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A Novel ‘Recovery Lounge’ at Toronto Film Festival 2016:

First-of-its-Kind Sanctuary Where A-Listers Can Go to Unwind

(Issued September 2016) -- So where can film industry A-listers go to relax during the frenzied 2016 Toronto International Film Festival September 8–18?

They won't have to go far to find an oasis of peace: The first-ever film festival Recovery Lounge, brought to you by the makers of NuCalm® (www.nucalm.com from Solace Lifesciences, Inc.), “a patented, clinically proven stress intervention neuroscience technology,” says Solace Lifesciences CEO James Poole.

The Lounge – available to Festival guests by invitation only -- will be located at The Burroughes Building, a prestigious event venue located at 639 Queen Street West, Toronto. (www.theburroughes.com). *Variety* will be hosting a video and photography studio where casts from the top films premiering at TIFF will be interviewed by *Variety* editors for the magazine and variety.com. As part of the studio, the NuCalm Recovery Lounge will provide A-listers a chance to relax and reboot using the world's most advanced neuroscience technology designed to quickly resolve stress and balance the mind and body.

Poole predicts lots of activity surrounding NuCalm's TIFF Recovery Lounge as so many of Hollywood's biggest and brightest stars gather under the lights. “It may not be Hollywood, but the pressure is on,” says Poole. “Everyone needs a place to escape and recover – and that's what we're offering – so they can be at their best on the red carpet!”

Academy Award Pressure Starts Here

Poole paraphrases a quote from *US* magazine last year, “It may just be September, but the race for the Academy Awards officially begins here.” Among last year's attendees were Shia LaBeouf, Penelope Cruz, Salma Hayek, Adrien Brody, Liam Hemsworth, Rachel McAdams, Kate Winslet, and many more notables. The festival presents an international lineup of films. This year, a highlight will be Netflix's introduction of four documentary films.



The clinically proven NuCalm technology rapidly and reliably interrupts the stress response and guides people to a deeply relaxed state within minutes, without drugs or side-effects. Poole says 29 professional sports teams, the U. S. Tennis Association, pro golfers, collegiate and Olympic athletes, and MMA fighters and boxers use NuCalm to accelerate recovery, improve sleep quality, and help with mental focus. “If we can help the world's top athletes perform at their best, we are confident we can help resolve stress for TIFF attendees,” Poole smiles. NuCalm is also used

by top business executives, cancer patients, and dental patients looking for an effective way to manage stress without drugs.

A Proven Track Record

NuCalm proved its efficacy with the Recovery Lounge over the last several years at events around the world. Most recently, the NuCalm Recovery Lounge was installed to help delegates and others during the 2016 Democratic National Convention in Philadelphia. Over a two-day period, some 70 DNC participants experienced the NuCalm technology.

In July, in Paris at the World Football Forum, the NuCalm Recovery Lounge was a main attraction and showcased how profound a 25-minute NuCalm treatment can be. "Visitors came in stressed and jet lagged, and left feeling refreshed, focused, and energized. We hope to do the same for film industry leaders."

A 21st Century Way to Relieve Stress

NuCalm holds the world's first and only patent for "**systems and methods for balancing and maintaining the health of the human autonomic nervous system.**" The 4-part system uses microcurrents, neuroacoustic software, NSF certified for sport supplementation, and an eye mask. All parts work together to create rapid, deep, restoration and recovery.

TIFF, a charitable cultural organization, has as its mission to transform the way people see the world through film, and is one of the most prestigious events of its kind. Sponsor *Variety* magazine said TIFF is "second only to Cannes in terms of high-profile pics, stars and market activity." *TIME* noted that TIFF has become "the most influential film festival, partially due to its reputation for generating 'Oscar buzz.'"

Poole says 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

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

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Attention, Editor: To view the NuCalm Performance Overview, follow this link:
[NuCalm Performance Overview.pdf](#)