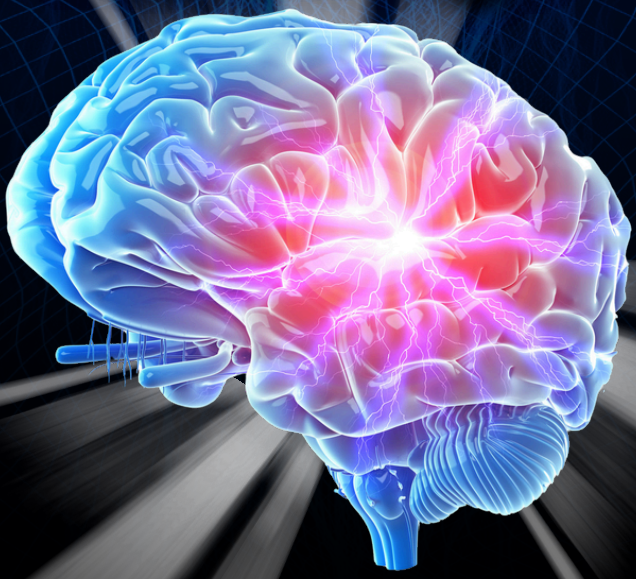
NuCalm®

Your Unfair Advantage



By David D'Arcangelo

"David's book explains how your company can gain an unimaginable advantage from and for each and every person in your ecosystem."

Jay Abraham, The World's #1 Breakthrough Consultant

NuCalm: Your Unfair Advantage

Unlocking High Performance in a Stressed Out World

David D'Arcangelo

If your people are your most valuable asset, NuCalm is how you protect that asset. Let’s not just optimize systems. Let’s restore humans. And let’s make high performance sustainable, company-wide.

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BREAKING NEWS

BREAKTHROUGH ANNOUNCEMENT

The Stress Assessment

Measurement of Your Nervous System Health

The fastest, most precise nervous system diagnostic ever developed, only from NuCalm.

Introducing the Stress Assessment (Stress Test)
Measure Your Stress in 35 Seconds, Through Your Voice
Before you dive into this book, we're announcing a powerful new innovation: **The Stress Assessment Test.**

We're unveiling a **world-first** breakthrough in nervous system performance and measurement: Using cutting-edge voice analysis, this technology examines just 35 seconds of your natural speech and instantly reveals your real-time **stress level**, **recovery state and resilience score**.

No guessing. No devices. No delay.
Just data-driven clarity - in under a minute.

For executives, athletes, parents, and high performers - this technology turns invisible stress into visible insight. And with NuCalm, that insight becomes **measurable progress.**

Developed in tandem with the only patented technology for balancing the autonomic nervous system (U.S. Patent No. 9,079,030), this innovation delivers the **most precise feedback** ever created. So, now you can assess the balance and resilience of your nervous system with ease and accuracy and then make a positive change with NuCalm's proven solutions.

Sign up for the NuCalm 7-day FREE trial to take your Stress Assessment now: https://nucalm.com/free-trial
It takes just 35 seconds.

Go to Chapter 4 to dive deeper

This changes the game.
This changes *everything*.

INFLUENCERS

“We all need balance. We can’t just drive, drive, drive, drive and drive. We have to understand this concept. There has to be balance in our autonomic nervous system. With that balance, there is vitality, relaxation and enjoyment. Once you experience this sort of vibrant health and energy in your life, you will never want to go back. NuCalm Rescue is the most powerful technology I have ever used, or heard of, to balance the autonomic nervous system. When I say used or heard of, I’m not saying I simply convinced myself that this is a great technology. I read the research and the evaluations by some of the world’s leading experts, so I *know* it’s a great technology."
Tony Robbins, New York Times #1 Best Seller, Life Force America's #1 Life and Business Strategist

"The NuCalm state of deep relaxation allows for recuperation and a reboot of the system that can provide the resiliency necessary to heal. When NuCalm brings down the stress physiology, the immune system, the hormonal system, and all the healing mechanisms buoy back up and begin to self-regulate again."
Janet Hranicky, MD, PHD

“Research shows that stress is a killer. NuCalm is the answer.”
Suzanne Somers, actress and author

"NuCalm, Your Unfair Advantage is exactly that: an advantage I can create on demand. I was the last passenger off Flight 1549. Since then, I’ve led teams, spoken on stages, and traveled constantly. Stress is real. Focus matters. This book shows a simple path. I now downshift faster before high-stakes moments, sleep cleaner, recover better on the road, and show up more present for my family. Practical, no fluff—steps you can use today. It’s like a reset button

for clarity, energy, presence, and performance—always available when I need it. Master your state, change your results."
Dave Sanderson, author, publisher, survivor of the Miracle on the Hudson

"With my busy schedule I have to sleep when I can. So, I constantly use NuCalm. NuCalm always helps me get into a more relaxed mode so I can perform better."
Jonathan Toews, Captain of the Chicago Blackhawks

"On NuCalm, subjects experience a rapid decrease in heart rate and respiration rate while exhibiting an increase in vagal tonality. These biomarkers are consistent with deep meditation and illustrative of the predictable rapid onset of the parasympathetic nervous system dominance created by NuCalm."
Dr. Chung-Kang Peng, Ph.D., Co-Director of the Rey Institute for Nonlinear Dynamics in Medicine at the Beth Israel Deaconess Medical Center/Harvard Medical School

"NuCalm is the most life-enhancing tool I've ever discovered! My brain function has improved markedly, and my daily life continues to expand into more and more opportunities and adventures."
Diana Wentworth, Author of award-winning cookbooks, a popular public speaker and television host. New York Times bestselling author

"NuCalm changed everything. As a woman juggling stress, hormones, and sleepless nights, I finally get deep rest, calm, and real recharge."
Terri Murphy, bestselling author, founder of the Women's Wisdom Network podcast, and consultant to Fortune 500 companies.

“I use NuCalm every day and I have been for over 8 years. In fact, I feel like I’m at a disadvantage if I don’t use it. I call it my secret weapon and I’ve noticed with NuCalm in my life - I sleep better. I have less stress. I certainly have greater focus. And my focus has always been strong, but it's definitely stronger. I have more mental alertness, greater levels of mental energy, and less brain fog. I have a deep sense of calm and peace. For me, peace of mind is high currency.”
Jim Kwik, Renowned brain coach, podcaster, author, New York Times bestselling author, and entrepreneur

“There aren’t many items I own that I consider to be so-called “non-negotiable” in my daily routine, but NuCalm is undoubtedly one of them. I have found no stress, sleep, and recovery "biohack" that even comes close to NuCalm. I am not joking when I say that I literally use this thing every single day, bar none. It is my absolute go-to for sleep, early morning awakenings, and recovery anywhere, anytime. As you may imagine, I don't call something the “best stress biohack that exists” lightly, so if you're ready to put down your substances, I highly recommend looking into NuCalm.”
Ben Greenfield, Biohacker, nutritionist, physiologist, fitness coach, competitive athlete and New York Times bestselling author

Real People. Real Results. Real Fast.

About NuCalm Rescue - Rescue has helped me to appreciate the level of fatigue I've been carrying for a long time. This deep fatigue has shifted and I feel as though I'm peeling away the levels of stress and exhaustion.
Adelaide, Australia

About NuCalm Rescue - I first heard about NuCalm from a very reliable colleague, and I have to say, I was very skeptical. I've been using NuCalm since 2010 on my patients with outstanding results: not only with the patients, but in my stress level as well. Needless to say, NuCalm is the "Real Deal". This product will change your life.
Dr. Mark F, Atlanta, GA

About NuCalm Ignite – Ignite is amazing. Its ability to get me into resourceful, energy-rich states is almost supernatural. And when you get into those high energy states, life becomes more congruent, and people gravitate toward that.
Juan Tavares, **Miami, FL**

About NuCalm Ignite – I feel uplifted mood, inspired and fired up
Andrew, Mason, GA

About NuCalm Focus – When I need to get down to business, I use Focus, it's my power hour. I multi-task a lot with my job. Listening to Focus I can go back and forth without wasting time. It's easier to get back to where I was instead of a lot of, 'where was I?
Russ, Mercer Island, WA

About NuCalm PowerNap – A welcome reset during any given day.
Nichola, Santa Cruz, CA

About NuCalm Ignite – Focused! I use it before qualifying and my races. The first weekend I used it I had my first professional win.
Candida, Waveland, MS

About NuCalm Ignite – Ignite keeps me motivated to complete my time on the treadmill (which used to bore me silly). I don't even notice how long I'm going. Afterwards I feel energized.
Keith, **Anaheim, CA**

"NuCalm has unequivocally been one of the most effective stress-mitigation, sleep improvement, and general wellness 'recovery modalities' we offer to our population. As an enhancing tool to our HPO programs it has met with resounding, positive feedback and almost immediate results."
Brian M., Lieutenant Colonel, U.S. Army Special Forces and Head of Human Performance for the FBI Hostage Rescue Team

"NuCalm is revolutionary. It has taken not only my soccer to a whole new level but also my academics and my sleeping. I love it and rely on it every day."
Isaac Nehme, Sophomore Soccer Player, Denver University Men's Soccer Team

"NuCalm is super easy. You just open the app and select the journey. It really is a cheat sheet for my studying and my sleep and I feel great when I use it."
Violet Bekar, High School Student, London

"NuCalm is the best. And I thank the stars and the moon that I was introduced to your technology several years ago. NuCalm has literally saved my life."
Martyn, UK

“After a wonderful NuCalm (Rescue) session this morning I felt so fine and wanted to again thank you for introducing me to your special product. As you know I am busy most of the day just caring for my wife’s physical needs and I often have what is called “care giver fatigue.” 20 minutes of NuCalm once or twice a day brings an inner calm. You are wonderful!”
Dr. Allen, Tulsa, OK

Out of all of the things I have tried to help me sleep, DeepSleep helps the best. I wake up much less at night. If I do wake up, I go right back to sleep. DeepSleep seems to be helping me more as time passes. I really like it!
Jacqueline, Hilo, HI

The most amazing 20 minutes (PowerNap) of my day.
Jason, Waldo, AZ

OLD CALM VS NUCALM

OLD CALM:



Temporary fix with negative side effects



Temporary fix with lasting consequences



Reliance on sleeping pills, has side effects



Energy crashes and stomach issues

NUCALM:



All Natural
No side effects



Clinically Proven



Backed by 35 years of neuroscience



Fast and easy

THE CHOICE IS YOURS

NuCalm®

Books and Programs

By David D'Arcangelo

Wealth Talk

Money Smart

Strike It Rich

Wealth Starts at Home

Cash Flow Marketing

The Secret Asset

4 SECONDS TO FOREVER

David D’Arcangelo

Redlands Press

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Published by Redlands Press
PO Box 1476
Solana Beach, Ca. 92075
For information, inquiries, speaking requests, or bulk orders:
Email: David@thesecretasset.com
This book is intended for educational and informational purposes only.
Printed in the United States of America

Author's Note

If you're reading this book, you're not just a leader, you're a visionary who understands a simple truth: your people are your performance engine. And your team? It's every department, every person, every role across your company.

You know what it takes to win in business: sharp minds, healthy people, clear communication, and consistent execution. But the biggest gains don't just come from strategy, they come from **state management**. When your people show up stressed, distracted, and fatigued, performance drops. Revenue follows.

That's why NuCalm matters.

NuCalm isn't a wellness perk. It's a performance protocol. It's how you help your people recover faster, focus deeper, and show up every day ready to deliver, whether they're in sales, support, operations, or leadership.

This is how you create an edge in your culture, one that improves morale, accelerates results, and reduces burnout across your organization. With NuCalm, you give every employee a tool to rise, on demand.

So, you know the plan: You lead from the top. You invest in your people. And together, you create a culture of clarity, calm, and unstoppable execution.

Let's train like champions. Let's perform like pros. Let's build a company that wins from the inside out.
— David D'Arcangelo

Meet Jim Poole, CEO of NuCalm



PREFACE: WHY THIS MATTERS

Before you dive into this journey, meet the man behind NuCalm: Jim Poole, CEO and visionary leader. Jim doesn't just oversee a company, he championed a movement.

"We have a tireless passion for helping people reclaim control of their lives,' says Poole. "And we can do it with the world's most powerful neuroscience. We have a culture of service. We don't serve for reciprocity or credit, we serve because we want to, we can, and we love to. It's our mission and it's our purpose and we will leave an indelible legacy on the human condition."

Poole, 56, is an accomplished business executive with extensive experience in the healthcare, biotechnology, medical, financial services, market research, and IT industries. Since 2009 he has managed the strategic direction and ongoing operations of NuCalm, a neuroscience company with an expertise in evidence-based personalized wellness and performance.

Poole has successfully launched global products, managed growth strategies, and optimized business operations for both large and small organizations. Prior to joining NuCalm, he founded Focused Evolution, a global management strategy consulting firm. As Managing Partner, Poole oversaw mergers and acquisitions, due diligence, and growth strategies for venture capital and private equity firms. Focused Evolution managed the largest private equity

acquisition in the history of the dental industry for Credit Suisse DLJ Merchant Banking Partners in 2007 and 2008.

Poole has lectured on applied neuropsychobiology, the human stress response, sleep and recovery, brain wave management, and business strategies across the globe, from the Royal College of Physicians in London to the 20th Annual Congress for Brain Mapping and Therapeutics in Los Angeles, from Beijing to St. Petersburg, Parliament to the Pentagon and Quantico, the Toronto Film Festival to the Consumer Electronics Show, the NFL Combine and the Super Bowl, across Europe, the United States, Canada, Europe, India, Africa, and Southeast Asia. NuCalm has been featured in The Wall Street Journal, New York Times, FORBES, Access Hollywood, NASDAQ, MSNBC, CBS, the TODAY Show, and more. Mr. Poole is the recipient of the President's Lifetime Achievement Award, the highest honor a civilian can earn for servant leadership for improving humankind.

A native of New York State, Poole earned a BA with honors in psychology from the University of Massachusetts at Amherst and an MBA with honors in International Business & Marketing from Babson College, in Massachusetts

"NuCalm has transformed my daily life in a way I never thought possible. As both a professional chef and an ultramarathon runner, I constantly faced exhaustion, stress, and difficulty recovering. With NuCalm, I finally found a natural and effective solution. The Rescue sessions give me the equivalent of deep rest in just twenty minutes, helping me recharge during long workdays. The Flow State program keeps me focused, creative, and productive in the kitchen and during training. NuCalm also improves my sleep quality, reduces anxiety, and speeds recovery. It has truly become an essential part of my lifestyle."

- **Akos G.**

35
years of patented, clinically proven neuroscience

2009–2021
NuCalm was an FDA cleared Class III Medical Device for the treatment of anxiety, depression, and insomnia

78
NuCalm has been used by over 78 professional sports teams since 2011

MEDICAL ADVISORY BOARD

52
leading doctors, research scientists, and academicians

U.S. PATENT REGISTRATION NO.: 9,079,030; ISSUED JULY 14, 2015.

NuCalm was awarded the world's first and only patent for "Systems and methods for balancing and maintaining the health of the human autonomic nervous system."



NuCalm has been used in over 2,700,000 surgical procedures as an alternative to general anesthesia without a single reported adverse event

NuCalm is approved by the US Military

NuCalm was approved by Health Canada

The NuCalm supplementation was NSF (National Sports Foundation) Certified for Sport

FBI

Developed Elite Operator product exclusively for the FBI

NuCalm®

Real Science. Real Results. For Real People.

U.S. PATENT REGISTRATION NO.: 11,090,459; ISSUED AUGUST 17, 2021.

The methods used to develop the neuroacoustic software that users listen to - "Methods and devices for applying dynamic, non-linear oscillations and vibrations to elicit a physiological state change in humans."

NuCalm is used by the U.S. Special Forces, Navy Seals, Air Force Special Operations, Border Patrol - BORTAC and BORSTAR, the FBI, FBI Hostage Rescue Teams and SWAT

2 Billion

NuCalm surpassed 1 Billion minutes on August 28, 2023

Work with CAA-Hockey, FedEx pilots, SAG-AFTRA, the Comprehensive Cancer Wellness Program

NuCalm is used by Veterans Affairs, the National Foundation for Integrative Medicine, and Mission 22

WORK WITH THE CHOPRA FOUNDATION ON MENTAL HEALTH

Charitable causes include cancer, veterans, and Kenya children and university students

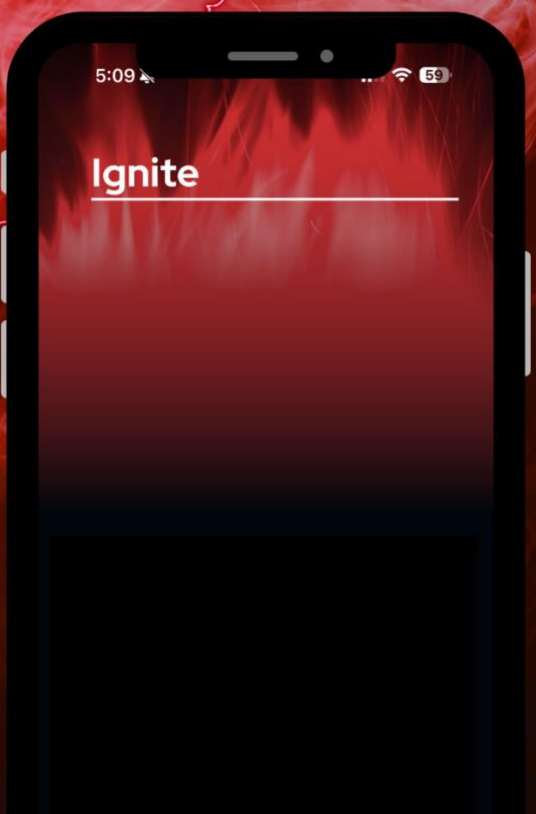
1.3m
Today over 1,300,000 minutes of NuCalm are played daily across the globe

“NuCalm has been an absolute game changer for me. I struggled with chronic stress and insomnia for years. Since incorporating Rescue and DeepSleep into my daily life, I sleep better, wake up refreshed, and feel more grounded. Ignite has been my secret weapon for productivity and energy.”

- **Stephanie B.**

Part 1

Welcome to the Future of Performance



CHAPTER 1: YOUR COMPANY, UPGRADED

Welcome to the Future of Performance

It's Monday morning.

You walk into your office, whether that's a high-rise in Manhattan, a manufacturing hub in Austin, or a remote team Zoom dashboard, and something is... different.

Your sales team is already dialed in. Your leadership team is crisp, decisive, and energized. Your customer support team exudes calm confidence. Projects are ahead of schedule. Emails are thoughtful. Meetings are brief, clear, and followed by action.

There is no drama. No fog. No sloppiness. No exhaustion.

Just focused humans operating at the height of their potential.

You check the revenue dashboard. It's trending higher.
Employee retention? Breaking records.
Team engagement? Best in company history.

You didn't hire all new people.
You didn't spend millions on consultants.
You simply flipped the switch.

That switch was NuCalm.

This is the world your company could live in, starting today.

Because once you give your people access to deep, neurologically-tuned relaxation and restoration, everything changes.

This isn't fantasy. This is **predictable transformation** built on proven neuroscience and used by elite performers, military units, pilots, surgeons, and now, you and your company.

This is your new competitive advantage.
This is your most important investment.
This is your "work smarter, not harder."
This is your unfair business advantage.
This is your legacy.

What NuCalm Feels Like Across Your Org Chart

- **For your COO:** A morning NuCalm session quiets the decision noise, unlocks clarity, and helps prioritize the day with conviction.
- **For your Head of Sales:** NuCalm between pitch meetings resets focus, dials up emotional regulation, and keeps confidence high without burnout.
- **For your Support Lead:** NuCalm prevents compassion fatigue, enhances listening, and diffuses emotional residue from difficult customer calls.
- **For your Creatives:** NuCalm becomes a gateway to creative flow, helping them access fresh thinking and deeper intuitive connection.

Now scale that across your entire team. What would that mean to your performance?

Before and After NuCalm: What Changes?

Area	Without NuCalm	With NuCalm
Morning Energy	Caffeine-fueled, anxious, yet tired	Calm, focused, and intentional
Decision Quality	Impulsive, distracted	Clear, prioritized, grounded
Team Communication	Reactive, impatient	Present, transparent, emotionally regulated
Project Delivery	Delayed from fatigue	Streamlined by focused work and sharp minds
Culture	Quiet tension	Elevated morale, high trust, and greater resilience

You're not just optimizing performance.
You're upgrading human potential.

What to Do Next

The rest of this book will show you how to:

- Understand the neuroscience behind NuCalm's fast-acting results
- Evaluate the true cost of stress, fatigue, and dysregulation in your business
- Deploy NuCalm as a strategic initiative, not just a wellness perk
- Lead in a way that makes your company a magnet for talent, trust, and transformation

Read on and we'll show you exactly how it works, and how to make this your new reality.

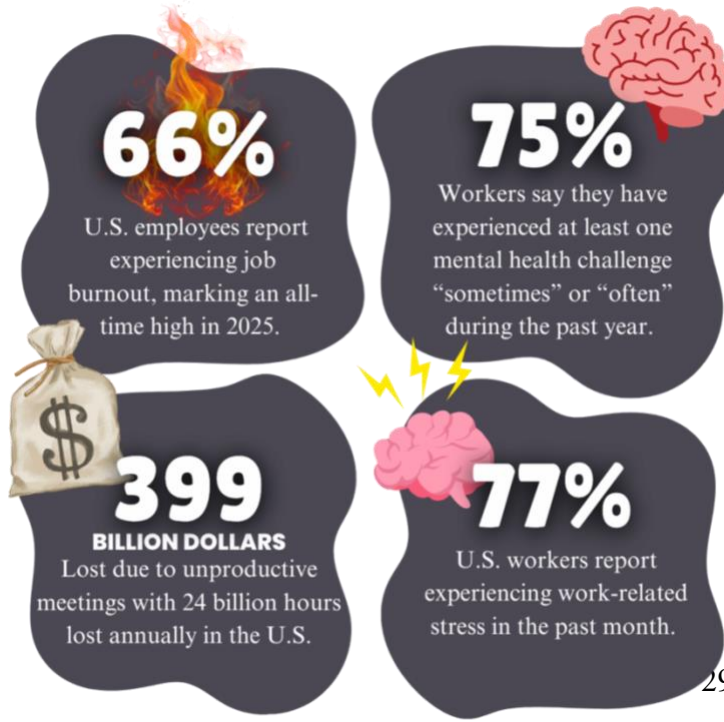
CHAPTER 2: THE PERFORMANCE DEPLETION ECONOMY

The Cost of Doing Nothing

Welcome to the era of diminishing returns on human energy. The 21st-century business landscape is more volatile, distracted, and digitally exhausted than ever before. Regardless of size, industry, or geography, companies are grappling with a silent epidemic: **performance depletion**. It's not just stress. It's not just burnout. It's a systemic unraveling of the very cognitive and emotional capacity that fuels every decision, every sale, every connection your team makes. Our attention spans and mental endurance have diminished.

From entrepreneurs and startups to Fortune 500s, performance depletion is a tax paid in lost innovation, eroded culture, shrinking margins, and team disengagement. Yet most organizations don't realize they're bleeding, because they're bleeding quietly.

You can see it in the numbers:



Now multiply those stats by your payroll.

The silent cost? Massive.

The 3 Hidden Tolls of Performance Depletion

1. Emotional Waste: Friction, confusion, resentment, all unspoken and unmeasured, but deeply felt. One reactive email can derail an entire team.
2. Cognitive Drag: The brain under stress works harder and delivers less. Complex decisions take longer. Meetings spiral. Creativity flatlines.
3. Energy Deficit: Studies show most professionals begin their day with depleted reserves. Without intervention, fatigue and apathy can quietly redefine the standard.
You're not just paying in performance. You're paying in low morale, damaged relationships, stalled motivation, and untapped brilliance.

Why Typical "Solutions" Don't Work

Most corporate interventions **can't shift** brain states in real time.:

- A new HR platform
- A mindfulness lunch & learn
- One more productivity app

Managing the complexity of the human brain demands a complex solution. You must reset the nervous system to interrupt the stress loop or performance depletion continues. NuCalm is not a gizmo, a gadget, tips, or a meditation app, it's 35 years of patented, clinically proven neuroscience delivered through the NuCalm mobile app.

What If You Could Flip the Script?
One NuCalm Mobile App. Four powerful outcomes for Human Performance:

- **Immediate stress relief:** Flip out of fight-or-flight in minutes and reset your nervous system
- **Restorative sleep:** Fall asleep faster, stay asleep longer, and wake up refreshed and energized
- **Laser Focus:** Clear away mental clutter and lock into sustained concentration and clarity with ease
- **Elevated energy:** Unlock supercharged energy and intensity for workouts, big presentations, and peak performance moments

NuCalm is built to drive ROI at the nervous system level.

What if the single most profitable investment a business could make today wasn't in AI, automation, or marketing, but in balancing its people's nervous systems?

With NuCalm, that possibility isn't hypothetical. It's already happening across industries and across the globe.

1. CFOs are seeing reduced sick leave.
2. CMOs are watching campaign decisions improve.
3. CHROs are using NuCalm as a performance safeguard, not just a wellness perk.

Because whether you lead a startup with ten employees or a global corporation with tens of thousands, **you can now bring exponential breakthrough thinking to every leverage point of your revenue system by restoring your people first.**

CHAPTER 3: THE NEUROSCIENCE OF PERFORMANCE

Calmness Is a Code; Here's How NuCalm Cracks It

NuCalm gives leaders and teams the ability to recover faster, think clearer, and enter peak mental states without effort. Whether you're prepping for a pitch, doing strategic planning, coming down from emotional intensity, solving a problem, or battling midday fatigue, there's a track inside the app tailored to optimize that exact moment, on demand.

Cognitive performance is not a mystery. It's precise math and biology. When you understand how the brain works under pressure, and how it performs at its best, people can stop reacting and start leading. NuCalm doesn't guess. It works directly with your brain's natural frequencies to create calm, clarity, and control, on demand, with ease.

Let's break it down.

Understanding the Brain's Operating States

Your brain operates across a range of electrical frequencies called brain waves that dictate how you think, feel, and function. The four most relevant to daily performance are:

High Beta: Fast, high-alert brain waves that result in worry, distraction, anxiety, and eventual mental fatigue. Most people operate here far too often.

Mid Beta: Alert, active thinking and decision making. This is ideal for mental clarity, learning, and productivity.

Alpha: Calm, intuitive, relaxed focus. The flow state. Where creativity, intuition, and clarity thrive in an effortless way.

Theta: Lucid dream state called the "healing zone," where your cells clean out toxins, your mitochondria is restored, and your stress disappears.



NuCalm Rescue and PowerNap naturally guide your brain's frequencies from high-beta into alpha and theta. That's why one session provides deep rest and a total reset without needing to sleep. Theta is a lucid dream state just above deep sleep.

What the Autonomic Nervous System Has to Do with Your Business

The autonomic nervous system has two gears:

1. **Sympathetic:** Fight, flight, or freeze. Hypervigilance. Stress. Worry. Fear. Anxiety. Agitation. Impatience. Distraction.
2. **Parasympathetic:** Rest, recover, regulate, and restore. Where healing and resilience happen.

Most modern leaders and teams live in sympathetic overdrive. That's not leadership. That's survival, and it can create chaos and exhaustion.
NuCalm helps you to down-shift into parasympathetic recovery where your executive function, emotional balance, and strategic capacity *actually come back online.*

What Is NuCalm and Why It's Unlike Anything Else

NuCalm is not a meditation app, not a pharmaceutical, and not a placebo. It's 35 years of patented, clinically proven neuroscience delivered through one mobile app that gives you **on-demand control over your mental state**, resulting in:

Deep Restorative Sleep, Immediate Stress Relief, Laser Focus, and Peak Performance.



Think of it as **six products, four powerful outcomes, all in one platform**:

1. **DeepSleep** – Leaders now rely on NuCalm at bedtime to get the best sleep of their life-waking up feeling rested and ready for the day, every day.

2. **Rescue (Deep Recovery)** – The original NuCalm protocol, clinically proven to guide users into parasympathetic recovery and restoration.
3. **Focus** – Tracks that sharpen mental clarity and sustain attention.
4. **PowerNap** – The ultimate bio-hack when you need 2-hours of sleep and all you have is 20-minutes.
5. **Ignite** – A performance accelerator to energize your mind and body for high-stakes execution.
6. **FlowState** – Designed for creative work, innovation, and making connections.

All six products are backed by decades of research, clinical testing, and two patents. You don't have to guess what you need—**the app gives you state-specific tools to shift your brain waves on command**.

No pills. No guesswork. Just repeatable, predictable brain-state optimization, delivered from your phone. Wow!

How NuCalm Works: The 3-Part Rescue Loop

Here's what happens during a typical NuCalm Rescue session:

1. **Neuroacoustic Software:** Delivers a patented, clinically proven pitch and frequency matrix with non-linear oscillating algorithms to safely present the brain with precise electrical signals, prompting what is known as a frequency-following response. The brain synchronizes with the incoming NuCalm signals helping people effortlessly shift out of sympathetic drive (stress) into parasympathetic nervous system dominance (rest and recovery). This is the state of healing and deep restoration.
2. **Eye Mask / Quiet Environment:** Minimizes visual stimulation allowing for your mind to quiet down and gently ease into the state of deep relaxation.

3. **Result:** The brain drops into a deeply restorative state (the healing zone) in minutes, no effort required.

No pills. No sedation. No guesswork. No training. Just biological precision that restores your brain's natural rhythm with just a mobile device and your favorite headphones. Think of Rescue as a system reboot for your brain and body.

What It Feels Like to Shift States

Before NuCalm: You feel tense, your jaw is tight, your thoughts are racing. You feel overwhelmed. Your inbox feels threatening. Minor friction becomes major stress. And you are agitated, easily distracted, and unproductive.

During NuCalm: The world fades. Your body softens. Your breathing slows. Your mind clears. You are self aware, but floating. Thoughts lose their edge. And your worries, your distractions, and your problems fade away to nothing.

After NuCalm: You return sharper, yet calm, confident, and grounded. The noise in your head is quiet. You open that same inbox—and nothing feels overwhelming. You lead from a sense of calm. You communicate from clarity. You are in command of your thoughts. And your confidence is restored.

This is not a placebo. This is neurological recalibration. And you can do it daily.

The Executive Edge for Everyone

Every team member who regulates their nervous system thinks faster, feels calmer, decides with confidence, and recovers quicker. They operate with calm authority, not chaos.

And when your brain is optimized?

1. You trust your instincts again.
2. You see patterns and solve problems others can't.
3. You make better decisions in less time, with less emotional noise. You are efficient and decisive.
4. You lead with confidence and clarity.
5. You communicate more effectively.
6. You no longer burn calories on stress, worries, or things you can't control.

Your nervous system is the operating system for your entire life. It is the foundation for your health, longevity, resilience, and performance.

NuCalm is your software upgrade.

By tuning your nervous system, you can control how you show up, every single day. And the people in your life will know it.


WHAT WILL
YOUR VOICE
REVEAL?

Chapter 4: The Stress Assessment (Stress Test)

Your Voice Has a Lot to Say. We Learned How to Listen.

Your health. Your resilience. Your longevity. It all begins with your sleep. And your sleep begins with your nervous system. When your nervous system is in balance, you sleep well. And when you sleep well, you:

- Look well
- Feel well
- Perform well
- Live well

You have already learned how good NuCalm makes you feel. You've been informed that you will feel calm, clear headed, , and reset. You've learned the key to nervous system balance is consistency… use NuCalm Rescue or PowerNap daily, DeepSleep nightly.

But now, for the first time ever, you can *see* the impact NuCalm has on your nervous system - in real time.

Introducing the Stress Assessment

The world's first precise measurement of your nervous system health, balance, and resilience, powered by voice analysis technology.

This is a historic convergence: the most accurate assessment tool ever developed to evaluate your nervous system, now paired with the only patented system clinically proven to restore balance to it.

NuCalm: The world's only patented method for balancing and maintaining autonomic nervous system health. Used by millions of people to feel better, perform better, and live better.
U.S. Patent No. 9,079,030 (Issued July 14, 2015)

Why This Changes Everything

In a world of wearables and apps that track heartbeats, steps, and stress guesstimates—NuCalm gives you *the truth*. It doesn't just tell you how fast your heart is beating. It shows you whether your *entire nervous system* is in balance or under attack.

With a 35-second voice recording, the Stress Assessment delivers:

- Real-time stress and resilience levels
- Sympathetic/parasympathetic nervous system balance or imbalance insight
- A single, clear number: your **Coherence Score**

This is not theory. This is the **future of stress tracking - validated, effortless, and deeply personal.**

What Is the Stress Assessment?

It's simple. Speak for 35 seconds. The system evaluates over **one million data points**, including **10,000+ voice-based biometric signals**, to determine your real-time stress, coherence, and resilience.

Your Coherence Score reflects how well your nervous system is functioning at the moment:

- **90s:** Highly resilient, calm, balanced
- **80s:** Mild stress, beginning of imbalance
- **70s or lower:** Nervous system strain, fatigue, dysregulation

Think of it as your nervous system's report card - without the guesswork.

Why Voice?

Because your voice is hardwired to your nervous system. Specifically, your **vagus nerve**, the master communicator of your autonomic nervous system, connects directly to your vocal cords. That means every sound your voice makes carries a precise fingerprint of your current physiological state.

What happens in the vagus... shows up in your voice.

The Stress Assessment analyzes this signal with extreme sensitivity, capturing frequency shifts, distortions, gaps, and intensity patterns that correlate directly with:

- Emotional imbalance
- Hormonal fluctuations
- Sleep quality
- Mental and physical fatigue
- Systemic stress load

It's non-invasive. Fast. Precise. And far more accurate than any wearable.

What Makes This Different from HRV Tools?

Most HRV (Heart Rate Variability) trackers take a snapshot in time, like a Polaroid photo. But real nervous system analysis requires the equivalent of 4k *video*, not a snapshot. And it needs to operate in the **frequency domain**, not the time domain.

The Stress Assessment uses:

- Advanced transform algorithms
- Fractal and nonlinear analysis
- 1,000,000+ data points per reading

It's like going from matchlight to floodlight in stress detection.

Who's Using It Now?

The Stress Assessment is already being used by:

- Special Forces and elite military operators
- Pro athletes and sports medicine doctors
- Cancer clinics and trauma recovery centers
- Executives and high performers
- Veterans, first responders, and caregivers

But it's just as powerful for anyone seeking to:

- Sleep better
- Recover faster
- Manage stress
- Perform consistently
- Understand how to balance workload vs recovery

How to Use the Stress Assessment

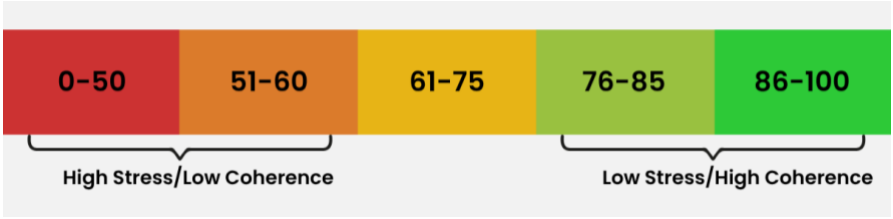
1. Go to www.nucalm.com and log in
2. Open the Stress Assessment tool in your account portal
3. Find a quiet space—no music, background noise, or fans
4. Speak naturally for 35 seconds (don't read or emote, just describe your surroundings)
5. Receive your Coherence Score within 20 seconds
6. Take action: NuCalm Rescue, PowerNap, DeepSleep, breathwork, or other tools

Pro Tip: Speak naturally. Don't perform. Authenticity = accuracy.

Use it throughout the day:

- Upon waking
- After stress, travel, or exercise
- Before/after NuCalm sessions
- To measure the effect of lifestyle changes, therapy, or wellness tools

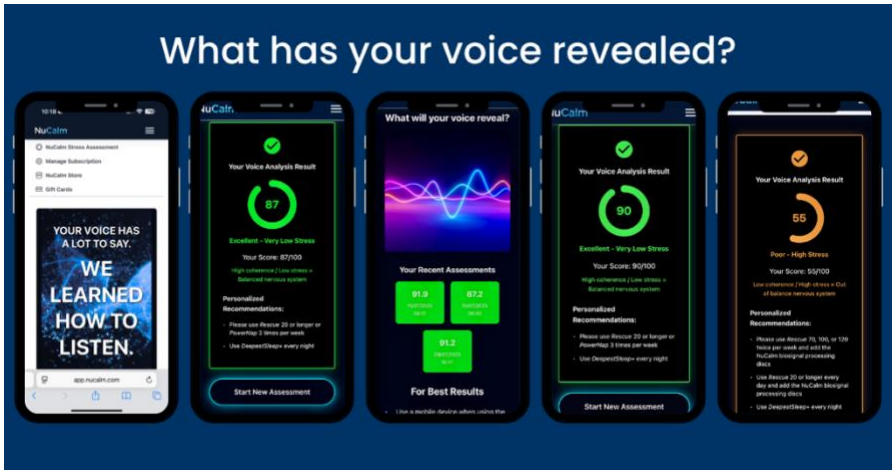
You can now track your progress - daily, weekly, over time - with clinical-grade feedback.



Real Users. Real Stories.

- A woman scores a 93. After a family emergency, she drops to 74. The data confirms her emotional state.
- A veteran climbs from 72 to 84 after a single 20-minute Rescue session.
- A man scores 15.4 after burnout. After Rescue and sleep, he reaches 93.2.

This is clarity in action.



Can It Be Fooled?

No.

This is not a mood tracker. It's not a subjective quiz. The technology reads unconscious voice frequencies - signals you can't manipulate, mimic, or fake. It's more accurate than blood tests, MRIs, or neurotransmitter panels, because it reflects what's happening *right now*.

And, it's built on the most sensitive technology available for measuring autonomic nervous system function.

What Impacts Your Score?

- Sleep deprivation
- Emotional events or trauma
- Intense training
- Hormonal shifts (PMS, menopause, etc.)
- Travel, toxins, inflammation
- Immune function

- Chronic stress or lifestyle burnout

Even background noise during the recording can distort results, so clean audio = clean data.

The Science of Resonance = Longevity

Resilience isn't just about surviving. It's about **harmonic resonance** - your body's ability to maintain balance across systems. That's what determines your ability to bounce back. And yes, it's also directly linked to **how long you live**.

The more coherent your nervous system, the longer and stronger your life force.

That's what the Stress Assessment reveals. And that's why pairing it with NuCalm's daily Rescue, PowerNap, and DeepSleep sessions creates your unfair advantage.

Final Thought: This Is Your Nervous System's Scale

Want to know how stressed you really are?
Want to stop guessing and start *tracking*?
Want to validate that what you're doing - NuCalm, meditation, sleep, or supplements are working?

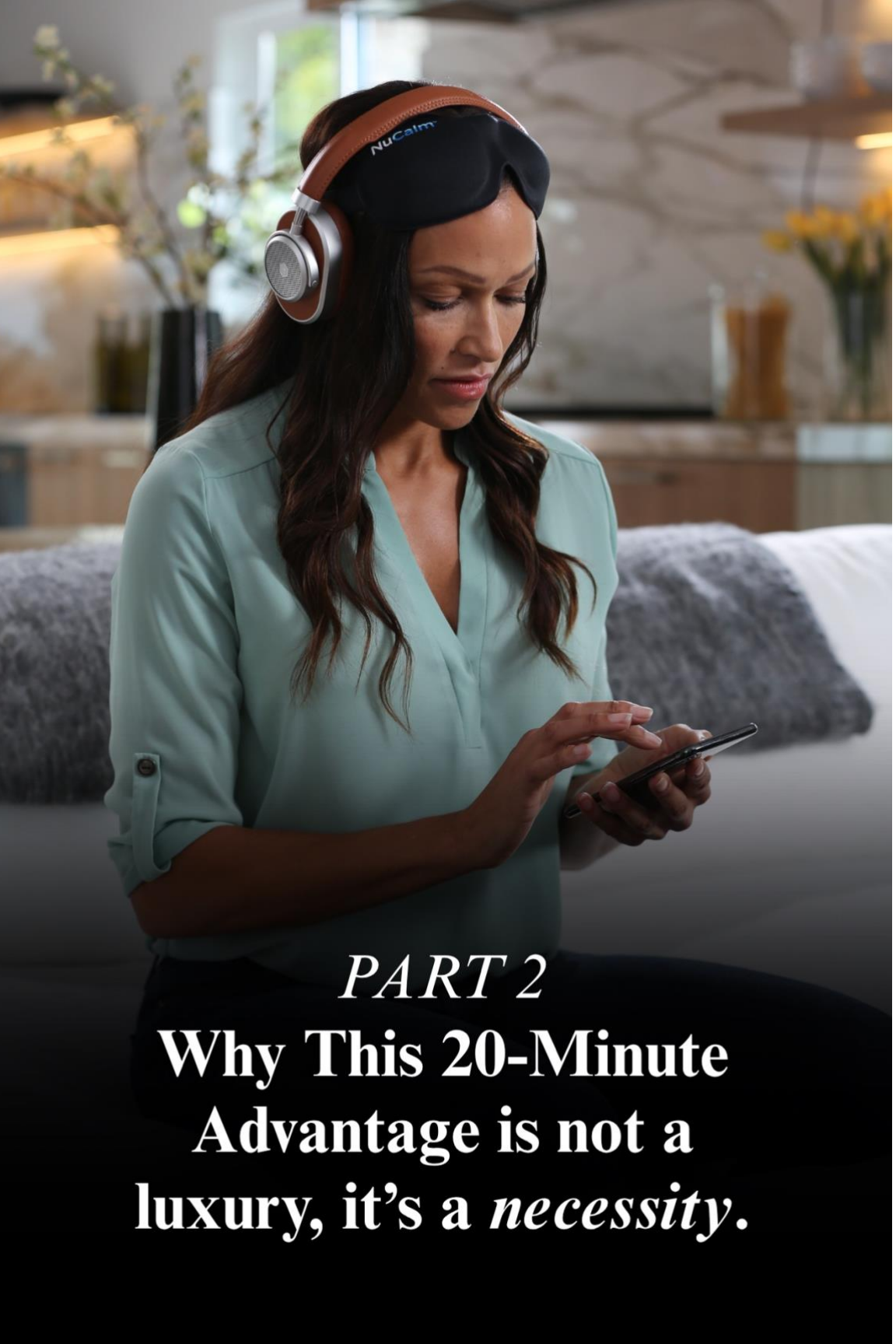
Now you can.

Join the 7-Day Free Trial to Try the Stress Assessment today.
https://nucalm.com/free-trial

Backed by science. Powered by your voice.

“As a mom of five, I’ve never been able to prioritize my rest—NuCalm has changed that. In just 20 minutes, I feel like I’ve slept for hours. I’m more patient with my kids, more present with my husband, and far less overwhelmed.”

- **Dana S.**



PART 2

Why This 20-Minute Advantage is not a luxury, it's a *necessity*.

CHAPTER 5: THE 2 HOUR POWERNAP in 20 MINUTES

Why One 20-Minute Session Outperforms a 2-Hour Nap and How to Use It

Imagine this.

You step out of a tense negotiation, a boardroom debate, or a relentless stream of back-to-back calls. You're not just tired, you're taxed. Wired but weary. Adrenaline up, clarity down. And yet, the day is far from over.

Most high achievers push through.
You don't. You tap into an edge no one else sees coming.
You NuCalm. For 20 minutes. That's it.

"How long is a NuCalm session?"
It depends on what you need at the moment. Most recovery sessions start around 20 minutes, and some go much longer, like DeepestSleep+, which runs all night. Only PowerNap is fixed at 20 minutes. The rest adapt to your schedule and goals. PowerNap was created for high performers so they could "steal time," by getting the cellular restoration of 2 hours of restful sleep in just 20 minutes.

And when you return, it's as if someone hit the reset switch on your mind, body, and mood. No grogginess. No rebound fatigue. Just clean, crisp, elevated focus. Ready for round two, stronger than before. A mid-day PowerNap is giving busy leaders "two days in one." You feel as fresh after your PowerNap as you did after your morning shower.

Why Quick Naps Are Dead



We've all heard the hype around taking a quick nap. But here's the reality: most people can't fall asleep on command, and even when they do, they rarely wake up clearheaded. Naps are a gamble, because you often fall into a deep sleep during a nap but don't have enough time to cycle through enough sleep not to wake up feeling groggy and grumpy.

NuCalm is not a nap. It's **precision-engineered recovery**. It's not about dozing off, it's about naturally guiding your brain into a parasympathetic state of neurological repair and deep restoration, every time.

You don't have to try. You don't have to practice. You don't have to learn anything. You don't have to guess. You just make the time to use the app… and NuCalm does the rest.

The Science of the Reset

The 20-minute NuCalm session activates your body's built-in recovery switch. Using proprietary neuroacoustic software and

patented biosignaling, it shifts you into a deeply restorative state of healing (theta brain waves 7Hz – 4Hz).

In this condition:

- Cortisol drops
- Heart rate stabilizes
- Blood pressure lowers
- Adrenal health is restored
- Inflammation is reduced
- Heart rate variability improves
- Your brain gets "decluttered" and brain fog disappears

Why Didn't They Teach Us This in High School or College?

Your body has a built-in recovery system, and you don't have to wait until 11 p.m. and hope for the best. Now, you can access that same deep rejuvenation on demand, in the middle of your workday, between meetings, or right before your next big moment.

Multiply This by Your Whole Team

Now, imagine this isn't just *you*. Imagine your entire salesforce, leadership team, support division, and creative brain trust are accessing this 20-minute protocol once per day.

- Every individual resets their nervous system.
- Every team comes back aligned.
- Every decision improves.
- Every outcome compounds.

This isn't theory. It's happening right now in companies that have adopted NuCalm as part of their high-performance operating rhythm.

Since November 2009, NuCalm's impact has been seen in some of the world's most stressful conditions and always delivers.

One NuCalm session gives back what caffeine, meditation, and willpower cannot: **a neurologically optimized brain state**… calm, alert, focused, and ready, without compromise.

This Is the Edge You Can't Afford to Ignore

In a world where milliseconds matter and emotional reactivity can cost millions, the 20-Minute Advantage is not a luxury, it's a necessity.



What if a daily NuCalm session gave your team:

- 2x faster decision-making
- 3x greater emotional resilience
- A 25% increase in productive hours
- Fewer sick days, sharper thinking, stronger culture
- Reduced desire or need to self-medicate with drugs and alcohol

What would that be worth?

This is not a productivity hack. This is **biological leverage**.

The smartest companies in the world aren't trying to push their people harder; they're **recharging them better**.

Let the others grind.

You, and your company, recover smarter, produce better, and achieve more.

CHAPTER 6: THE STRESS LOOP IS NOT YOUR FAULT

Why Traditional Solutions Fail and What to Do Instead

You've tried everything.

Lunchtime exercise. The wellness workshops. The 5 a.m. miracle morning routines.
And still, you're exhausted, reactive, and playing catch-up by lunchtime.

Here's the truth:
You're not broken. You're just looped.

The Stress Loop Explained

The stress loop is a biological trap. It's your body's ancient survival system doing its job, over and over again, without your permission. In a world of nonstop notifications, shifting priorities, and emotional labor, your nervous system stays stuck in *fight-or-flight* long after the threat is gone.

And here's the kicker: the more high-functioning you are, the better you adapt to stress, until it quietly becomes your baseline. We can literally normalize dysfunction, such as living in perpetual high stress and poor sleep, until we eventually break down.

This chapter is your wake-up call.

Why Traditional Approaches Fall Short

Most stress relief tools are top-down strategies. They ask your brain to control your body: breathe deeper, think happy thoughts, change

your mindset. Asking people to do something is actually asking a lot. It takes a long time to create healthy habits, and unfortunately not long to break them. And while these tips, or practices have their place, they're trying to outthink a **neural pattern that lives much deeper than thought**.

Think of it this way:
You're trying to shut off a fire alarm by whispering affirmations at it.

NuCalm flips the script. It works from the *bottom up*. It doesn't *ask* your brain to calm down, it **guides** it there, through a scientific sequence of physiological cues and precise signaling.

NuCalm Doesn't Soothe the Symptoms. It Rewires the Response.

When you use NuCalm, your nervous system receives a new instruction, one that interrupts the loop. The patented neuroacoustic software does what no app, gizmo, gadget, or supplement can:

- **Interrupt the cascade of adrenaline**
- **Lower cortisol through frequency guidance, not force**
- Induce parasympathetic nervous system dominance
- **Restore safety to your internal system without sedation**
- **Put your body into a healing state effortlessly**

This isn't self-care. This is **self-command**.

Once your nervous system feels safe again, your mind clears, your body unwinds, and your natural genius returns, on demand, every time.



Are NuCalm Benefits Cumulative?

"The NuCalm patented neuroacoustic software is like a tuning fork... the more you use it, the more you train your brain to relax and your body to restore. Each time you experience NuCalm Rescue, you are opening new cognitive pathways in your brain (prefrontal and frontal cortex) by relaxing the reptile brain (amygdala) and feeding your brain oxygen-rich red blood cells. This is called neuronal coherence.

If you can suspend brain waves into the healing zone of theta (just above deep sleep), your body slows down and you begin to breathe one breath every ten seconds... all the chaos, worry, distraction, and stress leaves your brain, and you are left feeling calm, grounded, present, yet focused. This is not a miracle, it's neuroscience, and it's intended to restore balance to your brain by pushing oxygen-rich red blood cells from your amygdala to your prefrontal and frontal cortex, so you can respond to stress instead of react.

The more you use Rescue, the easier the relaxation response becomes, and so does the depth of healing. Much like a meditator becomes better with practice, so does the NuCalm user. Tuning your brain to learn how to get into a deeply relaxed state with ease and move the mind and body into balance. With NuCalm, feeling good is easy.

The more you use Rescue, the more resilient, balanced, healthy, and patient you become. You are no longer 'forced by nature,' you become a force of nature!

BOOM!"
By Jim Poole, CEO NuCalm

CHAPTER 7: HOW SMART COMPANIES RECOVER FAST

Case Studies of NuCalm Integration and Impact Across Teams

When forward-thinking companies prioritize recovery and regulation, this is the kind of transformation they're seeing:

"Within a week, I was thinking clearer, sleeping deeper, and leading with presence. I didn't just get my edge back, I started outperforming everyone around me."

What Happens When Teams Use NuCalm?

- 4x faster recovery after high-stress interactions
- 3x improvement in cognitive clarity
- 3x stronger collaboration and communication
- Marked reduction in emotional reactivity within 2 weeks – triggers disappear
- Employees report feeling more seen, supported, confident, and energized

These aren't perks. They're performance levers.

Yet too often, corporate wellness strategies lean on one-off perks such as yoga at lunch, app subscriptions, or stipends that lack structure or staying power.

Here's the shift:

Smart companies are now approaching employee performance the same way they manage revenue and operations, with precision.

They deploy NuCalm as a scalable recovery and performance system.

And the results?

They don’t just feel better.
They think clearer. Lead stronger. Retain longer. Deliver more.

This chapter shares how some of today’s most progressive companies have made NuCalm a non-negotiable tool in their performance system, and what happened next.

CASE STUDY: Creating Sustainable Performance Across the Organization

TRUSTED BY THE ELITE

How NuCalm Powers Peak Performance



CASE STUDY: Teamwork & Individual Performance



"We want our players to play 'intense' not 'tense.' NuCalm is a way for them to just relax and deal with frustrations."

— Mike Gapski, Head Trainer for the Chicago Blackhawks

In addition to statistical career highs in many relevant categories for several key players, as a team, the Blackhawks experienced remarkable achievements during their first full season using NuCalm (2013):

- Stanley Cup Champions
- President's Trophy (best regular season record in the NHL)
- Achieved a franchise first: came back from a 3-1 playoff series deficit to defeat the Red Wings in Game 7
- #1 in goals against per game
- #1 in OT goals (5-0 in OT)
- #1 in +/- on the road
- #1 in wins when trailing after 2 periods
- Tied for #1 with least amount of penalty minutes
- #1 road team

REAL SCIENCE. REAL RESULTS.
FOR REAL PEOPLE. SOLVING REAL PROBLEMS.

CASE STUDY: NuCalm Drives ROI Without the Breakdown

Billions face daily stress.
With just a smartphone, NuCalm can help.



12 Billion
days lost due to anxiety



50%
can't focus regularly

87%
of adults struggle with sleep





74%
employees feel overwhelmed & can't meet expectations

What These Companies Have in Common

They didn't outsource performance.
They didn't wait for burnout to fix itself.
They saw their people as their most powerful profit center, and they **invested at the nervous system level**.

These companies took NuCalm seriously. They took brain health seriously. They took recovery and sleep seriously. And NuCalm paid them back with clarity, energy, productivity, loyalty, and results.

Your company could be next.

Why NuCalm is Your Unfair Advantage

Patented Neuroscientific Breakthroughs
NuCalm is the world's first and only patented technology clinically proven to lower stress and improve sleep quality without drugs.

Validated Results
Researched and approved by a global medical advisory of 52 leading academicians, scientists, and doctors, NuCalm stands on a foundation of validated scientific evidence.

Global Impact
Embraced by users in over 100 countries, NuCalm has accumulated over 2 billion minutes of use worldwide since 2009, with more than 1,300,000 minutes of usage recorded daily.

Trusted by Sports and Defense
Over 78 professional sports teams have integrated NuCalm since 2011. It's also widely used across the U.S. Department of Defense, including Special Forces, Navy Seals, and Air Force Special Operations, as well as the FBI.

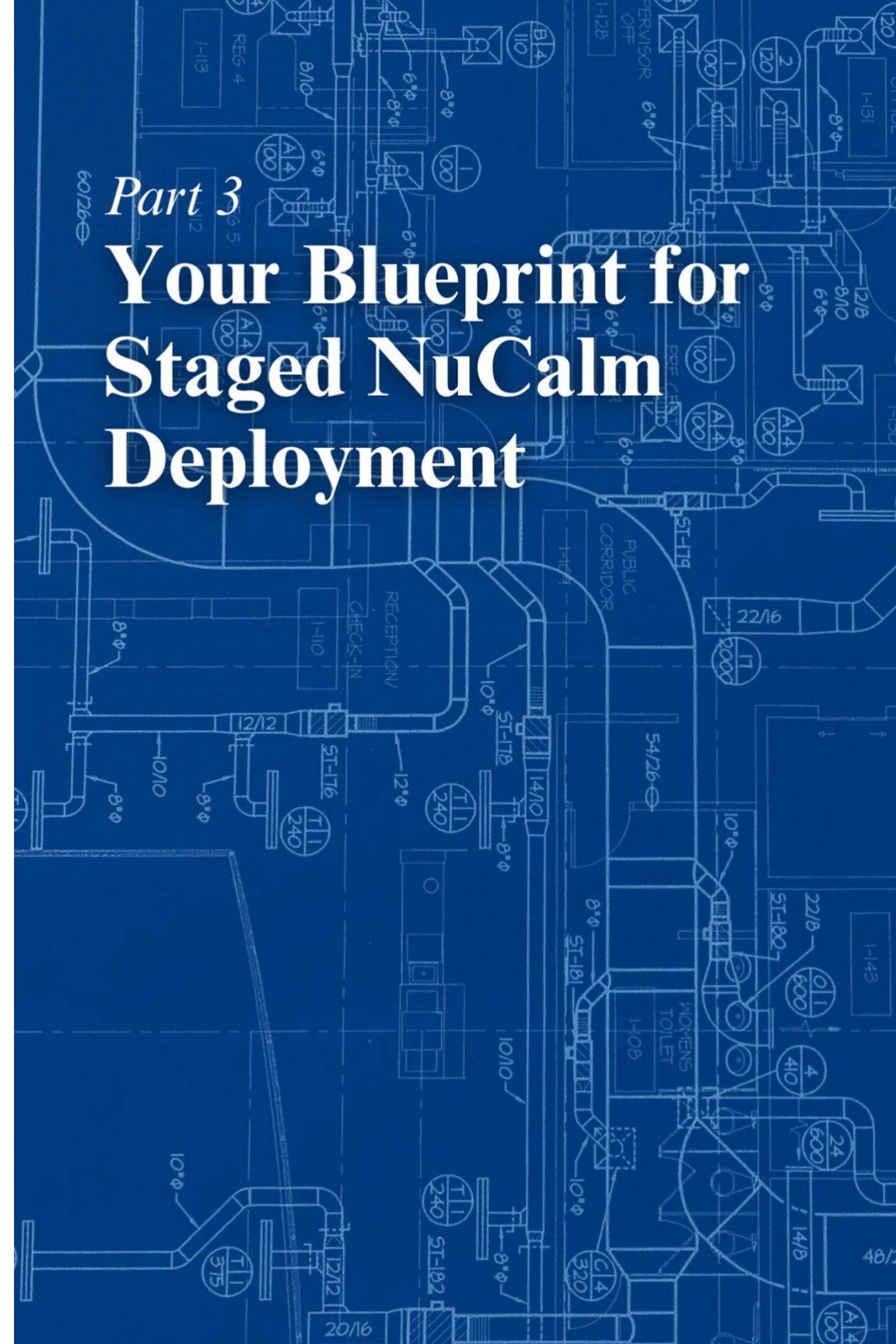
Veterans and Integrative Medicine Support
The VA, the National Foundation for Integrative Medicine, and Mission 22 rely on NuCalm for its unparalleled benefits in stress reduction and mental health improvement.

Medical Recognition
Originally an FDA Class III medical device cleared for treating anxiety, depression, and insomnia, NuCalm has also received approval from Health Canada and the U.S. Military.
NuCalm has been used during 2.6 million surgeries as a replacement for general anesthesia with no reported adverse events.

6 Products in One App
With the NuCalm mobile app, you can get access to 6 unique products. We don't have one product that promises to offer numerous benefits. NuCalm's 6 products deliver proven results for stress relief, better sleep, mental clarity, creativity, peak performance, mental health, etc.

“Before NuCalm, my nervous system was in constant fight-or-flight. Now, I finally know what it feels like to relax. Rescue has lowered my stress, Focus makes me sharper at work, and FlowState unlocks my creativity.”

- **Michael A.**



Part 3

Your Blueprint for Staged NuCalm Deployment

CHAPTER 8: Why NuCalm Matters to Every Leader, Every Business, and Every Employee

Lack of sleep. Chronic stress. Mental fatigue. Emotional volatility. These are the invisible forces draining your team's energy, creativity, and execution every single day. And the cost? It's staggering.

According to the CDC and National Safety Council:

- Sleep deprivation costs U.S. employers over **$136 billion per year** in lost productivity.
- Over **83% of employees report stress** negatively affecting their job performance.
- Mental fatigue leads to **5x more errors**, slower decision-making, and decreased engagement.
- 87% of U.S. adults report difficulty sleeping most of the time to all of the time.

The real issue isn't just stress. It's **unregulated stress.**

You and your team aren't broken. But your nervous systems are overloaded. And without a way to recover and reset, even your best talent will operate at a fraction of their potential.

That's where NuCalm comes in.

NuCalm is the **only patented, predictable, neuroscience-based technology** that guides the brain out of stress and into focus, recovery, or sleep **without drugs, stimulants, or effort.** It delivers real-time brain-state control in minutes. No hacks. No hype.

What Happens When You Introduce NuCalm to Your Company?

- **Employees sleep better.** Energy and inspiration returns. Mental fog clears.
- **Focus deepens.** Productivity increases.
- **Reactivity drops.** Communication improves.
- **Morale lifts.** Culture strengthens.
- **Burnout decreases.** Retention improves.

This isn't theoretical. It's documented. NuCalm is used by Navy SEALs, neurosurgeons, elite athletes, FedEx pilots, cancer patients, the FBI Hostage Rescue Team, and now executive teams, sales departments, and support divisions across leading organizations.

Your company doesn't need another motivational seminar. It needs a **biological solution to a biological problem.**

NuCalm is that solution.

And the companies that embrace it today? They're not just getting healthier workplaces. They're unlocking a strategic advantage **one human nervous system at a time.**

The real bottleneck isn't strategy. It's the human nervous system.

Your team is trying to operate in overdrive with brains that are depleted, distracted, and dysregulated. And without the ability to recover, focus, or sleep well, their performance drops no matter how hard they try.

The Invisible Drain on Your Business

- **Sleep issues** affect over 70 million Americans. Sleep-deprived workers are 30% less productive and 3x more accident-prone.
- **83% of employees** report stress harming their performance.
- Mental fatigue increases errors **5x** and slows decision-making, especially under pressure.
- Companies lose over **$136 billion** each year to sleep-related productivity loss. Add in burnout, and the total cost exceeds **$300 billion**.

This isn't just about wellness. It's about operations, revenue, and your people's ability to execute.

NuCalm: A Performance System Built for the Human Brain

NuCalm is the only patented, science-backed system that gives your people real-time control over their mental state. It lets them shift from stress to calm, fog to focus, or fatigue to recovery **on demand**. It was invented by a brilliant neuroscientist to solve complex trauma and addiction without drugs or side-effects. After 13 years serving the medical community as a $6,000 FDA Class III medical device, the company successfully transitioned to a consumer-friendly mobile app so you can now use this breakthrough technology.

No pills. No stimulants. No guesswork.

Just a neuroscience-based app with six optimized products /outcomes (from 20-minute resets to full overnight recovery) that guides your nervous system into peak performance mode, safely and predictably.

Why It Works for Everyone You Employ

For your employees:

- They sleep better, think clearer, and stay calmer under pressure.
- Focus improves, anxiety drops, and they recover faster between tasks.
- They're more resilient and more present, in work and in life.

For your company:

- Reduced mistakes and reactivity = increased productivity and team cohesion.
- Higher engagement, lower turnover, and fewer sick days.
- Measurable ROI in speed, execution, and morale.

Your ability to lead your people through uncertainty is your greatest asset.

Your ability to *regulate* your state, reset in 20 minutes, and return composed? That's your new superpower.

NuCalm sessions are flexible and can vary
Most sessions start around 20 minutes, and some go much longer, like DeepestSleep, which runs all night. Only PowerNap is fixed at 20 minutes. The rest adapt to your schedule and goals.

Morning

If you wake up feeling tired - get back in bed and do a ***PowerNap*** or a ***Rescue*** to wake up feeling refreshed and energized.





Anytime

Anytime you need to concentrate - listen to ***Focus*** and feel the power of a de-cluttered mind. If you want to inspire your creativity in a state of flow, do ***FlowState***. Looking for an energy boost? Use ***Ignite***. Restore and recalibrate by doing ***Rescue*** to erase your stress, anxiety and worries.

Bedtime

Play any 8 or 10-hour ***DeepSleep*** track through a speaker in your bedroom.



What Legacy Builders Know

The legacy you leave will not be measured by your stock price alone. It will be measured by the well-being of the people who trusted you, followed you, and executed your vision.

And they'll use tools like NuCalm to turn recovery into strategy, and stress into strength.

Chapter 9: Scaling NuCalm – A Strategic Blueprint for Company-Wide Deployment

Most corporate initiatives don't fail because the idea is flawed. They fail because execution stalls.

Research Experience Projects: Reported Benefits of Using NuCalm:

- **Noticeable improvement in mental clarity and focus**
- **Enhanced retention and communication during high-stress tasks**
- **Fewer escalated support issues and improved emotional regulation**
- **Better sleep quality, especially among overnight staff**
- **Quicker transition into focused states and increased productivity**

Source: NuCalm Research Experience Project – user-reported outcomes. Individual results may vary.

NuCalm isn't a temporary wellness perk or motivational workshop, it's a proven system for sustainable, high-performance human regulation. And when implemented across a company, it becomes a measurable advantage that directly impacts focus, decision-making, emotional resilience, and recovery.

This chapter shows you how to move from idea to infrastructure… from early adoption to culture shift.

Step 1: Launch a Focused Pilot

Before you roll NuCalm out company-wide, start with a focused test group. Choose a high-stress, high-impact department (sales, support, or leadership) and introduce NuCalm with clear expectations:

- Which NuCalm products / outcomes to use (Rescue, PowerNap, Focus)
- When to use them (pre-call, post-meeting, mid-shift, etc.)
- How to track perceived benefits and engagement

Give your team 30 days to engage consistently. Measure outcomes like energy, focus, reduced reactivity, improved sleep quality, and qualitative feedback.

Step 2: Expand Department-by-Department

After a successful pilot, expand with intention. Start with:

- **Sales teams** using **Focus** before pitches
- **Support teams** using **Rescue** after tough calls
- **Executives** using **Rescue** and **FlowState** to reset post-travel
- **Creatives** accessing **FlowState** to unlock compelling idea's
- **Remote teams** using NuCalm to reduce isolation and mental drift

Each use case aligns with a specific brain state and performance need. NuCalm fits into the rhythm of the workday, it doesn't disrupt it.

Step 3: Define and Measure the "Invisible ROI"

The most powerful benefits of NuCalm are also the easiest to overlook, until you measure them:

- Faster recovery between meetings
- Increased mental endurance
- Increased emotional regulation in high-pressure roles
- Better decision-making with less cognitive fatigue
- Reduced friction and fewer reactive escalations
- Higher retention in previously strained departments

Track changes in key performance indicators alongside employee feedback. Over time, you'll see clearer thinking, stronger communication, and better collaboration. And it doesn't take long.

Step 4: Normalize and Reinforce Usage

For NuCalm to stick, it must be:

- Endorsed by leadership
- Built into daily routines
- Integrated into onboarding and training

Encourage teams to treat NuCalm like their mental fitness tool. When people feel permission, and priority, to recover, they start showing up differently. For everyone involved, NuCalm is "addition by subtraction." The technology subtracts stress from your brain, making every aspect of your life better.

Step 5: Elevate the Culture

A high-performance culture isn't built on speed alone. It's built on the ability to **recover on command, refocus fast, and produce efficiently.**

That's what NuCalm delivers.

When every employee, from the C-suite to your support team, can shift mental states in real time, your company runs cleaner, communicates faster, and performs better. You eliminate unnecessary tension. You reduce reactivity. And you lead with confidence from clarity.

This is how to future-proof your workforce.

One regulated nervous system at a time.

“I never realized how much stress was weighing me down until I experienced the absence of it. NuCalm gave me that—true relief, not just a distraction.”

- **Tyler C.**



PART 4

Be The Leader Who Implements it Before Your Competitor Does

CHAPTER 10: The Business Decision That Changes Everything

Because What Happens Next Starts with You

Every generation of business leaders faces a choice.
A moment where the old models no longer serve.
Where exhaustion no longer earns respect.
Where sleeping as little as possible is no longer a badge of honor.
Where results must meet responsibility.

This is that moment.
And the leaders who choose wisely now will define the next decade of what's possible.

This Is Not a Wellness Trend

This is not about meditation apps, nap pods, gizmos, or branded water bottles.
This is about how we function. How we focus. How we **feel** in the places where we work, build, and lead.

NuCalm is not a perk. It's a performance mandate.
And every CEO, founder, investor, or team leader reading this knows:

"If my people don't feel safe, calm, and clear, nothing else scales."

You've seen the data. You've heard the stories.
You know how it works. The question is:

Will you be the leader who implements it before your competitors do?

Because doing nothing is no longer neutral, it's expensive. The Depletion Economy is costing you in absenteeism, attrition and lost brilliance. It's costing you in recruitment, satisfaction, and retention, and it's exhausting.

Let's be clear.

- You're already paying for performance depletion, through turnover, lost time, missed targets, disengaged teams, burn-out, and emotional fallout.
- You're already losing ROI when your best minds are stressed, overextended, and overwhelmed.
- You're already behind if your competitors are using NuCalm to refuel faster, think clearer, and out-decide your team.

So, what if you made a different choice?

- What if you became the company that doesn't just optimize systems, but restores humans?
- What if you led the movement not just followed the trend?

Because NuCalm isn't coming. It's already here.
And the smartest companies in the world are already flipping the switch.

How to Get Started with NuCalm

Getting started is simple. The NuCalm app contains everything you need:

- **Download the App:** Available in iOS and Android stores. Log in with your enterprise access or trial account.
- **Choose Your Experience:** DeepSleep, Focus, Ignite, FlowState, PowerNap, or Rescue.
- **Put on Headphones and Eye Mask (if necessary):** Immerse yourself and let the technology do the work.

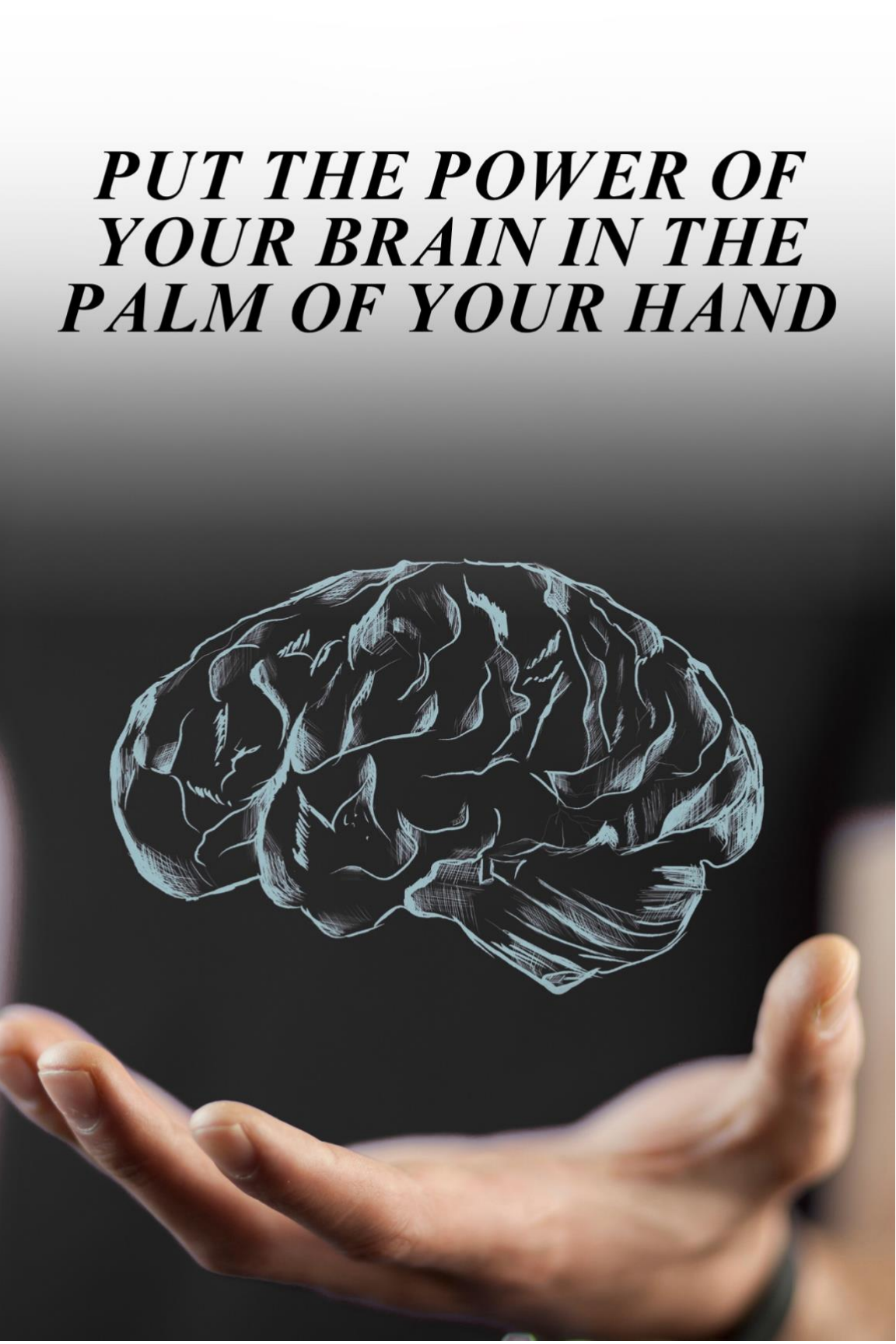
That's it. You don't have to meditate. You don't have to fall asleep. You just press play and reset. It's the ultimate "set it and forget it."

"How long is a NuCalm session?"

It depends on what you need. Sessions like PowerNap are 20 minutes, Rescue tracks are longer, and the sleep tracks play all night long. With Rescue, you are in for as long as you need, and the more stressed you are, the longer the experience. Your mind knows what you need, when you need it. Some days you may need a longer Rescue session, and some days you don't.

Whether you're running a team or running on empty, **NuCalm meets you where you are and brings you back to who you were designed to be.**

PUT THE POWER OF YOUR BRAIN IN THE PALM OF YOUR HAND



“The combination of neuroscience and simplicity makes NuCalm so effective. I don’t have to do anything—just press play, close my eyes, and let my body heal.”

- **Paul K.**

Bonus Chapters I & II

How is On-Demand Control of Your Mental State…Possible



BONUS CHAPTER I: THE NEUROSCIENCE OF NUCALM

From Ancient Challenges to Modern Mastery: How NuCalm Rewires the Brain to Restore the Human Experience

Imagine having the ability to shift your mental state, on command, without chemicals, without side effects, and without compromise. That's exactly what NuCalm delivers: a safe, repeatable, science-backed way to change your brain's operating system through the power of frequency.

Since the beginning of time, humanity has sought ways to change the way we feel, from tribal rituals to today's pharmaceutical shortcuts. Caffeine, alcohol, nicotine, stimulants, anti-depressants, sleeping pills all promise relief. But they all come with a cost: dependency, side effects, crashes, and in many cases, more problems than they solve.

NuCalm represents a new era. One where your state of mind isn't dictated by a pill, but by **proven neuroscience**. Developed over 19 years by an intellectual powerhouse… the neuroscientist, quantum physicist, naturopath Dr. G. Blake Holloway, and refined over the past 16 years, NuCalm has the power to help you feel good with ease. The technology uses **patented, nonlinear, neuroacoustic software** to naturally guide your brain into deep relaxation, clarity, or peak performance depending on your goal.

The Scientific Core

At the heart of NuCalm lies a brilliant orchestration of physics and biology. During development, four key areas of the brain were targeted:

- The **reticular activating system** (attention and wakefulness)
- The **corpus callosum** (interhemispheric communication)
- The **HPA axis** (stress regulation)
- The **autonomic nervous system** (sympathetic vs. parasympathetic nervous system)

The proprietary, patented audio software uses **binaural signal processing** and **isochronic wave forms** to elicit **frequency-following response** techniques to stimulate the auditory motor cortex. This activates the frontal lobes, decreases amygdala activation, and promotes a shift from fight-or-flight into rest-and-restore.

And it's not about the beautiful NuCalm music. Music is entertainment and serves as mere distraction for the brain. Music cannot change your mental state as the brain is too complex to be tricked by music. Each NuCalm track is between **250MB and 3,000MB** in neuroacoustic complexity—over **300x more data** than a standard MP3 song. That's why it works. That's why it lasts. And the non-linear algorithms are why your brain will never figure out the patterns or build resistance to NuCalm.

Results You Can Measure—and Feel

With every NuCalm Rescue session, you activate what scientists call **neuronal coherence** by increasing oxygen-rich blood flow from the amygdala to the prefrontal cortex. This increases clarity, reduces emotional reactivity, and creates what users describe as "a calm, alert power and mental command.."

Remember, as you relax into the theta zone, breathing slows to one breath every ten seconds. Your heart and lungs synchronize. Lactic

acid is flushed out. Inflammation drops. Focus returns. And the chaos of the world fades.

NuCalm isn't a miracle. It's **measurable neuroscience**. Its benefits are cumulative. Again, just as a meditator becomes more effective over time, so does the NuCalm user. With practice, your brain learns how to relax, regulate, and reset itself faster with no effort required.

Clinical Proof and Heart-Brain Coherence

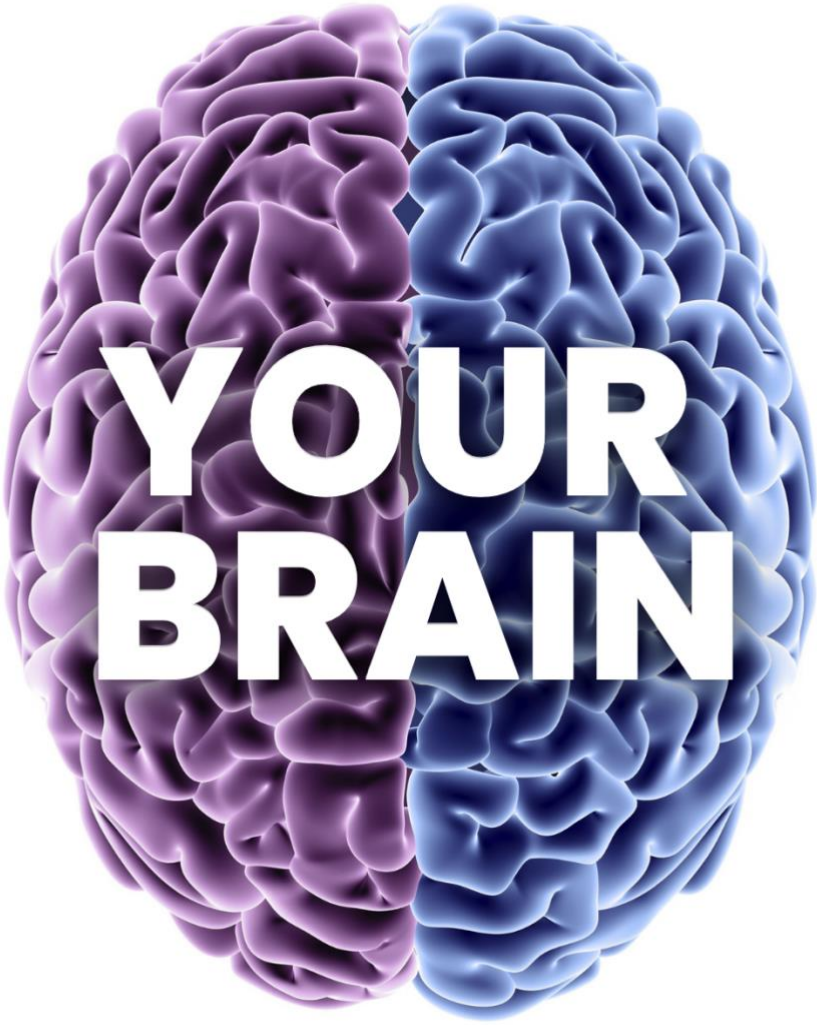
Leading experts, including Dr. Tarman Aziz and Jim Kwik, attest to the role of NuCalm in reducing sympathetic overload and enhancing emotional, cognitive, and immune function. From Special Forces veterans to CEOs, NuCalm creates **the conditions for coherence** which is harmony between heart rate, brain wave activity, and respiration that optimizes performance.

Through galvanic skin response, HRV metrics, and EEG analysis, NuCalm's impact is clear: it increases parasympathetic dominance, reduces anxiety, and strengthens your system's ability to respond, not react.

This is what leaders need. This is what your people deserve. This is the missing link in modern performance science.

NuCalm doesn't just help you relax. It trains your brain to stay ready… calm, coherent, and powerfully in control.

Upgrade the most
powerful supercomputer
on the planet:



FOR EMPLOYERS

RECRUITMENT

RETENTION

SATISFACTION

PRODUCTIVITY




FOR EMPLOYEES
RESTFUL SLEEP
STRESS RELIEF
FOCUS
ENERGY

BONUS CHAPTER II: NuCalm Focus: Your Team's Cognitive Advantage

In today's high-demand business climate, one of the greatest hidden threats to revenue isn't competition, it's distraction. Every ping, ring, and pop-up creates low attention span and mental fatigue that chips away at your team's focus and productivity. And for organizations that depend on sharp thinking, consistent execution, and customer excellence, that's costly.

NuCalm Focus delivers an immediate, science-backed solution. This isn't just another productivity app. NuCalm Focus is powered by patented neuroacoustic technology that safely guides the brain into **mid-beta brain wave states** which are ideal for clear, focused thinking. It's how elite leaders are helping their entire organization including sales, support, operations, and beyond to get more done with less stress.

Why NuCalm Focus Works for Your Business

Most tools manage symptoms. **NuCalm addresses the source: the brain's operating rhythm.**

- **Real-time neurological tuning:** It doesn't just reduce distractions, it increases productive mental energy.
- **Scientifically validated and patented:** More than a decade of research went into developing this powerful tool.
- **Part of an integrated system:** Stack Focus with Rescue, FlowState, or PowerNap to reduce stress and enhance mental readiness.

Use Cases Across Your Workforce

- ✓ **Sales Teams:** Prep before high-stakes calls, sharpen delivery, and reset between meetings.
- ✓ **Customer Support:** Reduce burnout, improve attentiveness, and maintain composure in difficult interactions.
- ✓ **Marketing & Creative:** Shift from scattered thinking to flow-state productivity and innovation.
- ✓ **Operations & Admin:** Power through reporting, data reviews, or time-sensitive tasks with sustained clarity.

This is a tool every department can use to unlock stronger results without cognitive fatigue.

What's Under the Hood: Focus Meets Frequency

Each NuCalm Focus journey:

- Moves your brain into **mid-beta states** for clarity and task execution
- Enhances your concentration and comprehension
- Neutralizes background noise and internal chatter with precision-engineered frequency patterns

As stated earlier these tracks contain **over 1,500MB** of layered neuroacoustic data which is 300x more signal complexity than standard music tracks.

This isn't entertainment. It's executive-level brain performance.

Stack the Edge: Focus + Recovery = Results

Before your team powers up Focus, have them spend 20 minutes in Rescue, FlowState, or PowerNap. The result?

- Lower stress markers
- Clearer cognitive performance
- Measurable stamina across the workday

It's a smart recovery-then-focus sequence that turns fatigue into firepower.

What Leaders Are Saying
"I have a lot of people counting on me as a woman, as a mother, and as a boss. **NuCalm gives me a powerful moment of feel good and recovery**. If I don't make 20 minutes for myself, I'm in trouble. I am worthy of that."
— *Brooke Burke,* *Mother, Actress, Business Owner*

"**We want our players to play 'intense' not 'tense.'** NuCalm is a way for them to just relax and deal with frustrations."
— *Mike Gapski,* *Head Trainer for the Chicago Blackhawks*

"When I use NuCalm, my **brain gets rid of anxiety, and I sleep better**. It is a game changer and a lifesaver."
— *Mariel Hemingway**,*** *Actress, Business Owner, Mental Health Advocate*

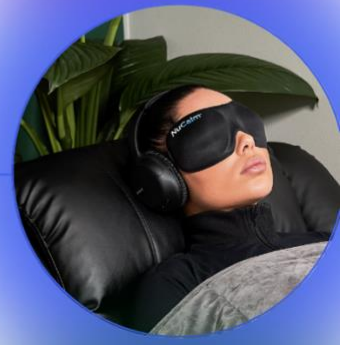
"Jet lag has been completely eliminated. I can instantly go right in as a normal person that hasn't crossed twelve time zones over the last seven days and **live a normal life."**
— *Captain Tim Potter**,*** *Pilot*

THE SWISS ARMY KNIFE FOR YOUR LIFE

Healthy Sleep



Stress Relief





Focus



Energy



Multiply Performance Without Burnout

Give your staff the tools to manage mental energy, not just their calendars. Whether they're on the front lines, in strategy mode, or deep in execution, **NuCalm Focus is how modern teams outperform and outlast**.

- ✓ Open the NuCalm app
- ✓ Select Focus
- ✓ Put on headphones and press play
- ✓ Listen while you work

One button. No effort. Real focus. True productivity.

Unlocking Peak Performance: The Science of Mind, Body, and Brain waves

In both business and athletics, peak performance is not an accident, it's a state of excellence that comes from training, resilience, and a mastery of the mind-body connection. Today's leaders, entrepreneurs, and high-achieving teams are discovering that the secret to sustained excellence isn't just effort, it's access to the right mental state, on demand.

That's where **NuCalm** enters the equation.

Using patented neuroscience and frequency-based software, NuCalm empowers users to shift their mental and physical state without stimulants, side effects, or distraction. Whether you're optimizing for peak performance in the workplace, sports, or personal pursuits, understanding and accessing your brain's full potential is the next competitive edge.

What Is Peak Performance?

Peak performance is the ability to consistently operate at your highest potential mentally, physically, and emotionally. In sports, that might mean record-breaking speed or flawless execution under pressure. In business, it translates to deep focus, faster decision-making, and mental stamina across long days and high-stakes challenges.

Mental characteristics of peak performance include:

- Intense focus and concentration
- Clarity under pressure
- Emotional stability
- Motivation and resilience
- The confidence of absolute certainty
- Flow state access (a.k.a. “being in the zone”)

Physical characteristics of peak performance include:

- Balanced nervous system response (low stress, high readiness)
- Consistent energy and endurance
- Restorative sleep and fast recovery
- Enhanced mind-body coordination

The Role of Brain Waves in Peak States

Your brain functions in five dominant brain wave states, each corresponding to a specific type of mental activity:

- **Mid Beta (15–20 Hz):** Focus, alertness, task execution – NuCalm Focus
- **Alpha (8–12 Hz):** Calm creativity and learning – NuCalm FlowState
- **Theta (4–8 Hz):** Deep relaxation and restoration – NuCalm Rescue/PowerNap

- **Delta (0.5–4 Hz):** Deep, restorative sleep – NuCalm DeepSleep
- **Gamma (39–41 Hz):** Elevated energy, intensity, insight, clarity, and peak cognition – NuCalm Ignite
- clarity, and peak cognition – NuCalm Ignite

Using the NuCalm app, individuals and teams can reliably access the brainwave patterns they need to perform, recover, or reset, whenever they choose. NuCalm can be used by anyone, anytime, anywhere.

How to Achieve Peak Performance with NuCalm

- ✓ **Before high-stakes moments:** Use NuCalm Focus to sharpen thinking and eliminate distraction.
- ✓ **During creative or strategic work:** Use FlowState to unlock innovation and clear mental pathways.
- ✓ **After intense effort or emotional stress:** Use Rescue or PowerNap to reset and restore.
- ✓ **At night:** Use DeepSleep to support deep, uninterrupted restful sleep for full-body recovery.
- ✓ **Before presentations or athletic performance:** Use Ignite for an energy boost and to feel performance ready.

Stacked together, these tools allow users to:

- Enter flow state more easily
- Recover faster from fatigue or setbacks
- Improve emotional regulation and decision-making
- Sustain performance over the long haul

For Sports, Work, and Life

Whether you're a world-class athlete, a corporate executive, or someone striving for personal excellence, **peak performance is about alignment**: mind, body, and mission. And with NuCalm, that alignment is no longer random, it's on-demand.

Unlock your full capacity.

NuCalm: The Peak Performance Technology for Modern Achievers.

ACKNOWLEDGMENTS

To the NuCalm team, especially Jim Poole for your vision, leadership, and relentless pursuit of human potential. Your commitment to the science of relaxation and restoration is changing lives around the world.

To the pioneers, early adopters, and executive leaders who said "yes" when NuCalm wasn't popular, but powerful. Your stories inspired this book.

To the companies who believe that well-being isn't a side note, it's the center of the strategy. You are the future.

And to every reader holding this book: thank you for being the kind of leader who dares to think differently and lead better. The Rescue Loop only works because you said yes.

And the companies who get this right. They understand that **mental clarity, emotional balance, and deep recovery are growth levers.**
They aren't just building better cultures.
They're building better companies.

Imagine a culture where:

- Sales teams prep with NuCalm before pitches
- Customer service de-escalates *themselves* before difficult calls
- Executives reset after red-eyes and investor meetings
- Creatives clear brain fog and generate bold ideas
- Remote workers use NuCalm to stay anchored, not scattered

Your Competitive Advantage Is Your Human Capital

NuCalm is the tool **for every person, in every role, across every level of your organization.**

“I’ve recommended NuCalm to everyone I know. It has improved my mental health, my sleep, my energy, and even my relationships. I feel like myself again.”

- **Sarah L.**

NEXT STEPS:

Put NuCalm to the Test, At Our Risk, Not Yours

High performance isn't just about hiring talent, it's about **recharging it**.

"Doing nothing is expensive."

For Companies under 100 Employees

Start a FREE 7-Day NuCalm Trial today.
Activate at **www.nucalm.com** and watch focus, energy, and resilience climb in a single week.

For Organizations with 100–10,000+ Employees

Your dedicated NuCalm Pilot Leader will:

1. **Define Success Metrics** (stress reduction, focus gains, productivity lift).
2. **Onboard & Support Your Team** with live coaching and analytics.
3. **Evaluate Data-Backed ROI Firsthand** so you can decide to expand or walk away.

Ready to see how recovery becomes revenue?

Reach out anytime at **business@nucalm.com**.

A Note to Our Readers

Thank you for taking this journey with us. We hope what you've discovered about NuCalm inspires and empowers you to pursue greater health, happiness, and peak mental and physical performance.

Please remember: this publication is intended for informational and educational purposes only.

The stories and experiences shared are personal, and individual results may vary.

We've done our best to present the research and insights with care and integrity. While third-party references are provided in good faith, neither NuCalm nor the author can guarantee their accuracy or be held responsible for outcomes related to their use.

Wishing you continued health, wellness, and vitality.