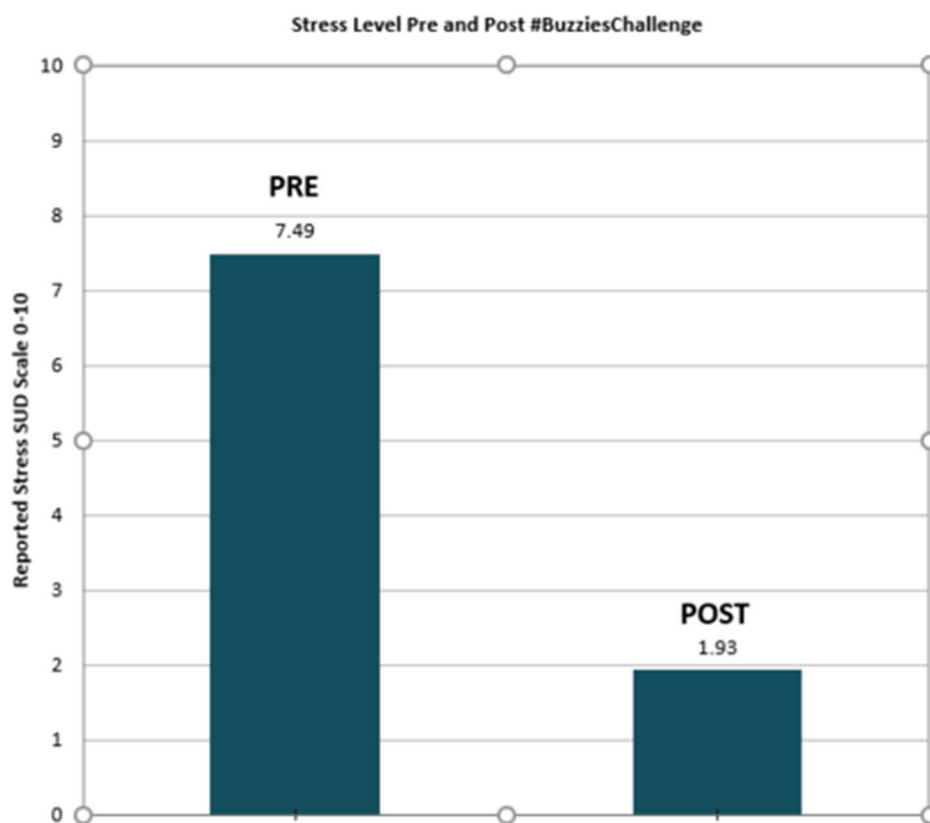


Actual User Data Confirms That TouchPoints Reduce Stress By 74% In 30 Seconds

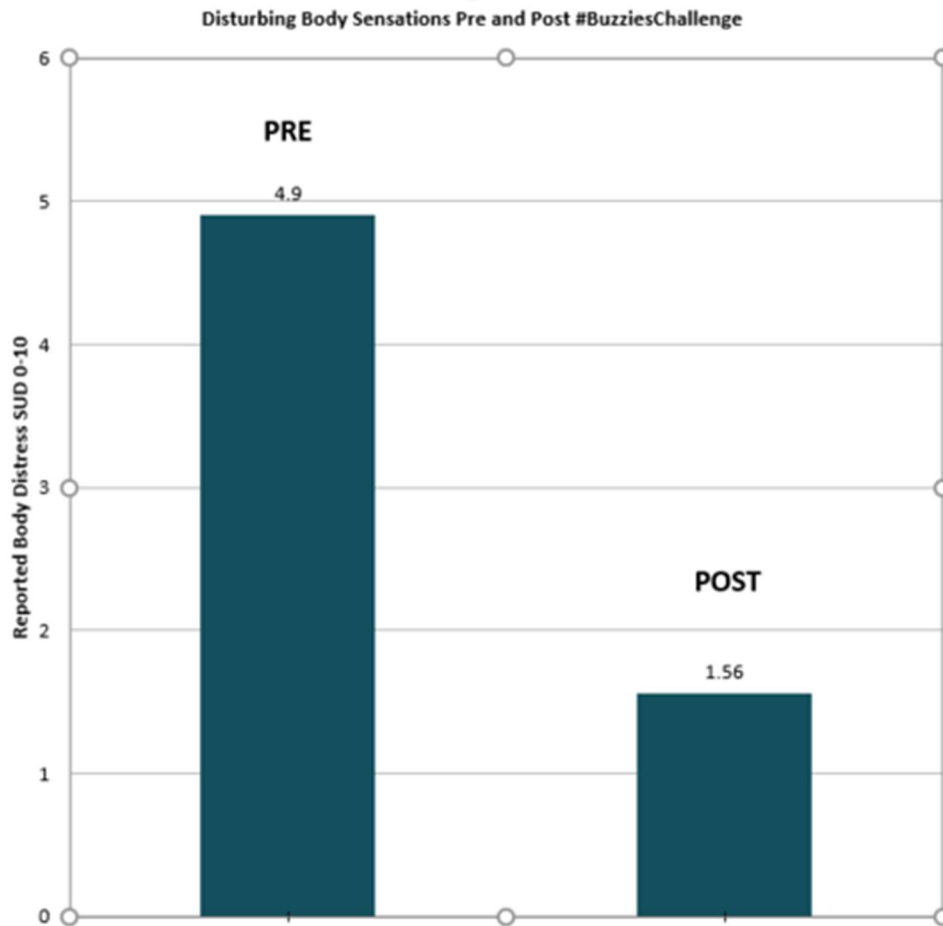
January 25, 2017

The TouchPoint Solution, parent company of TouchPoints, recently analyzed statistics from 140 TouchPoints users who entered metrics into the product's app. The data replicates and validates co-founder and Neuropsychologist Dr. Amy Serin's earlier clinical data. The new data showed that within just 30 seconds of using TouchPoints, people experienced a 74 percent reduction in their stress levels and a 68 percent reduction in body sensations related to stress.



The chart above depicts data from 140 TouchPoints users who rated their stress levels on a scale of 0 (no stress) and 10 (extreme stress) before using TouchPoints and then again 30 seconds after TouchPoints had been turned on. The average starting stress level was 7.49 and after just 30 seconds of use, it dropped to 1.93, which is clinically significant.

The chart below summarizes data from the same 140 TouchPoints users who rated the intensity of body sensations related to stress on a scale of 0 (no stress) and 10 (extreme stress) before TouchPoints and then again 30 seconds after TouchPoints had been turned on. The average intensity of the distressing body sensations was 4.9 and after just 30 seconds of use, it dropped to 1.56, which is clinically significant.



Launched in December of 2016, TouchPoints are non-invasive, wearable devices that use patent-pending neuroscience Bilateral Alternating Stimulation–Tactile to relieve stress and anxiety, improve focus, reduce cravings, improve performance, manage anger, reduce sensory overload and better enable sleep.

"This data represents a research milestone because replicating data in different conditions is important for validating the science behind TouchPoints," said Dr. Serin. "The use of BLAST technology is based on pre-established treatments with scientific support but it is still important to establish efficacy when you take something that is tried and true and use it in different settings or in different ways. The new data combined with our archived data suggests that there is a consistency in offering users significant relief from physiological and psychological stress in about 30 seconds."

The results also coincide with case studies using electroencephalogram data and researchers at Northwestern University re-ran Dr. Serin's statistics for additional validation, confirming the results. Touchpoint Solution has partnered with PEARSON, Northwestern University, The University of Ulm in Germany, and is working on other collaborations to replicate findings using double-blind placebo-controlled studies, which are considered to be the "gold standard" in neuroscience research. Collaborations include examining TouchPoints' effects on pain, stress, mood, somatic stress, focus, sleep, and addictive behaviors.

In another recent study, statistical analysis of 597 TouchPoints User data show statistically significant reductions in both stress and body sensations related to stress after 30 seconds of use. The new data show a 71% reduction in reported stress levels, and a 62% reduction in body sensations related to stress. “These findings are exciting because as more people try TouchPoints, our sample sizes increase and we can ensure that TouchPoint’s positive effects are being enjoyed by more and more people,” says Dr. Amy Serin, neuropsychologist and inventor of TouchPoints. “When you have scientific findings, replication is an important step in making sure you didn’t have findings that were just by chance.” TouchPoint’s data show that the odds of TouchPoints positive effects have a less than 1 in 100,000 odds of being by chance rather than a true effect. “You don’t get these kind of results with snake oil or a placebo effect,” said Dr. Serin.

