scans your brainwaves and mirrors them back to your brain what your Central Nervous System just did. This results in your brain allowing you to choose and accept new thought and behavior patterns. No electricity or altered brainwaves are augmented or inhibited into your brain.

- **NeuroOptimal®** System does not push the brain in any direction, only allows the Brain/CNS to process its own data, which allows your brain to make its own decisions on what to do with the information.

The client ultimately controls the number of Sessions since everyone's brain is different. A self-report check list is used to track the shifts. Some may feel a difference immediately, while others may experience a gradual shift over time to optimize the Brain and the CNS's resilience & flexibility. **NeurOptimal®** is beneficial for all ages: Babies, Children, Adults, Seniors, Students, Athletes, and Executives may improve their relaxation, focus, and enhance performance by optimizing their brain's health, while employing this whole brain training dynamical neurofeedback system.