

THE SCIENCE BEHIND BRAINTAP

BRAINTAP'S PROPRIETARY NEURO-
ALGORITHM IS THE PROVEN WAY
TO RELAX, REBOOT AND
REVITALIZE

After decades of research, Dr. Porter has developed a truly revolutionary concept in BrainTap – a powerfully effective tool designed to help people like you achieve balanced brainwave states that enhance production of all the necessary neurotransmitters needed for optimal function of body and mind.

This exclusive, copyrighted technology has been extensively tested to create the perfect symmetry of sound, music, and spoken word for the ultimate in brainwave training and relaxation, providing your mind and body with all the benefits of meditation without the disciplined effort.

Unlike meditation apps, BrainTap's neuro-algorithm produces brainwave entrainment – the synchronization of brainwaves to a specialized sound – with no user effort. The result of which is full-spectrum brainwave activity. Using this matrix of neuro-

activity, each of BrainTap's sessions is encoded differently to ensure maximum neuroplasticity — the brain's ability to reorganize itself by forming new neural connections, resulting in a flexible and resilient brain. ^

The science behind BrainTap relies on four key elements that enable the sessions to induce brainwave entrainment. Those four elements are:



BINAURAL BEATS

When two different tones, separated in frequency by only a few Hertz, 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. For example, if we play a 220 Hz carrier tone into the left ear and a 226.5 Hz carrier tone into the right ear, your brain perceives the difference between the two, which is a subtle beat frequency of 6.5 Hz, the same frequency associated with deep, meditative states. Your brain naturally follows this frequency, and you experience this deeply relaxed state.

BrainTap's proprietary algorithms have been shown to produce a state of calm and

concentration in the brain, yielding the full effect of the guided visualization, and resulting in extraordinary levels of performance that would otherwise take years of practice to achieve.



GUIDED VISUALIZATION

In general, the visual imagery process involves the individual setting aside a period for relaxation, during which he or she contemplates mental images depicting a desired result or goal. This exercise is done during the spoken-word sessions to help the listener envision a consistent image (either literal or symbolic) of the results desired from the session.

Visualization has been studied for decades, having been shown to have the power to affect mental states, improve physical and athletic performance and even heal the body. And when combined with the other elements of BrainTap, these effects are increased and optimized.



10-CYCLE HOLOGRAPHIC MUSIC

Another aid to the guided meditation is 10-cycle holographic music, which is a sonic technology that produces a 360-degree sound environment.

In this sonic environment, the visualizations become more real to the mind, helping the user take full advantage of the power of the visualizations by creating a more receptive learning state.



ISOCHRONIC TONES

Isochronic tones are equal intensity pulses of sound separated by an interval of silence. They turn on and off rapidly, but the speed depends on the desired brain frequency. The discrete nature of isochronic tones makes them particularly easy for the brain to follow.

While binaural beats rely on balanced hearing in both ears, isochronic tones work effectively for nearly everyone, except for someone with complete hearing loss. This is one of the reasons BrainTap's proprietary algorithms incorporate both types of tones.

THE POWER OF LIGHT – THE BRAINTAP HEADSET

In addition to the sonic effects of braintapping, the BrainTap headset delivers gentle light pulses that travel through the retina and ear meridians, sending direct signals to the brain and guiding you into unparalleled brain states.

Pulsing light, in the correct pattern and intensity, can produce levels of deep relaxation known to affect serotonin and endorphin levels, with an average increase of 21 percent in one study. These increases not only can calm and relax the mind but also produce powerful effects in maintaining a positive outlook and optimistic thinking.



GET STARTED TODAY
