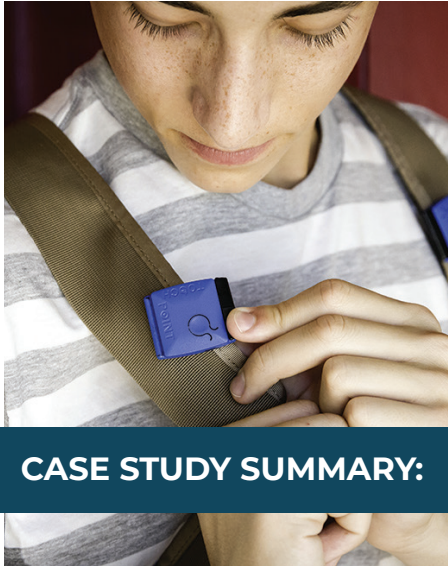


# TOUCHPOINTS AND IRRITABILITY: A CUSTOMER CASE STUDY



## CASE STUDY SUMMARY:

### USER PROFILE:

- Jayden, 10 year-old
- Irritability and sensory issues

### CHALLENGES:

- Little to no eye contact with others
- Sensory avoidant
- Hyperactive
- Obsessive
- Reactive, irritable, and angry
- Hides under desk, leaves classroom, and has angry outbursts
- Refuses to do work

### SOLUTION:

- TouchPoints during school hours, during homework, and transitions

### KEY RESULTS:

- 60% reduction in leaving classroom
- 50% reduction in angry outbursts with lower intensity
- Easier transitions
- Better sensory integration
- Improved eye contact
- Less hyperactivity

Jayden\* is a 10-year-old whose mother, Rachel\*, bought TouchPoints after they were recommended by a parenting group. "I didn't understand how they worked but thought it would be worth a try. I am usually nervous about trying anything new because Jayden\* has a hard time with change and he is sometimes angry and reactive with anything he isn't used to."

Rachel turned down the settings to 1, 1, 1, on the app dials and then calmly asked Jayden to hold them. "He didn't startle or anything and he liked the way they felt. I'm glad I didn't start it off with more intensity because he might have refused to use them. I dialed up the frequency and he liked that and then I did that with intensity..."

"And overlap. We ended up with 4 for frequency, 3 for intensity and 3 for overlap. I saved that as a custom setting and now every time we use them he uses that setting." Rachel sent Jayden to school the next day with TouchPoints on wristbands and gave the teacher his phone to control the TouchPoints. Teacher feedback after the first day confirmed significant positive effects. His teacher reported "He was clearer, paid attention more and seemed less internally focused. He was more pleasant and not as easily irritated. He even made eye contact more."

"Our plan was to just use it in the morning but he was getting such great improvement I charged the TouchPoints™ at lunch for him and then he used them the rest of the day as well." Rachel noticed that Jayden was less exhausted at the end of the day. "Usually it's like all the stimulation from school would just wear him out completely. He was actually in a better mood." After a few days of use, Jayden's teacher offered to download the free app on her phone and control the TouchPoints. His teacher has now requested that the school have a certain number of TouchPoints in the classrooms for students to use.

"Jayden has the originals but we will probably buy the basic versions so we don't have to use the app controls." (At the time of this case study, basics have not been released yet but data is coming about classroom use soon after their launch.) "It's really a big difference. He went from leaving the classroom 5 times a day to less than 2 times per day and even if he starts to leave the class he can think about it and return to the task. He's not as restless or hyperactive."

"He looks at me now, doesn't complain about sensory issues, and his outbursts have been reduced significantly. This helps all the other students, too, because they can focus better when Jayden is doing what he should be doing." Rachel uses TouchPoints as needed at home as well.

"If we are going to tell Jayden about a change, I use them on myself for a few minutes to calm myself down because I realize I'm anticipating he will freak out and I'm actually nervous. When I'm calm then I have him use them and then talk to him and he is much, much better about it. He can also tolerate the grocery store and other places I'd normally not take him because of too much sensory stimulation. He does so well we are actually thinking we could go as a family to Disneyland! We've been avoiding that but our other kids really want to go. Having TouchPoints has really helped and has opened up a lot of possibilities for our family. Thank you so much for inventing this incredible product. We are definitely spreading the word!"

### **ABOUT TOUCHPOINTS:**

TouchPoints are twin neuroscientific wearables that are worn on either side of the body preventatively or on-the-spot for 15 minutes before, during or after a stressful situation. They were designed to provide fast relief from stress and anxiety at the push of a button. Using gentle, haptic microvibrations called BLAST (bilateral alternating stimulation tactile). This technology is backed by decades of scientific and academic research on bilateral stimulation that quantifies significant brain changes after just seconds of use.

TouchPoints give the user a gentle vibration that affects the brain and alters the body's fight, flight or freeze response to restore calm nervous system functioning. This not only helps to reduce the amount of perceived stress experienced, but also the associated body sensation that comes with it (i.e. stomach butterflies or tightness in the chest). TouchPoints are a natural and effective solution to anxiety and focus issues, and can enhance performance and sleep.