



thetouchpointsolution.com

ABOUT US

TouchPoint Solution® is committed to providing you the tools and resources to find relief from the stresses of life and empower you to live your best life through neuroscience.

We are driven to continually innovate our offerings to deliver you the best stress-free experience. Since launching in December 2016, TouchPoint Solution® has received 25 industry awards for our breakthrough technology.

You can trust us to always offer the most honest, credible, scientifically-backed solutions to improve your lifestyle. To date, TouchPoint Solution® has 10 patents.

We are dedicated to building our community and strengthening relationships in effort to improve the human condition. Through the Touch of Hope scholarship program, we're able to give away dozens of TouchPoints™ every month to those in need.

TOUCHPOINT®
BETTER LIVING THROUGH NEUROSCIENCE®

TOUCHPOINT®



WEAR CALM

**EXPERIENCE FREEDOM FROM THE
PHYSICAL, MENTAL AND LASTING
IMPACTS OF STRESS**

WHAT IS IT?

TouchPoints™ are neuroscientific wearables that are worn on each side of the body preventatively or for spot use for 15-30 minutes before, during or after a stressful situation. Using gentle, haptic micro-vibrations called BLAST (bilateral alternating stimulation tactile), TouchPoints™ affect the brain and alters the body's fight, flight or freeze response by shifting you into the calm, logical side of the nervous system.

WHO CAN BENEFIT?

Stress is a universal concept, but how it manifests is highly personal. Today, we have empowered millions of people worldwide. Some examples include people with:

- ADHD
- Anger/Irritability
- Anxiety
- Autism
- Insomnia
- Pain
- Parkinson's Disease
- PTSD

WHAT TO EXPECT?

- Reduce stress in as little as 30 seconds
- Improve focus and performance at work or school
- Fall asleep faster and stay asleep longer

HOW DOES IT WORK?

Rewiring your Stress Response

Stress is the body's reaction to harmful situations -- whether they're real or perceived. When you feel threatened, a chemical reaction occurs in your body that allows you to act in a way to prevent injury. This reaction is known as "fight-flight-or-freeze," (F3) or the stress response. When in F3 activation, your heart rate increases, breathing quickens, muscles tighten, and blood pressure rises. You've gotten ready to act. It is how you protect yourself.

The problem is our body reacts to minor stress the same way it does to serious danger, activating our F3 response and triggering stress hormones like adrenaline and cortisol, making us feel anxious and out of control. But our default stress reaction can literally be rewired with TouchPoints™.



BLAST

TouchPoints™ technology was derived from EMDR which is the most successful treatment for PTSD. A team of neuroscientists spent a decade researching and modifying this technology to develop a method known as bilateral alternating stimulation tactile, or BLAST. BLAST is a precise pattern, frequency, and type of sensory stimulation that has shown evidence of being an inhibitor of the human stress response and enhancer of memory recall.

TouchPoints™ patented BLAST formula are embedded in the TouchPoints™ devices. This technology has gone through multiple double and triple blind research studies to validate its efficacy and scientifically proven to alter the body's F3 response caused by stress. The wearables emit gentle, haptic vibrations that disengage your standard stress response which can impact performance and health.

HOW IT WORKS:

1. Stress engages your "fight-flight-or-freeze" response or sympathetic nervous system, impacting your concentration and sleep and causing physical discomfort
2. TouchPoints™, placed in pockets, socks or on wrists, gently vibrate to activate your "calm and logical" parasympathetic nervous system
3. In seconds, you gain control over your mind and body's reaction to stress, allowing you to think clearly and experience balance and calm
4. This process creates long lasting new behavior patterns, lessening the effect of the onset of stress over time

WHY USE TOUCHPOINTS?

TouchPoints™ are shifting the paradigm of how people understand and manage their stress. Traditional methods of managing stress require a significant time and financial investment. TouchPoints™ are a unique tool available to help you manage stress – without you even thinking about it! You don't have to take time away from your day and lose productive hours. TouchPoints™ work autonomically and without your conscious thought.

Fast, accessible stress relief

One stress study showed that within just 30 seconds of using TouchPoints™, people experienced a 74% reduction in their stress levels and a 68% reduction in body sensations related to stress. This data combined with our archived data suggest that there is a consistency in offering users significant relief from physiological and psychological stress in about 30 seconds.

Increased attention and performance

Excess levels of cortisol may be released as your body's response to stress that may result in task avoidance or inability to focus. A triple blind placebo-controlled trial with athletes showed TouchPoints™ stabilized cortisol levels during stressful events and reduced the level of stress.



When using TouchPoints™ while working on a task, overtime you may not need them as the scenario may feel less stressful because of your TouchPoints™. One of the ways BLAST works is by creating new neural pathways that help modify the memories that trigger our stress response. With continued use of TouchPoints™, these new neural pathways can build overtime, progressively reducing the release of stress related hormones like adrenaline and cortisol.

Sleep soundly

Stress is one of the most common and pervasive sleep disruptors. When you're stressed, your adrenal glands release stress hormones that keep you wired and awake. A Scientific Advisory Board study found that when TouchPoints™ are used before going to bed, they both helped the subject fall asleep within 15 minutes and wake up 80% less in the middle of the night.