

Dynamical Neurofeedback™ technology was originated and developed by Zengar and is unique to NeuroOptimal®.

Instead of telling the brain what to do by the practitioner setting the goals for that day, NeuroOptimal® Dynamical Neurofeedback™ takes advantage of the brain's natural dynamical learning processes by giving the brain the information it needs to do the work ITSELF. It's like holding up a mirror to the brain so it can correct itself. This gently and surely enables the brain to function more efficiently. NeuroOptimal® naturally maximizes the brain's innate capabilities of self-regulation, resilience and flexibility.

NeuroOptimal's® Dynamical Neurofeedback™ technology is based on the creators' Dr. Val and Sue Brown's understanding of the non-local "holographic" way the brain functions as a rich interconnected neural net (and that's putting it mildly). This distinguishes NeuroOptimal® in some very important ways:

1 BRAIN DYNAMICS: THE BRAIN MINDS ITS OWN BUSINESS

The brain is a non-linear, dynamical system that perceives information and adjusts to incoming stimuli in a dynamic dance of ongoing balance. As a result, the brain is inherently geared towards general (but not absolute) self-regulation based on incoming information.

This is why NeuroOptimal® provides the brain with the information it needs to do its job itself, rather than telling it what it needs to do (which is how traditional neurofeedback works). This is one reason we are so safe, because we are not pushing the brain towards a goal.

2 PROCESS VARIABILITY

In simple terms this means that the brain does NOT demonstrate absolute values for the "amount" of brain activity required for specific functions. It varies from brain to brain, determined by the task in which the person is engaged, the time of day, blood sugar levels, recent

amount of rest and sleep, overall health, genetics etc. So trying to train the brain to levels set by an operator based on a diagnosis, or on an evaluation that shows one moment in time sometimes weeks before, or on symptoms experienced by the person a week or days ago as is done in traditional neurofeedback, is not the way to go!

3 FUNCTIONAL TARGETING

This is how NeuroOptimal® receives the crucial information about itself (the mirror) that we have discussed before. There is a dynamic range of variability within different "Time-Frequency Envelopes" (see our Cartography of Consciousness HERE) that determines the optimal balance for each individual. NeuroOptimal® dances with the brain where it is, micro-second by micro-second,

allowing it to do its own re-organizing. In contrast, neurofeedback systems that decide training based on specific conditions through diagnosis or an evaluation at the start of training are more likely to be less effective and trigger unwanted side effects. This is because the brain's "ideal" ongoing processes just cannot be accurately determined in this way.

4 RESULTS

Given these assumptions, NeuroOptimal® Dynamical Neurofeedback™ does not attempt to restore brain function to some presumed "average" or "best" level based on other people, such as comparing your brain

to a database. Instead, NeuroOptimal® provides YOUR central nervous system with accurate information about ITSELF and then allows the brain to assemble its own, best organizing strategies moment by moment. Perfectly simple. Perfectly safe. Perfectly you.