

TOUCHPOINTS AND SLEEP: A CUSTOMER CASE STUDY



CASE STUDY SUMMARY:

USER PROFILE:

- Sandra, 25 year-old
- Sleep difficulties and panic attacks

CHALLENGES:

- Falling asleep takes 1 hour or longer
- Wakes up during sleep hours 5x/week
- Feels exhausted
- Panic attacks 4-6x/week
- Can't stop anxious thoughts during the day
- Avoids social situations and driving

SOLUTION:

- EMDR Therapy
- TouchPoints™ for 15 minutes in the morning, 30 minutes during stressful situations, 15 minutes at bedtime, and as needed if panic starts

KEY RESULTS:

- Panic gone (100% reduction in panic attacks)
- Falls asleep within 15 minutes (75% improvement in sleep onset)
- Wakes up 1x/week during sleep hours (80% reduction in wakefulness)
- Engages more socially and doesn't restrict her activities
- Feels energized and happy

Sandra* is a 25-year-old insurance agent who suffers from panic attacks almost daily. "I never know when they are going to happen. It's scary. I'm afraid to drive, I avoid social things, and I am starting to become introverted because I never know when they will happen."

Sandra started EMDR therapy to treat panic and sleep problems. Her therapist recommended using TouchPoints™ at home to help her with general stress, panic attacks, and to improve sleep. "My therapist showed me the TouchPoints and when I put them on I immediately felt less stressed out. I could breathe deeper and my tight chest loosened up. I thought wow!... If these could help calm me down then I would use them for sure. She explained that TouchPoints might help therapy work faster and I wouldn't have to live with panic anymore."

The first night Sandra used TouchPoints before sleep she noticed "it usually takes me like an hour to sleep and I start worrying that I won't be able to sleep. I check the time and just get stressed. A million thoughts run around my mind that I can't shut down. I've tried breathing, meditation apps, music, essential oils, and nothing worked.

"But when I had the TouchPoints on it seemed like it just kind of quieted my mind down for me. It still took me a while to go to sleep but I kept doing it every night and sleep got easier and easier. If I did wake up too early like I normally did, I could turn the TouchPoints on and try to go back to sleep. The first few nights I wasn't able to go back to sleep, but having them on helped me not stress about it. I was at least falling asleep faster so I wasn't as exhausted the next day." After Sandra's 3rd EMDR Therapy session and with 3 weeks of TouchPoints use, she was able to fall asleep within 15 minutes and stay asleep until her alarm in the morning.

During that time, her panic also started to lessen. "My therapist and I would process the panic in therapy so I had fewer panic attacks. I wore TouchPoints 15 minutes each morning so my brain wasn't having so many stressful thoughts and I felt like my days started off better. "At work I put TouchPoints on if I started to feel stressed to prevent panic, and if I was already panicking then I would turn them on to help the panic go away faster. Over about 4 weeks the panic got less and less until I just stopped having any attacks."

Sandra has not had a panic attack in over 2 months. Her sleep is regulated, and she no longer restricts her activities for fear that she might have a panic attack. “Honestly if someone would have told me that this would be the result I would have done it a long time ago. But I’m so happy to have my life back. I felt helpless because I couldn’t imagine I could live my life without being exhausted and stressed every day. I’m not sure why everyone doesn’t know about this.”

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.