

# TOUCHPOINT® CASE STUDY



## CHALLENGES:

- Aggressive Behavior
- Agitation
- Angry Outbursts
- Anxiety
- Can't Get Started on Tasks
- Cravings
- Fears
- Focus
- Frustration
- Headaches (Due to Stress)
- Inability to Stay Calm
- Inability to Think Rationally
- Lashing Out at Others
- Meditation
- Negativity
- Negotiations
- Obsessing
- Oppositional Behavior
- Performance Anxiety
- Pessimistic Thinking
- Phobias
- Physical Aggression
- Physical Complaints
- Procrastination
- Relationship Problems
- Sensory Sensitivity
- Separation Anxiety
- Sleep Issues
- Social Issues
- Stomachaches (Due to Stress)
- Stress Relief
- Tantrums
- Task Avoidance
- Therapy

## USE CASE AND OUTCOME

A mother and her son share the TouchPoints device, utilizing it in various ways. They kickstart their day with the yellow setting, which sets a positive tone. Throughout the day, they adjust to the blue setting as needed to maintain a state of calm. Interestingly, they've discovered that during moments of overwhelm, either the yellow or blue setting proves effective. When things escalate, they find solace in the pink, yellow, or blue settings.

Another valuable application is when they're preparing for an outing, especially in bustling environments. As their day winds down, they turn to TouchPoints to aid in falling asleep.

According to the customer, medical professionals have witnessed an immediate shift in anxiety and focus. The improvement was so evident that they could reduce medication usage, replacing the need for PRN (as-needed) medications by at least 80% of the time.

Furthermore, TouchPoints seem to enhance executive function. "Remarkably, my son, who had been apprehensive about leaving home after the lockdown, was able to travel cross-country and attend multiple concerts in 2022—all thanks to TouchPoints. Without them, such diverse environments would have been daunting."

## 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