

Change your state on demand to **Own the Day.**

Introducing our **new** expanded product suite. Now you have the power to change the course of your day at the flip of a switch—whether you need a good night’s sleep, instant stress relief, or a boost to your energy level. Our new subscription model includes a broad spectrum of innovative solutions: NuCalm®, Ignite Warrior Brain, and DEEP SLEEP.

Now, you can get all the benefits of over 20 years of R&D. Using our patented, clinically proven, neuroscience platform, you can give yourself the power to **Own the Day!**

PRODUCT SUITE

We offer 3 solutions today that safely guide your brain wave function to specific mental states to create your desired outcome on demand.



39 Hz – 41 Hz
Gamma Range

High
Intensity

**Ignite
Warrior Brain**

15 Hz – 20 Hz
Low Beta

Mental
Acuity

Focus
Coming in 2022

4 Hz – 12 Hz
Alpha-Theta

Recovery +
Resilience

NuCalm

0.5 Hz – 4 Hz
Delta

Sleep

**DEEP
SLEEP**

Tune your brain to meet the day's challenges effortlessly.

- Achieve high-intensity, mistake-free focus with **Ignite Warrior Brain**
- Lower stress, accelerate recovery, and reclaim emotional control with **NuCalm**
- Get to sleep faster without drugs or side effects with **DEEP SLEEP**

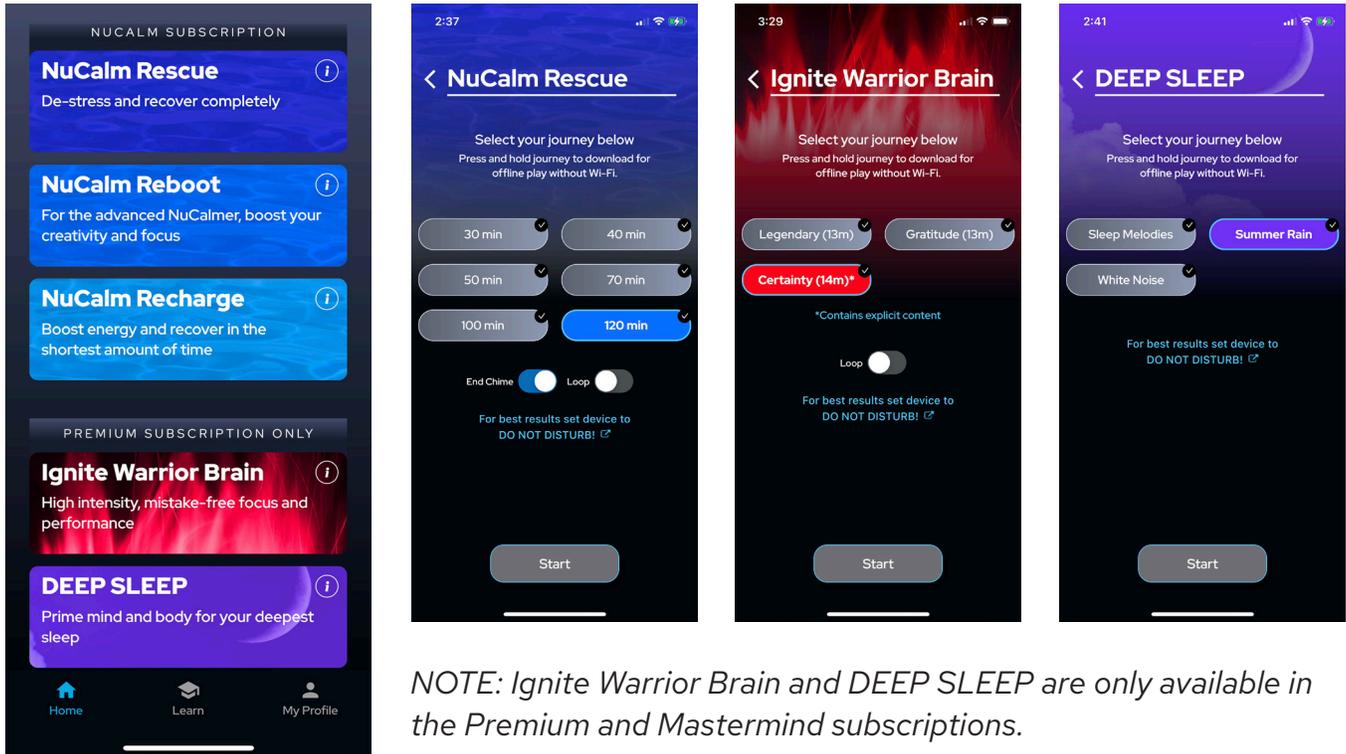
NuCalm™
Own the day.

WWW.NUCALM.COM | +1 800.810.1701 | SALES@NUCALM.COM

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Version 3.1

Version 3.1 of the NuCalm mobile app now includes premium access to two new products - **Ignite Warrior Brain** and **DEEP SLEEP**. Instead of creating, releasing, and supporting three individual mobile apps, we have added these new products to the NuCalm mobile app. Now you have the power to change your mental state on demand from one app.



Updating to Version 3.1

Version 3.1 of the NuCalm mobile app is now available for download in the App Store and Google Play Store. Version 3.1 is supported on all Apple smart devices that can run iOS 13.0 or higher and Android smart devices that can run Android 5.0 (API level 21) or higher.

We recommend the following update/installation process:

1. Delete the current version of the NuCalm mobile app from your smart device.
2. Restart your smart device.
3. Install version 3.1 of the NuCalm mobile app from the Play or App Store.
4. Login with your NuCalm username and password. You will have access to all the journeys included in your subscription.

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Supported Devices

Android

Samsung Galaxy S5 or newer

Google Pixel device (Pixel/Pixel XL through current Pixel 6 variants)

iOS

iPhone

iPhone 13, 13 Pro, 13 Pro Max, 13 Mini

iPhone 12, 12 Pro, 12 Pro Max, 12 Mini

iPhone SE (2nd)

iPhone 11, 11 Pro, 11 Pro Max

iPhone XS, XS Max, XR

iPhone X

iPhone 8

iPhone 8 Plus

iPhone 7, 7 Plus

iPhone 6s, 6s Plus

iPhone SE

iPod touch (7th generation)

iPad (not mini, air or pro)

iPad | Fifth | 9.7" | A9 | 2017 | 15.1 | Discontinued March 2018

iPad | Sixth | 9.7" | A10 | 2018 | 15.1 | Discontinued September 2019

iPad | Seventh | 10.2" | A10 | 2019 | 15.1 | Discontinued September 2020

iPad | Eighth | 10.2" | A12 | 2020 | 15.1 | Discontinued September 2021

iPad | Ninth | 10.2" | A13 | 2021 | 15.1 | Available Sept 24

iPad Mini

iPad Mini 4 | Fourth | 7.9" | A8 | 2015 | 15.1 | Discontinued March 2019

iPad Mini | Fifth | 7.9" | A9 | 2019 | 15.1 | Discontinued September 2021

iPad Mini | Sixth | 8.3" | A15 | 2021 | 15.1 | Available Sept 24

iPad Air

iPad Air 2 | Second | 9.7" | A8X | 2014 | 15.1 | Discontinued March 2017

iPad Air | Third | 10.5" | A12 | 2019 | 15.1 | Discontinued September 2020

iPad Air | Fourth | 10.9" | A14 | 2020 | 15.1 | Currently Sold

iPad Pro

iPad Pro 12.9" | First | 12.9" | A9X | 2015 | 15.1 | Discontinued June 2017

iPad Pro 12.9" | Second | 12.9" | A10X | 2017 | 15.1 | Discontinued November 2018

iPad Pro 12.9" | Third | 12.9" | A12X | 2018 | 15.1 | Discontinued March 2020

iPad Pro 12.9" | Fourth | 12.9" | A12Z | 2020 | 15.1 | Discontinued April 2021

iPad Pro 12.9" | Fifth | 12.9" | M1 | 2021 | 15.1 | Currently Sold

iPad Pro 9.7" | First / Only | 9.7" | A9X | 2016 | 15.1 | Discontinued June 2017

iPad Pro 10.5" | First / Only | 10.5" | A10X | 2017 | 15.1 | Discontinued November 2018

iPad Pro 11" | First | 11" | A12X | 2018 | 15.1 | Discontinued March 2020

iPad Pro 11" | Second | 11" | A12Z | 2020 | 15.1 | Discontinued April 2021

iPad Pro 11" | Third | 11" | M1 | 2021 | 15.1 | Currently sold

NuCalm™ Best Practices

Find a quiet place. Always use a NuCalm Biosignal Processing Disc, eye mask, and headphones or earbuds with the NuCalm mobile app.

When should I NuCalm?

- NuCalm is a very personal experience. Use the information below to help make NuCalm a regular part of your life.
- There is no right or wrong way to NuCalm. Experiment with different journey lengths and times of day to optimize NuCalm use for your lifestyle.
- Similar to caffeine, many people find they may be too energized to sleep at night after a late NuCalm session. Make note of your sleep patterns after evening NuCalm use to find your cut-off time. We typically recommend not using after 7pm.

Which track should I choose?

General Health, Energy or Recovery

- NuCalm every afternoon to your natural endpoint when possible, otherwise a minimum of 20-30 min.
- Use the **Rescue** tracks for 30 min. or longer (or **Recharge** if you really can only spare 20 min.).
- An afternoon NuCalm can replace caffeine, naps, or sugar for afternoon dips in focus and energy.

Stress or Anxiety Relief

- For daily stress or anxiety relief, NuCalm any time before 7pm.
- For situational anxiety, NuCalm in anticipation of the stressful event.
- For maximum relief, use the longer **Rescue** tracks.

Cognitive Performance

- NuCalm before a presentation, exam, game, etc. for focus.
- NuCalm after learning something new to improve memorization.
- Use the **Reboot** tracks for focus, creativity, and cognitive performance.

NuCalm™ Best Practices

Injury, Post-op, Feeling Unwell, or Hangover Recovery

- NuCalm as soon as possible and as frequently as possible to your natural endpoint.
- You cannot overdo NuCalm, so NuCalm as much as you can until you feel better.
- Always use the **Rescue** tracks for deep recovery – the longer, the better.

Waking Up Tired

- Keep NuCalm by your bed.
- Set your alarm half an hour before you have to wake up and replace it with a 30 min., or longer, NuCalm.
- Replace your morning coffee with a morning NuCalm using any of the **Rescue** tracks.
- NOTE: **20 minutes** of NuCalm is equivalent to approximately **2 hours** of restorative sleep.

Trouble Falling or Staying Asleep

- Keep NuCalm by your bed.
- Though NuCalm does not put you to sleep, it relieves stress and guides you toward the onset of sleep.
- You can use earbuds for comfort in bed and remove them any time as you roll over and fall into sleep.
- Use the **Rescue** journeys to help guide you toward sleep.

How long should I NuCalm?

- For optimal recovery and health, let your body tell you how long your NuCalm journey needs to be. The best way to achieve homeostasis (putting your mind and body back into balance) is to “wake up” or finish a NuCalm journey naturally.
- This means that you end your NuCalm journey whenever you naturally “wake up” or start to be aware of your surroundings again, the same way you would after a nap. This may be anywhere from 20 - 90 minutes.
- The time needed in NuCalm is directly correlated to your current stress or fatigue level – the greater the stress or fatigue, the longer your NuCalm journey will be.
- Some signs of your **natural endpoint** include: feeling alert and more aware of your surroundings, feeling distracted or antsy, moving around, and faster breathing pace.

Ignite Warrior Brain Best Practices

Make sure you are using NuCalm regularly to properly manage your rest and recovery. We recommend using NuCalm every day that you use Ignite Warrior Brain.

How do I use Ignite Warrior Brain?

- Open the NuCalm mobile app and select "Ignite Warrior Brain" from the home screen. Then select the Ignite Warrior Brain journey you want to experience.
- Listen to the Ignite Warrior Brain journey with headphones for best results.
- Unlike with NuCalm, you do NOT use a biosignal processing disc or eye mask.
- You can loop Ignite Warrior Brain journeys.
- Stop listening to Ignite Warrior Brain if you begin to feel agitated.

When should I use Ignite Warrior Brain?

- Any time between wake up and 7pm.
- Any time after a NuCalm journey.
- Before a physical workout or competition.
- When you need to focus mentally and perform at a high level.
- Instead of caffeine, energy drink, suger drink, or stimulant.

When shouldn't I use Ignite Warrior Brain?

- Within 2 hours of bedtime.
- When you want to relax.

Which journey should I choose?

- The Ignite Warrior Brain journeys all use the same underlying patented physics algorithms and produce the same physiological result. Journey selection is based on personal preference.
- We recommend you experiment with each Ignite Warrior Brain journey to find your "go to" journey.

DEEP SLEEP Best Practices

DEEP SLEEP is a neuroacoustic software technology designed to accelerate the onset of sleep by gently guiding your brain wave frequencies to the delta range (0.5–4Hz) so you can fall asleep faster.

NOTE: The DEEP SLEEP neuroacoustic software journeys are designed for ambient playback only. Do not use headphones during playback. We recommend using an external speaker, iPad/tablet, or smart phone to play DEEP SLEEP.

When should I use DEEP SLEEP?

- Play the 50-minute DEEP SLEEP journey ONE time at bedtime to fall into deep sleep.
- Play the 50-minute DEEP SLEEP journey ONE time in the middle of the night to fall back to sleep.

How do I best use DEEP SLEEP?

You simply listen to the DEEP SLEEP neuroacoustic software in your bedroom without headphones via a mobile device, tablet, or speaker at a comfortable volume. You do not need an eye mask. You do not need headphones. You do not need a biosignal processing disc. You only need to listen to the DEEP SLEEP neuroacoustic software at a volume that is comfortable for you.

Extra tips

If you continue having difficulty with the onset of sleep after two weeks using DEEP SLEEP nightly, you can try the following:

- Use a NuCalm biosignal processing disc for sleep
- Listen to DEEP SLEEP with headphones in bed