

# TouchPoints<sup>™</sup> and Work Stress: A Customer Case Study

## CASE STUDY SUMMARY

### USER PROFILE

- Bill, 38 year-old CEO of a global company
- Anxiety and sleep difficulties

### CHALLENGES

- Difficulty with sleep onset
- Exhausted, overwhelmed
- Irritable with employees

### SOLUTION

- TouchPoints<sup>™</sup> original on sleep setting 15 minutes before bed
- On focus setting 30 minutes every morning
- On calm or focus settings as needed during the day

### KEY RESULTS

- 30 minutes average faster sleep onset without sleeping pills
- Employee 360 feedback ratings showed significantly higher on patience, ability to implement details, and acknowledgment of strengths and limitations
- Yearly gross revenue increased 50% (14% average from past 3 years)
- Less overwhelmed, ability to handle more during the day, improved life satisfaction



Bill S.\* is the CEO of a large, global company who, like many CEOs, used to feel anxious and overwhelmed each day.

“There was just so much to do it was hard to keep it all straight and balance everything. I tried to keep the anxiety away by staying busy but as soon as there was a quiet moment, my heart would race and my thoughts seemed out of control. I had to take sleeping pills every night otherwise I would toss and turn for hours.”

Bill was resigned that anxiety and sleeplessness were going to be a part of his everyday life, until he discovered TouchPoints<sup>™</sup>.

“At first I was skeptical. I thought, how are two little squares going to make any significant impact?” The first time he turned them on, he noticed an immediate change. “It was like I couldn’t feel the stress in my chest. It was tight and it lightened up immediately. I wasn’t sure what was happening, but it was a significant difference.”

Bill started using TouchPoints<sup>™</sup> original on the focus setting for 30 minutes each morning while getting ready. “I liked that I could multi-task while they were in my pockets. When they are on it feels like whatever I’m thinking about doesn’t have that stress attached to it anymore and I’m confident I can handle things.”

He also used them during stressful negotiations and 15 minutes each night before sleeping. “After a few weeks I stopped taking sleeping pills. I had been on them for 8 years.” With his medical doctor’s approval, he stopped taking them and was able to sleep through the night.

Bill’s consistent use of TouchPoints<sup>™</sup> for 8 months has yielded more business profitability, significantly better sleep without sleep aids, less irritation, fewer stress related body sensations, and an overall sense of well-being.

During his last employee review, ratings of his patience, ability to follow-through on initiatives, and knowledge of his own strengths and weaknesses significantly improved. “I would recommend TouchPoints<sup>™</sup> for a general stress reliever and a performance enhancer,” Bill shared.

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## About TouchPoints<sup>™</sup>:

Here's how it works: two TouchPoints<sup>™</sup> devices can be worn on your wrists, held, or clipped to clothing. TouchPoints<sup>™</sup> use Bi-Lateral Alternating Stimulation - Tactile (BLAST) technology transferring alternating vibrations to alter the body’s Fight, Flight or Freeze (F3) response to stress and anxiety and to restore homeostatic nervous system functioning, allowing you to think clearly and experience calm.

## About TouchPoints™ (cont.):



Neuropsychologist Dr. Amy Serin and executive and child advocate Vicki Mayo founded The Touchpoint Solution™ in late 2015 with the mission of bringing relief to the millions of people who suffer from stress and anxiety. Over the last decade, Dr. Serin's work in therapy and neuroscience led to the discovery that a component of successful PTSD treatment could be used as a stand-alone product for gifted children and executives whose stress and intensities hamper performance, relaxation, sleep, and their ability to cope with sensory stimuli.

Dr. Serin used quantitative electroencephalogram data, existing neuroscientific research, and archival data to quantify significant brain changes after just seconds of use. Dr. Serin recognized that this method was too powerful a treatment to be confined to doctors' offices due to its effectiveness and simplicity and partnered with entrepreneur Vicki Mayo to bring TouchPoints™ to the world.

Dr. Amy Serin  
Co-Founder and Chief Science Officer  
The TouchPoint Solution™