NuCalm®

In the zone, on demand.

Top performers have a ritual for the moments that matter. NuCalm makes it one simple action: pick the state of mind you want and press play. This technology balances your nervous system, improves your brain health, quality of sleep, and ability to recover on demand.

The game may be the easiest part of the day.

Professional athletes carry physical, mental, and emotional stress all season. Expectations come from management, teammates, fans, and the athletes themselves. Everyone around them is looking for an edge.

On the field

- Off-season training
- Competing for roster spots
- Practices and training
- Games
- Post-season play
- Injury recovery
- Travel schedule

Off the field

- Appearances
- Family obligations
- Fans and community
- Media and social media
- Contracts
- Agents, lawyers, and accountants
- Sponsor demands

What is NuCalm?

NuCalm is patented neuroacoustic technology designed to precisely guide brain wave activity toward the state of mind you choose, with no pills, no side effects, no training, and no effort.

Players get the NuCalm app, a software-only subscription for iPhone, iPad, and Android. It plays through their own headphones, or a speaker for the sleep products.

Why players use it

No skill required. Pick a state of mind and press play. No practice and no experience needed.

Drug-free. There are no pills and no side effects.

Portable. On the plane, in the hotel, in the locker room, and at home.

One app, eight products, seven states of mind. Sleep, daytime recovery, focus, pre-game readiness, and energy.

The right state, at the right time.

The brain is electrical. It operates through patterns of rhythmic activity known as brain waves. These oscillations range from deep, slow delta states associated with deep sleep, to high-frequency gamma states linked to peak cognition and performance.

Your life is dictated by which frequencies dominate in any given moment. Stress pushes the brain into fast, chaotic patterns. Relaxation and recovery slow things down into organized, restorative rhythms. Peak performance requires precision to be in the right state at the right time. The challenge for most people is that they can't reliably shift between these states on demand. **With NuCalm you can.**

PRODUCT	BRAIN WAVE	HZ	WHAT YOU NEED	LENGTH
DeepestSleep	delta	4Hz - 0.5Hz	External speaker, through the night	8 or 10 hours
DeepestSleep+	delta	4Hz - 0.5Hz	External speaker, through the night	8 or 10 hours
Rescue	alpha & theta	12Hz - 4Hz	Headphones and eye mask, lying down (best)	20–120 min
PowerNap	alpha & theta	12Hz - 4Hz	Headphones and eye mask, lying down (best)	20 min
FlowState	alpha	12Hz - 7.83Hz	Headphones and eye mask, lying down (best)	10–40 min
Focus	beta	15Hz - 20Hz	Headphones, encouraged while working	15–60 min
Priming	gamma	40Hz	Headphones	7–16 min
Ignite	gamma	39Hz - 41Hz	Headphones	13–16 min

Earbuds work too, for every product except *DeepestSleep* and *DeepestSleep+*. High-quality headphones are recommended for best results.

2009 NuCalm



$5,995 FDA Class III medical device

2026 NuCalm



Mobile app starting at $1/day

U.S. Patent No. 9,079,030, issued July 14, 2015: "Systems and methods for balancing and maintaining the health of the human autonomic nervous system."

U.S. Patent No. 11,090,459, issued August 17, 2021: "Methods and devices for applying dynamic, non-linear oscillations and vibrations [to elicit a physiological state change in humans]."

Read the studies behind NuCalm at www.NuCalm.com/studies.

Used by 79 professional sports teams since 2011.

Rest and recovery are pivotal to peak performance. Here's how athletes put each state of mind to work.

Rescue PowerNap

Recovery, every morning and every afternoon

Rescue every morning and every afternoon, and anytime your body needs rest and recovery after a workout, travel, or a hard day. *PowerNap* is 20 minutes to recharge between commitments or after a game.

Lie down (best), eye mask on, headphones on.

DeepestSleep

DeepestSleep+

Get amazing sleep every night, at home and on the road.

DeepestSleep or *DeepestSleep+* every night through a speaker.

Speaker on the nightstand. 8 or 10 hours.

Priming Ignite

Pre-competition readiness

Priming after your morning *Rescue* on a big day. *Ignite* before a workout, training, or competition.

Headphones on. Stop if you feel over-caffeinated or agitated.

Focus

Film, meetings, and the playbook

For work that needs your full attention, or when it's hard to concentrate.

Headphones on, while you work. Take a break after 60 minutes.

FlowState

Working through a problem

For solving a problem, or when your head feels foggy and you want clarity.

Lie down (best), eye mask on, headphones on. 10–40 min.

A SAMPLE GAME DAY

MORNING	THEN	FILM	AFTERNOON	PRE-GAME	POST-GAME	BEDTIME
Rescue	Priming	Focus	Rescue	Ignite	PowerNap	DeepestSleep+
Start the day reset.	Set your intention for the game.	Study the game plan.	Rest and recover before warm-ups.	Get switched on.	Recharge after the game.	Unwind, then sleep all night.

Every time: set the phone to Do Not Disturb, then press Start.

Safety: never use NuCalm while driving or operating machinery.

The Chicago Blackhawks, NuCalmers since 2012.

The Blackhawks started using NuCalm in June 2012. In the 2013 season that followed, several key players set career highs, and the team had one of the best seasons in franchise history.

The 2013 season

- Stanley Cup champions
- Presidents' Trophy (best regular-season record in the NHL)
- A franchise first: came back from a 3–1 playoff series deficit to beat the Detroit Red Wings in Game 7
- #1 in fewest goals against per game
- #1 in overtime goals (5–0 in overtime)
- #1 in plus/minus on the road
- #1 in wins when trailing after two periods
- Tied for #1 in fewest penalty minutes
- #1 road team



Jonathan Toews lifts the Stanley Cup, 2013.

"At 20, your body can handle four games a week. At 30, it's a different story. With my busy schedule I have to sleep when I can. So I constantly use NuCalm, an audio sleep system to help me get the equivalent of four hours of restorative rest in about 30 minutes. NuCalm always helps me get into a more relaxed mode so I can perform better."

Jonathan Toews

Captain of the Chicago Blackhawks, 2008–2023

3-time Stanley Cup champion, Conn Smythe Trophy winner (Stanley Cup Playoff MVP), and 2-time Olympic gold medalist. Using NuCalm since 2011.

As featured in *The Wall Street Journal*: "The Next Level of Marathon Training Is Here," by Ashley Mateo

"You could just tell that these guys were just more relaxed and they would tell me that. We want our players to play 'intense' not 'tense' and NuCalm is a way for them to just relax and deal with frustrations. NuCalm was very beneficial because it clears your head and allows you to start from scratch. The crucial part of this game is recovery. That's why I think NuCalm played an important role for us, especially during the playoffs."

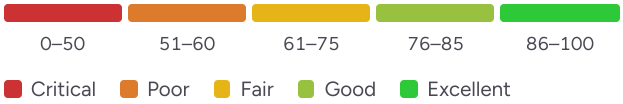
Mike Gapski

Former Head Trainer, Chicago Blackhawks (2013 and 2015 Stanley Cup champions)

Trusted by 79 professional sports teams, the U.S. Military, pilots, doctors, and the FBI.

How players measure it

- Stress Test coherence score before and after a *Rescue* session
- HRV and resting heart rate from the player's own wearable
- Sleep metrics: time to fall asleep, total sleep, deep and REM sleep, and wakeups
- Daily readiness, soreness, and mood on a 1–10 scale
- Sessions per week, logged in the app



The Stress Test is a third-party voice analysis app: ~10,000 biometric data points in 35 seconds.

Player data stays private

- No club can see an individual player's data.
- Stress Test recordings are not stored. The vendor deletes each one right after analysis.
- NuCalm does not sell personal information.

Credentials

- Health Canada Approved (2009–2021)
- NSF Certified for Sport (2009–2021; run by NSF International)
- U.S. Military Approved (since 2013)
- NuCalm is currently a "Sole Source" provider to the Federal Government and Department of War.

79

Used by 79 professional sports teams since 2011.

2.5 billion

NuCalm has surpassed 2,500,000,000 total minutes played worldwide (equal to 4,756 years) as of 2026.

2.7 million

NuCalm has been used in over 2,700,000 surgical procedures.

36

36 years of patented neuroscience. NuCalm began in 1990.

Since 2013

Used across the U.S. Military (Navy SEALs, Special Forces, Air Force Special Operations) since 2013.

100+

Used in over 100 countries.

Bring NuCalm to your team.

Pick a state of mind, press play, and see the shift for yourself.

Talk to our team

support@nucalm.com

www.NuCalm.com

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