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Contact: David Poole, Executive Vice President, Marketing/Cell: 617-259-0877/david.poole@nucalm.com

‘High Performance Recovery’ for Athletes Solace Lifesciences President to Introduce NuCalm® Relaxation Technology at ‘Sports & Entertainment’ Summit July 14 in Los Angeles

(Issued July 12, 2016) – One highlight of the July 14 ‘**Sports & Entertainment Summit**’ sponsored by *Variety* and *Sports Illustrated* will be a presentation by **Jim Poole**, CEO and President of **Solace Lifesciences, Inc.**, maker of **NuCalm®**, the revolutionary relaxation technology that is already transforming sports by giving athletes a significant competitive advantage.



The Summit marks the groundbreaking launch of a collaborative partnership of the two magazine icons and will focus on the future of the sports and entertainment industries. The program will run from 8 am to 6 pm at Los Angeles’ Vibiana event venue. (See event info at sportsentertainmentsummit.com). Keynote speakers are basketball legends **Kobe Bryant**, formerly of the L.A. Lakers, and **Dwyane Wade**, now with the Chicago Bulls.

Jim Poole will speak at one of the hotter, more unique sessions: “*High Tech Sports – How Virtual Reality and Augmented Reality and Analytics are Transforming Athletes*,” starting at 2:10 p.m. Other sports tech leaders will discuss what’s next for athletes, trainers and fans, and how technology promises to change everyone’s experiences.



NuCalm (www.nucalm.com) holds the world’s first and only patent for “**systems and methods for balancing and maintaining the health of the human autonomic nervous system.**” Poole describes how top athletes push themselves to their absolute limit, physically and mentally, on a regular basis. They need the most reliable and efficient recovery techniques to reset quickly, balance their mind and body, and prepare for the next event. NuCalm is proven to flip the switch from high intensity to deep recovery within minutes and without drugs or side effects. More than 25 professional sports teams, the U. S. Tennis Association, golfers, collegiate and Olympic athletes, MMA fighters and boxers use NuCalm to accelerate recovery, improve sleep quality, and help with mental focus.

“It is a universal truth known to be self-evident that stress and poor sleep compromise performance on every level. Our culture and pace are plagued with stress and it is our singular purpose to help people lower stress and improve sleep quality without drugs. Recovery is a critical component to effective training and competition, and NuCalm is a proven, effective solution,” says Poole. “NuCalm helps top athletes perform their best by improving muscle recovery, restorative sleep, jet lag, and focus.” The 4-part system uses microcurrents, neuroacoustic software, NSF certified for sport supplementation, and an eye mask to create rapid, deep, restoration and recovery.

David Cohen, Editor of *Variety*, will be the moderator of the session on ‘High Tech Sports.’ Joining Poole at this session will be **Chris Hercik**, SVP of Creative and Content, The Foundry, Time Inc.;

Ted Schilowitz, Co-Head, Fox Innovation Labs; **Derek Belch**, CEO & Founder, STRIVR and Former Kicker and Assistant Coach, Stanford Cardinals; and **T.J. Won**, Head of Sports Content, Oculus VR.

NuCalm will sponsor a 'Recovery Lounge' in the main event area where attendees can experience this technology for themselves. "The patented NuCalm technology is currently used in 7 industries across 5 continents: aviation, oncology, executive performance, medicine, professional athletics, addictive disease, and PTSD. The negative consequences of stress are dramatically impacting our quality of life, and we are here to provide a solution," says Poole.

Besides NuCalm, other Summit sponsors include **Children's Hospital of Los Angeles, Mido Swiss Watches, City National Bank, Interactive Television Alliance,** and **Sports Video Group**, among others.

Anyone suffering from stress, anxiety, or fatigue, can ask his or her doctor to write a prescription for NuCalm. For more information, visit www.nucalm.com, call **1-877-6NuCalm**, or contact David Poole, Executive Vice President, Marketing/Cell: 617-259-0877 / david.poole@nucalm.com.

- By Stanley Hurwitz / stanhurwitz@gmail.com

ATTN, Editor: Follow link -- NuCalm Performance Overview for Athletes:

[NuCalm Performance Overview.pdf](#)

About Solace Lifesciences, Inc.

Founded in 2002, Solace Lifesciences, Inc., is a privately held Wilmington, Delaware-based company.

Solace Lifesciences develops all-natural neuroscience technologies used to lower stress and improve sleep quality without drugs. NuCalm®, our flagship product, is a patented, clinically proven all-natural stress intervention system that rapidly and reliably interrupts the stress response and guides people to a deeply relaxed state. This technology is drug-free, non-invasive, and quickly "flips the switch" from acute stress and alarm to deep relaxation within minutes, allowing the body to idle in its optimal healing state.

For further background, please visit: www.nucalm.com. For more information, interviews, etc., contact: **David Poole**, Executive Vice President, Marketing / Cell: **617-259-0877** / david.poole@nucalm.com

Solace Lifesciences, Inc., 501 Silverside Road, #7 Wilmington, DE 19809
1-877-6NuCalm (1- 877.668.2256) / www.nucalm.com

Attention, Editor: To view the NuCalm Performance Overview, follow this link:

[NuCalm Performance Overview.pdf](#)