

# The Science of BrainTap®



**THE PROBLEM:** The modern world bombards our brains with an overwhelming amount of inputs and stressors. Our brains are struggling to adapt. A lack of brain balance means many of us are anxious, look for energy in the wrong places and struggle getting a good night's sleep.

**THE SOLUTION:** BrainTap® combines a variety of proven methods that restore balance to your brain for optimal performance of mind and body. Our proprietary technology is designed to guide the brain through multiple brainwave states for deep relaxation, immediately boosting energy and training your brain to continually function at its peak.

And because the technology communicates directly with your brain, you don't have to do anything. Simply sit back, relax and push play.

## THE TECHNOLOGY:



### BrainTap® Pro App

The app is home to hundreds of uniquely-encoded audio sessions that can be enjoyed with any pair of headphones.



### BrainTap® Headset (optional)

Featuring light frequency technology that creates an immersive experience, The BrainTap Headset works with the BrainTap Pro app.

## THE SCIENCE:

Central to BrainTap technology is the concept of brainwave entrainment. The brain will naturally synchronize with external rhythms. BrainTap sessions are custom-encoded to deliver rhythms that help the brain move through desired frequencies. Several modalities are used to accomplish this:



### BINAURAL BEATS

When two different tones are introduced – one in each ear – the brain perceives a third, unique tone. Binaural beats work by creating this phantom frequency, which the brain then mimics.



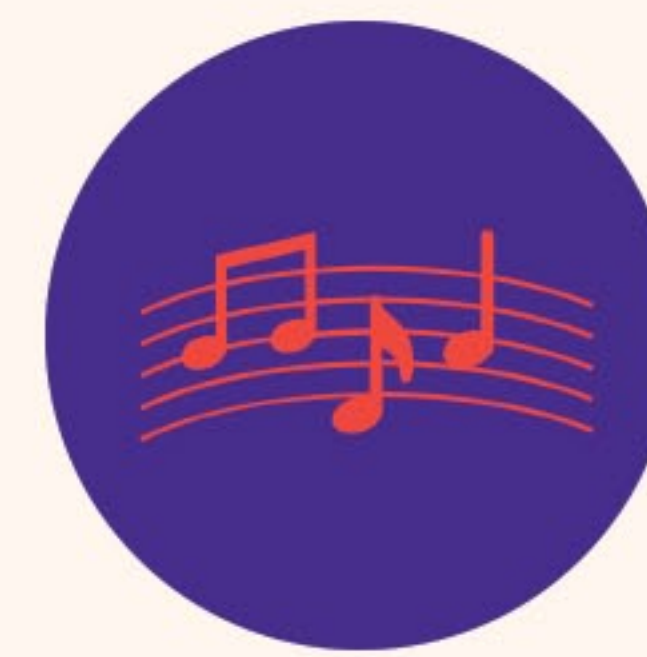
### ISOCHRONIC TONES

Isochronic tones are equal intensity pulses of sound separated by an interval of silence. The tones pulse rapidly, but vary in speed, depending on the desired brain frequency.



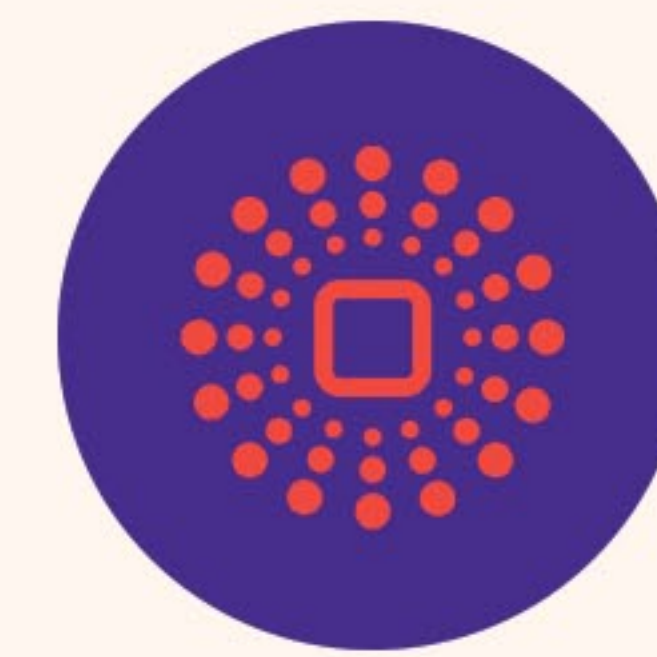
### GUIDED VISUALIZATION

A narrator guides the listener to envision a consistent image of a desired goal or outcome. Through entrainment this guidance can happen at the sub-conscious level.



### 10-CYCLE HOLOGRAPHIC MUSIC

A sonic technology that produces a 360-degree sound environment. In this environment, visualizations become more real to the mind, creating a more receptive learning state.



### LIGHT FREQUENCIES

*(BrainTap® Headset only)*  
Gentle light pulses delivered through the retina and ear meridians, sending direct signals to the brain and guiding you into various brainwave states.

## THE BENEFITS:



### Improved Clarity

The power to maintain perspective, think clearly & learn quickly.



### Quality Sleep

The tools to get to sleep fast & sleep deep, restoring health.



### More energy

The ability to recharge your system, accessing new energy & motivation.

To learn more, visit [braintap.com/the-science](http://braintap.com/the-science)