

## NUCALM DEMONSTRATION BEST PRACTICES

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NuCalm® is an all-natural stress intervention technology that flips the switch on stress and guides you to deep relaxation within minutes. Human beings are complicated ... they are unique and dynamic. Therefore we cannot predict or presume their subjective level of stress, their physiology and chemistry, nor their reaction or perception of what it means to relax. What we can presume is that the NuCalm system will do exactly what it does ... interrupt adrenaline and create deep relaxation through biochemical and electrical signaling. The physiology of NuCalm is black and white and indisputable, but the perceived effect of NuCalm will always be subjective. The best way to introduce and demonstrate NuCalm is to keep it simple and let the person know that all they are going to do is relax and escape for a little while.

### KEY QUESTIONS TO ASK PRIOR TO DEMONSTRATING NUCALM

1. How would you rate your current stress level on a scale of 1-10 (1 being low and 10 being high)? Is this higher or lower than normal for you?
2. How well do you feel you are managing your stress?
3. How well are you sleeping? Do you fall asleep quickly and do you sleep through the night?
4. When was your last meal? If people are not well nourished and hydrated they may become hypoglycemic – most likely this will not occur because they will not be NuCalming for more than 1-2 hours. But low blood sugar will elicit an adrenaline response that will override the relaxation response.

Ask them to use the bathroom, even if they do not feel like they have to. We do not want them to feel like they have to go to the bathroom during NuCalm.

**Tips:** Do not play therapist and try to maintain psychological and emotional boundaries – validate what they are saying but do not get wrapped up in their personal problems. Also, try not to appear judgmental – simply ask the questions, engage in eye contact, speak softly and methodically, and actively listen.

### BEST PRACTICES FOR ADMINISTERING NUCALM

1. Try to have the person NuCalm in a comfortable position. Lying in a bed under the covers is best. Lying down in a chair with a blanket is good. Sitting up in a chair is not ideal (kind of like sleeping on an airplane). Have them remove any earrings and/or eye glasses. A blanket is important for warmth. Comfort is important for experiential success and perceived satisfaction of the rest and rejuvenation provided by NuCalm.
2. Inform the person that the dietary supplements are all-natural – no allergies, no contraindications, and no side-effects. The ingredients are exactly the same amino acids your body produces everyday to relax. They taste like a chewable vitamin C tablet. We know the supplements are large, but they are specifically developed to elicit a lot of saliva for optimal absorption and efficacy.
3. Have the person chew and hold the dietary supplements in their mouth for 90 seconds or more – the longer the better.



4. Give the person the following physiological markers to help them understand what to expect during NuCalm:
  - “You are going to feel your breathing slow down to a deep rhythmic pace.”
  - “You may feel your fingers and/or toes twitch – this is the release of muscle tension.”
  - “You are going to feel your arms and legs get heavy – this is the gravitational pull of relaxation.”
  - “Your brain is not going to turn off. In fact, you are going to have many thoughts. You will experience some normal reflections and also some non-linear thoughts – just like you experience in the twilight zone just before you fall asleep or daydream.”
  - “You are not going to fall asleep, unless you are sleep deprived.”
  - “You may feel yourself cycle down deep, then up, then down deep, then up – this is the neuroacoustic software cycling your brain wave function through the first 2 stages of deep relaxation and restoration – the alpha and theta sleep zones.”
5. Tell the person, “allow yourself the opportunity to relax. I will get you up from NuCalm. Enjoy your relaxation.”

## **BEST PRACTICES FOR MANAGING EXPECTATIONS AFTER NUCALM**

1. Gradually lower the music volume and gently touch the person’s shoulder to engage them. Ask them to remove the headphones and then the eye mask. Speak in a soft tone and provide good, safe eye contact. Take the neuropatches off or ask them to remove them and give them to you for disposal.
2. Ask them how long they think they were NuCalming. Watch them try to figure it out. We recommend you use the stopwatch function on your mobile phone to monitor time and then show them. This dissonance typically has a profound impact on the person’s thought about NuCalm – many people cannot figure out the lost sense of time phenomenon.
3. Ask them to stand up. Then ask, “do you feel relaxed and more grounded and do your feet feel heavier?” NuCalm relaxes your body and ‘grounds’ you.
4. Ask them, “did you have any muscle tension or pain today before NuCalm?” If yes, “does the area feel better?” It should! When a person is in the alpha/theta restorative meditative zone, the heart and lungs work better and pump rich, oxygenated red blood cells through the entire body – flushing out lactic acid, cytokine storms, inflammation, and muscle tension.
5. Give them the following advice for the rest of the day ... “you will feel more relaxed for the next few hours. Your muscle tension will feel better for a couple days unless you hurt yourself again. Your mental acuity will be better – as in, your mind will feel clearer and your thoughts will connect faster – this will last for a few hours. AND ... tonight you should sleep well because NuCalm grooms the sleep pathways in your nervous system and improves sleep quality.”