

# GREY MATTERS INTERNATIONAL, INC.

— LIFE CHANGING SOLUTIONS

## WHY WE ARE DIFFERENT.....

**Neurofeedback depends on training the person to change their brain. Our neuroscience technology trains the brain to change itself.**

Our technology collects energy from brainwaves. The energy is transposed into data that is converted into sound. During brain training, the brain's own sounds are played back to the brain, causing it to seek its own, *natural* level of health. In neurofeedback, brainwave data is collected and transmitted to a neurofeedback interpretation center. At the center, the data is compared to brain patterns considered "normal." Then neurofeedback protocols are delivered to force brain patterns to match *pre-determined patterns* for normal.

**Neurofeedback depends on operant conditioning; forcing brainwaves into new and prescribed patterns. Our technology induces the brain back to its own healthy state.**

Brain changes happen much more quickly and permanently when the brain trains itself rather than when a person is being asked to train their brain. Results happen more quickly and sustain much longer when the brain seeks its own "normal" and is not forced to match a pre-determined pattern of "normal."

**We are based on the belief that brainwave disturbances are a result of physical and emotional traumas. Neurofeedback is based on the idea that brainwaves are dysregulated, and training can regulate them.**

Through our process, we are able to identify how trauma is affecting brain function. We are able to arrive at a more precise understanding of how that trauma is affecting brain patterns. Armed with that understanding, we are able to directly target the areas of the brain that require re-balancing and harmonizing.

**Neurofeedback treatments require a much longer time before results appear.**

Although every person's experience is different, neurofeedback typically requires 40 to hundreds of sessions or more for the average person to experience results. With our technology, clients typically commit to a one-hour process for the initial assessment and then participate in 10-12 sessions in the space of one week. Whereas, our clients often report results within three or four sessions, it may take 20 neurofeedback sessions before it can be determined that any positive effect is taking place. For many, this can be precious time wasted. For children, it can be nearly impossible.

**Neurofeedback is based on Newtonian physics. Our technology is based on Quantum Physics.**

Newtonian physics is based on a 17th century notion that the universe is made up of solid objects which are attracted towards each other by a force called gravity. Our technology is based on quantum physics which contends that the universe is a dynamic web of interconnected and inseparable energy patterns. A fundamental concept in quantum physics is "that which is observed is changed." With this type of innovative technology, the brain observes itself in order to return to healthy functioning.

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