

TouchPoints™ and Stress: A Customer Case Study

CASE STUDY SUMMARY

User Profile

- 38-year-old mother of 2
- Generalized anxiety and sleep difficulties

Challenges

- Worry, obsessiveness, irritability
- Difficulty falling asleep most nights
- On edge and overprotective
- Marital conflict

Solution

- TouchPoints™ 15 minutes in the morning, as needed during the day, and 15 minutes before bedtime.

Key Results

- Improved relationship with husband
- 50% reduction in therapy visits
- >90% reduction in stress headaches
- Sleeping pills no longer necessary; 30 min to 1 hour more of sleep per night
- Works 4 hours less/week with more productivity
- More optimism and joy



Challenge

Maria* is a 38-year-old mother of two children ages 14 and 11 and a loan adjuster for an insurance company. Although she is intelligent and productive, she struggles with worry and irritability. “My mind knows things are OK but it’s always like ‘what if this happens or what if that happens’ and then I get stressed. I’ve tried therapy, sleeping pills, acupuncture, and exercise. But nothing helps enough.” She has headaches several times a week and uses over the counter sleeping medication 4 times per week. On average, it takes her at least an hour to fall asleep at night and she wakes up most mornings feeling groggy and dreading her daily to-do list.

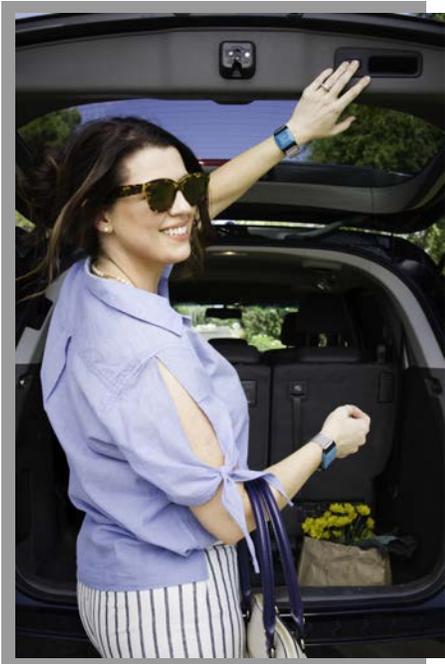
She admits that her daily stress affects her kids and her relationship with her husband, and takes a toll on her home life. “I’m always

thinking everything has to be done right now or else. I put it on my husband, Jim, and he’s so laid back he gets mad that I’m nagging him and we end up arguing. I know it’s sometimes unreasonable but it’s hard to stop.”

Her worries also impact her kids. “I’m sure they’re affected by seeing us argue and I’m impatient with them because I feel like there’s always time pressure. Sometimes they

avoid doing what I say because I give them too long of a list of things to do and pressure them to do it. They are stressed about homework because I stress them out about it. It's upsetting that they prefer Jim to help them. I think it's because he stays calm."

At work, Maria is productive and performs well, but not without stress. "I get headaches whenever I know I need to meet with my boss. I don't know why. She's actually really nice but I'm always worried I am in trouble or something even though I never have been." Projects take Maria longer to complete because she is often fearful of turning her work in. "I just feel like it's never good enough."



Solution

"My friend told me she was using TouchPoints™ to help her with stress and sleep so I bought a set. I couldn't believe that two little devices could change my life in so many ways," said Maria.

Maria started using TouchPoints™ 15 minutes in the morning, as needed during the day, and 15 minutes before bedtime. "When I wake up I wear them on the wristbands and just keep them on while I'm getting ready. I used to kind of obsess and worry about my to-do list and be scattered, but now I feel like I just go through the morning ready to handle whatever comes up and I feel calm about it. It's hard to even imagine I used to be stressed out about so much. With TouchPoints™ on, I feel like it's a better start to my day and it sets the tone for the whole day."

At work, Maria keeps TouchPoints™ handy. She wears them when she feels pressure about turning in projects. "I used to be really stressed and would avoid hitting Send. But now I realize my work is good enough and if I procrastinate, it just makes me get behind on other projects. It feels easier now." Maria used Touchpoints™ before meetings with her boss and now feels that she doesn't need them before her meetings. "It's like once you use them before something a few times you don't need them in that situation anymore. I still need them in other situations, but my list of what stresses me out is getting shorter and shorter."

Maria's husband Jim likes the positive changes. "I used to brace myself for Maria's demands and try to buffer the kids from her stress. She's much more reasonable now and I never realized it was just the anxiety that made her irritable. Now that it's improved, we spend more time on fun things and can actually plan vacations without Maria worrying about all that could go wrong. I'd say it's a relief for all of us to have Touch-Points™ in the house! I even use them when I negotiate a

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ways"

-Maria

deal at work or if I feel overwhelmed and they help me, too.” Jim admits the couple was on the verge of going to marriage counseling and now thinks things have improved to the point where they don’t need it.

Maria attributes some of the success to better sleep. “I used to lay awake and obsess about things I couldn’t control. My therapist told me to write things down and that helped a little, but then I would worry about the number of things on the list. Now I put TouchPoints on for 15 minutes before bedtime and it’s like the thoughts don’t even come up. I just know I’ll do what I need to do in the moments I need to do it. I worked on that in therapy for months and now it just kind of all came together.”

Results

Maria went from using over the counter sleeping pills about 4x/week to no usage. She falls asleep about 30 minutes to 1 hour faster on average with TouchPoints™ and wakes up most mornings feeling rested. Her weekly therapy visits are now reduced to 2x/month and she no longer feels marriage counseling is necessary. “I still have some worry thoughts but I feel like I can handle life so much better.” Frequency of headaches went from 3-5 per week to less than 2 per month. Maria has cut down on staying late at work, but is able to meet more deadlines and feels she is more productive. “I feel like there’s more time for the positive, fun parts of life now. I can’t thank you enough for creating TouchPoints™ and I love sharing my story so it can hopefully help others who suffer with anxiety.”

About TouchPoints™

Here’s how it works: two TouchPoints™ devices can be worn on your wrists, held, or clipped to clothing. TouchPoints™ 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.

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™