



## Your Brain Gym Personal Edition 4.1

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### PRODUCT FILE

#### Description:

*NeuroActive Program*® is a unique and patented brain training program based on a software that uses artificial intelligence to continuously adapt the exercises and the training levels to the user's performance, in order to generate the maximum gain in the minimum time.

Scientifically developed, *NeuroActive Program*® offers a complete and comprehensive training program that will revitalize your cognitive, psychological and physical health.

The *NeuroActive Program*® software trains and optimizes 16 essential brain functions used daily in your professional and personal life. Train and improve your memory of people's faces and names, your reaction time, your brain processing speed, your concentration and attention skills, and a lot more.

## Benefits:

Many recent neuroscientific research prove that, with the use of a software, the brain, like a muscle, can be trained and become much more efficient - at any age and with quick and long-lasting results.

How is that possible?

Software brain training allow you to optimally challenge the brain, and always keep it "in the zone" where it benefits most from training.

## The results:

The brain reacts and changes anatomically and functionally to answer these new challenges with:

- creation of new brain cells (neurons)
- improvement to the neuronal communication pathways
- better blood and oxygen flow to the brain.

This is what is called "neuroplasticity" or "brain plasticity" – the recently discovered capacity of the brain to modify its structure to enhance its performance and speed.

Through neuroplasticity, software brain training improves the brain in just a few weeks. Because it modifies the structure of the brain, results usually last 5 years or more. It even enhances our cognitive reserve, which helps prevent Alzheimer's.

## Here are just some of the benefits:

- Increases of more than 20% in many essential brain functions: memory, processing speed, reaction time, visuo-spatial (3D) skills...
- A better performing brain, with more fluid intelligence
- Better capacity to remember peoples' names and faces; better concentration
- A rejuvenated brain that can perform the way it did 10 years ago
- A quicker brain with more stamina that increases productivity at work while reducing the effort and the stress related to work
- A better psychological health
- Long-lasting brain structure modification (neuroplasticity)
- Increased cognitive reserve, which helps prevent Alzheimer's disease and cognitive decline associated with aging
- Improved well-being and self-confidence

## Very unique features:

**NeuroActive Program®** is scientifically developed, it is a comprehensive brain training program, and it is not a game (though it is as fun and easy to use as a game).

**NeuroActive Program®** is an all-natural, no side effect solution to take care of your brain.

**NeuroActive Program®**'s patent pending artificial intelligence is one-of-a-kind and is the key to maximize benefits for each training session.

Brain and Body Workout: as a world premiere, **NeuroActive Program®** offers the possibility to its users to train their brain while also working out on their exercise bike, at the gym or at home. Besides saving them time and training their whole body-and-brain at once, it allows them to increase oxygenation and blood flow levels to the brain. Those who experienced it never looked at their bikes the same way than before!

## How it works:

Simple and fun to do, the program includes 22 brain-stimulating exercises of about 5 minutes each. Developed in 3D and compatible with most personal computers sold in the last five years, **NeuroActive Program®** doesn't require any computer skill to install or use the program.

**NeuroActive Program®**'s artificial intelligence continuously analyzes the user's results and skills in order to personalize and adapt the training at the optimal level of performance for each user. This is why the program can generate maximum gains in very little time.

The **NeuroActive Program®** is a perfect complement to a regular physical aerobic training. The step "cognitive training" was conceived to be done, if desired, at the same time of a physical training on a stationary bike. It includes a personal trainer controlling the training sequence and a training calendar.

## Recommendations of use:

For best results and maximum efficiency, we recommend that you:

1. Train 15 to 20 minutes per session, allowing completion of 3 or 4 five-minute exercises;
2. Vary the exercises in each session in order to train different brain functions;
3. Do all exercises listed;
4. Train 3 times a week or more;
5. Train for at least 8 weeks in a row.

**Sale Price:** \$95, 00 + taxes and shipping (Personal Edition)

## Available:

In Canada ([www.neuroactive.ca](http://www.neuroactive.ca)): over the phone, online and in stores.

In the United States ([www.buyneuroactive.com](http://www.buyneuroactive.com)): over the phone and online.

Around the globe ([www.braincenterinternational.com](http://www.braincenterinternational.com)): over the phone and online.

## 16 ESSENTIAL BRAIN FUNCTIONS

The *NeuroActive Program*® offers you a complete brain workout, designed to meet your needs. The following list presents a short description of the main brain functions you can exercise by using our program.

### 1. Speed Processing of Information

Speed at which the brain analyzes information and produces responses

### 2. Selective Attention

Ability to detect specific targets.

### 3. Hand-Eye Coordination

Ability to produce specific hand movements based on visual commands.

### 4. Visual Scanning

Ability to search for information in the field of vision.

## 5. Inhibition

Ability to avoid making inappropriate responses or stop distracting stimuli.

## 6. Cognitive Control

Ability to adjust our behavior according to the context in which we find ourselves.

## 7. Planning

Ability to organize behaviors in a coherent sequence in order to achieve a goal.

## 8. Behavioral Flexibility

Ability to change our attentional focus and modify our behavior based on changes in the environment.

## 9. Working Memory

Ability to maintain active and process the information stored in memory in order to complete an action.

## 10. Arithmetic

Ability to understand and perform mathematical operations.

## 11. Episodic Memory

Memory of personal events and the context related to them.

## 12. Temporal Order Memory

Ability to remember the order in which items appeared.

## 13. Visuo-Spatial Skills

Ability to analyze and understand space in two or three dimensions.

## 14. Temporal Perception

Ability to determine how long events last.

## 15. Word Naming

Ability to produce language and maintain conversation.

## 16. Semantic Categorization

Ability to create groups based on the similarity of concepts.

## COMPARATIVE PRODUCT

When properly exercised and stimulated under optimal conditions, your brain will preserve all its vitality. Furthermore, with a scientific training program, its performance will increase considerably.

In order for a cognitive training program to improve brain functions and brain health, it must be comprehensive, personalized and adapted to the user's skills. It must stimulate all essential functions of the brain, notably those used in everyday life, at home, at work or during social events: memory, reaction time, brain speed, hand-eye coordination, visuo-spatial (3D) skills, ability to easily remember faces and names, etc.

	Sudoku Crossword Puzzles	Comparative product 1	Comparative product 2	Comparative product 3	NeuroActive Program® (Brain Center)
Proven efficacy	No	No	✓	✓	✓
Adapts to user's skills	No	✓	✓	✓	✓
Artificial intelligence	No	No	No	No	✓
Spanish edition	✓	✓	✓	No	✓ and French
Possibility to combine with physical training	No	No	No	No	✓
Cognitive functions during training:					
1-3	✓				
4-6				✓	
7-9		✓	✓		
10-12					
13-15					
16 +					✓

## THE SECRET OF SUCCESSFUL COGNITIVE TRAINING: A personalized program featuring artificial intelligence

In order to provide optimal cognitive effort, an exercise's level of difficulty must be high but not unachievable. What makes it difficult to identify this optimal level is that we are all different and our performance level fluctuates repeatedly throughout the day.

For example, an accountant will excel at mental calculations, but may have problems with auditory memory. On the other hand, a music salesperson may have an outstanding auditory memory, but may have to work harder to perform mental calculations. In addition, an individual's performance level may vary greatly from one session to the next or within the same session, depending on how tired he feels, his level of interest and the amount of sleep he got the previous night.

For these reasons, an optimal cognitive training program must be flexible and quickly adjust the level of difficulty of each exercise according to each user's abilities and responses for each training session. In other words, to achieve maximum effectiveness, this type of program requires an artificial intelligence that adapts interactively and continuously to the user's performance.

Our greatest challenge at Brain Center was to create the type of artificial intelligence that reacts quickly to every user's performance after only a few trials. This feat had never been achieved before, but proved indispensable for users to obtain the maximum gain in the minimum time. The program's success called for a high level of multidisciplinary integration. To achieve its objective, Brain Center gathered a group of experts in the fields of medicine, neuropsychology and computer science to develop this unique innovative technology with international patents pending.

The **NeuroActive Program**®'s effectiveness is based on artificial intelligence. During a training session, the software assesses your performance level and adjusts the exercise's level of difficulty to your optimal work capacity, enabling you to quickly attain the maximum benefits from your training.

## THE BRAIN – MYTHS AND REALITIES

### True or false?

#### All intellectual activity positively impacts the brain: FALSE

For an intellectual activity to be able to preserve or reinforce your cognitive vitality, it requires a minimum level of effort. This is not different from physical training. Due to the complexity of the brain, it is obvious that a single type of exercise cannot accomplish the task on its own. Training and developing your brain implies that you stimulate every aspect of it, and that you need make an effort at the limit of (but within) your capacities.

#### Doing Sudoku and crossword puzzles will maintain my brain healthy: FALSE

Many people think that solving crossword and Sudoku puzzles will keep their brains healthy and prevent Alzheimer's. This is probably not true.

Studies suggest that activities like solving crossword and Sudoku puzzles are not sufficient on their own. There are two reasons for this. Firstly, this type of activity only targets very specific brain processes. For example, crosswords only train a single function known as semantic memory. But your brain manages dozens of other functions! If we compare these brain activities to physical training, solving Sudoku and crossword puzzles would be the equivalent of limiting your training to your biceps or your abs: this type of workout program will not have an impact on your overall health.

Secondly, these activities' level of activity is rarely well correlated with the needs for an optimal brain challenge, to put and keep you "in the (positive training) zone". Solving very simple Sudoku puzzles won't help you. Only activities that really challenge your brain without being too difficult can help your brain function move to a higher level. The best way to maintain a healthy brain and a nimble mind is to practice a variety of exercises designed to improve your current level of performance and avoid focusing on just one type of activity.

#### Alzheimer's disease is essentially of genetics origins: FALSE

While we have believed for so long that Alzheimer's disease was a disease of essentially genetics or family origins, most recent studies affirm that genetics only have a 33 % responsibility in the onset of Alzheimer's. The environment, lack of cognitive stimulation, absence of regular physical training and bad lifestyle habits are 66 % responsible for Alzheimer's disease.

## BRAIN CENTER INTERNATIONAL (TECHNICAL FILE)

### Founders:

Dr. Stephane Bergeron & Dr. Dan Bergeron.

### Historical:

In 2006, Doctors Bergeron completed an important work of research and analysis of all medical literature on cognitive training. They then set up a resourceful team of experts in neuropsychology and computer science to create the **NeuroActive Program®**, which incorporates the results of more than twenty years of experiments and practice in brain training. In 2007, Brain Center International is founded with the objective to proceed to the international commercial launch of the **NeuroActive Program®**. Less than a year later, Brain Center America is founded for its US operations.

### Description:

Scientific society specialized in the fields of neuroscience and IT. Building on very recent scientific discoveries, our experts in psychology, medicine and computer science have developed a revolutionary new program for training the brain and keeping it young, healthy and vigorous. The program features interactive multimedia software containing fun and brain-stimulating exercises whose benefits are optimized via artificial intelligence.

### Product:

Patent pending brain training program under the name of **NeuroActive Program®**. The software is available in Personal edition 4.1 and Professional Edition 4.1, contains a series of scientific brain exercises that can be done at work, at home, in a waiting room or during training on a stationary bike. No computer skills necessary and it is compatible with most computer bought in the last five years (PC or Mac).

## Future releases:

### *NeuroActive Program®: Memory & Multitasking*

- Targeted market: workers + students + boomers
- The world's only Multitasking trainer - to boost your multi-tasking aptitudes - in a world where everything needs to be done all at once
- Combined with the most complete software program that will boost all aspects of your memory (visual, auditory, short and long term...)
- To be released Q4 2008

### *NeuroActive Program®: Successful Study Booster*

- Targeted market: students + adults who want to learn new skills or languages
- Scientifically trains and boosts all skills needed to perform better in academic studies
- To be released Q1 2009

### *NeuroActive Program®: Happy*

- An all-natural and scientifically validated program with software to boost your morale, fight the blues and/or depressions
- To be released Q1 2009

## Headquarter:

Quebec (CANADA)

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## Science Team:

- Jean-Philippe Marquis, Ph. D
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- Dr. Dan Bergeron, M.D.

## President and CEO:

Dr. Stephane Bergeron, M.D., LMCC

## BIOGRAPHY NOTES:

Dr. Stephane Bergeron, M.D.  
President and CEO

President and founder of Brain Center, Dr. Bergeron has shown great interest in neurosciences, more specifically in training programs that improve cognitive function and brain performance, for over twenty years. During this entire period, he has undergone rigorous training using a brain training program that enables him to enjoy an outstanding personal life and professional career.

A Laval University (Canada) medical graduate, Dr. Bergeron has been practicing medicine at a university hospital for over 10 years. Active in his colleagues' professional development, he has been invited to speak at over 300 conferences, presentations and seminars in Canada, the United States and Europe.

Dr. Bergeron quickly rose to the positions of the head Department of the Family Medicine Teaching Unit and Director of the Emergency Department at both the CHUQ and the CHUL, two major Canadian university health centers.

In conjunction with his medical career, Dr. Bergeron has also been a successful entrepreneur in various fields: he created and chaired a computer company, as well as a laser hair removal enterprise that quickly became the leading hair removal company in America. Two of his companies were listed on the stock exchange, and he chaired an innovative international medical equipment company in France, then in Canada.

One of the companies led by Dr. Bergeron developed a product for patients suffering from Alzheimer's. As a result, he keeps in close touch with those affected by the disease, their families, and the associations that support them.

He has also established strong relationships with many physicians, research scientists and political decision-makers from several countries dealing with this issue.