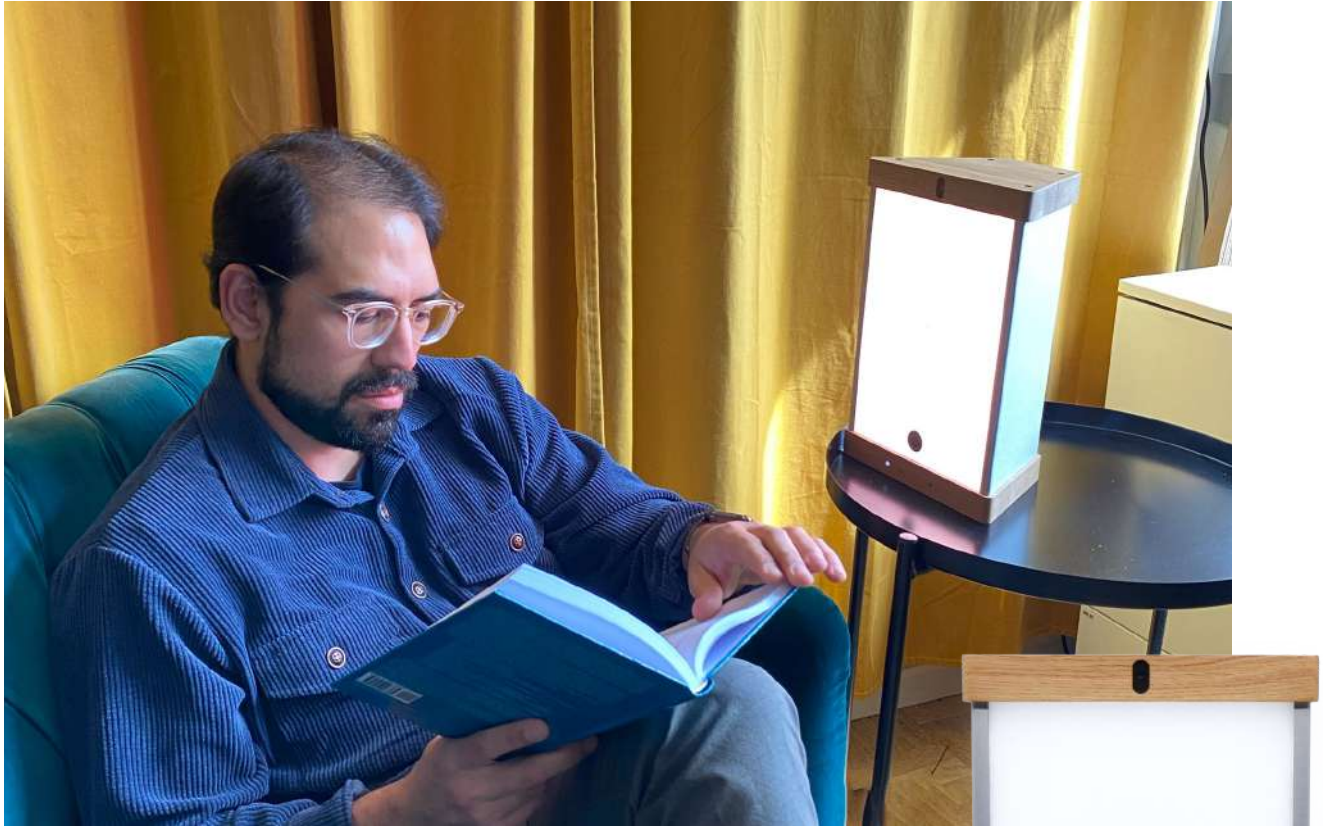


OPTOCEUTICS



# A Healthy Brain is a Stimulated **Brain**

The latest research shows gamma brainwave stimulation may lead to healthy aging.



**CONGRATS!**

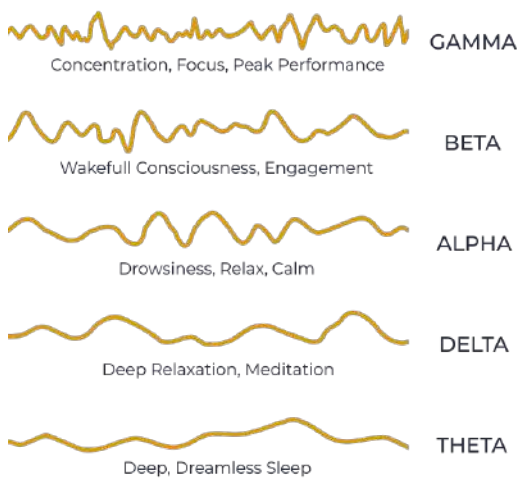
**You have taken the first step  
in understanding how you can  
better support your brain.**



In this guide, we'll explore the research and science behind light-based brain stimulation and the potential cognitive benefits it can have in promoting healthy aging.

Whether you're a curious novice or seasoned expert in brainwave stimulation, this guide offers new insights that will inspire you to explore this exciting and promising approach to brain health.

# The brain is the most complex organ in the body

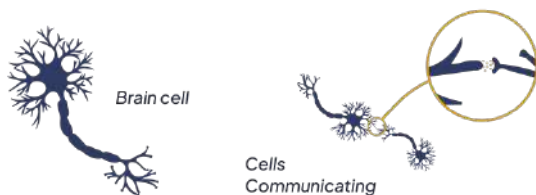


The cells of the brain, called neurons, communicate with millions of electrical signals every second.

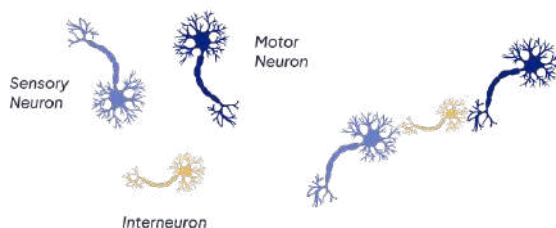
These signals are categorized into different brainwaves, based on how fast they communicate. The slower brainwaves, like alpha, dominate during sleep and drowsiness, while the faster brainwaves, like gamma, dominate during deep concentration and focus.

Like AM/FM radio stations that transmit programs across the airwaves, brainwaves operate at different frequencies and carry different information between different regions of your brain.

## Gamma waves are critical to cognitive function



Gamma waves are the fastest type of brainwave. They communicate with the other cells in your brain at a frequency between 35 and 100 times per second (35 Hz and 100 Hz).



The smaller cells, called interneurons, transmit signals between the larger cells. These interneurons work best within the gamma frequency. So when gamma waves are strong and fast, the smaller cells can transmit stronger signals across all areas of the brain, helping maintain a healthy and sharp mind.





## How your brain changes after 50

Gamma brainwave activity is at its highest when you're 50 years old and then starts to decline.



As you age, certain areas of your brain shrink, especially those related to learning and other complex mental activities. The connections between neurons also become less effective, decreasing their ability to communicate.

These changes can reduce your ability to recall memories, multi-task, focus, get a good night's sleep, and can ultimately lead to permanent cognitive decline and increased risk of brain-related illnesses.

These functional changes have been shown to correlate with a decrease in the power of gamma brainwaves. This discovery inspired the field of gamma brainwave stimulation and the potential power of 40 Hz light therapy.



## The Promise of Light-based Brain Stimulation

For years, scientists have known that light-based brain stimulation can increase the power of the gamma brainwaves by re-synchronizing the communication between neurons across different regions of the brain.

Research has shown that daily stimulation of the gamma brainwaves has the potential to alleviate some of the functional changes by fighting the natural decrease in gamma brainwaves.

While light-based brain stimulation is not a cure for brain-related illnesses or cognitive decline, it's a promising tool to help you support healthy aging and keep your mind sharp.







## The Science Behind 40 Hz Light Therapy

Light-based brain stimulation uses light that flickers 40 times per second (40 Hz) to stimulate the brain. Every time the light flickers, a signal is sent from the eye to the visual cortex of the brain, and from here, to other parts of the brain.

Similar to how a pacemaker forces the heart to beat at a specific pace, flickering light can — via the eyes — synchronize the neurons to fire together.

Studies have shown that this activity can activate the interneurons to increase synchronization across brain regions which are crucial to important functions like learning, memory, and focus.

While 40 Hz light therapy can't cure brain-related illnesses or cognitive decline, it's a promising tool to help you support healthy aging and keep your mind sharp.



## What makes EVY LIGHT<sup>®</sup> different?

EVY LIGHT is head and shoulders above other 40 Hz lights – from how it works, how it looks and how you'll feel while using it.

### **Our technology is patented.**

Most 40 Hz lights use a common strobe light that flickers on and off, which can be very hard to look at and can cause headaches, nausea, and dizziness.

OptoCeutics, the makers of EVY LIGHT, invented a new technique called invisible spectral flicker (ISF) which alternates between two types of white colors so close in tone that when they flicker, you can barely see it.

This means you can get the desired benefits without the negative side effects.

### **It's comfortable and beautifully designed.**

Some brain stimulating devices require clunky eyewear or headgear. EVY LIGHT sits on a table and can be used while you're watching TV or doing other activities. The beautiful wood design blends into any home decor.

**You can track your progress.** The EVY LIGHT mobile app tracks your progress and helps you stay on track.

### **You receive guided instruction and ongoing support.**

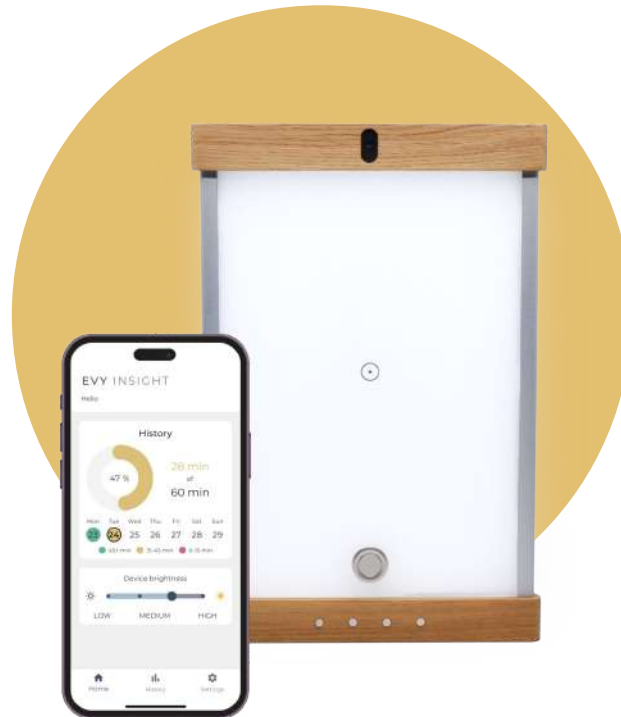
We know trying something new takes time. That's why we'll be here every step of the way to help you get started and get the most from EVY LIGHT.

# How Do You Use EVY LIGHT?

EVY LIGHT can easily be incorporated into your daily routine as a supplement to a healthy lifestyle.

## Experience results

Use the EVY LIGHT® Insight App to track your usage and see your history.



## Turn It On

Place the device on a flat surface and turn it on.

## Once a Day

You don't need to look directly at the device.

## Every Day

You can use it while engaging in many everyday activities.

## Benefits of daily use\*

**Improved** working memory  
**Increased** active learning  
**Elevated** attention and focus

*\*These benefits are based on non-medical studies that have shown, so far, a correlational relationship between increased gamma brainwaves and these benefits. This means, we've seen improvements in brain function, but we can't yet prove EVY LIGHT caused them. More studies must be done to show causal relationships. That's why we're participating in several research and clinical studies.*



To get the most out of **EVY LIGHT**,  
use it **one hour a day** while  
doing another brain-  
stimulating activity, like reading  
or learning a new skill.





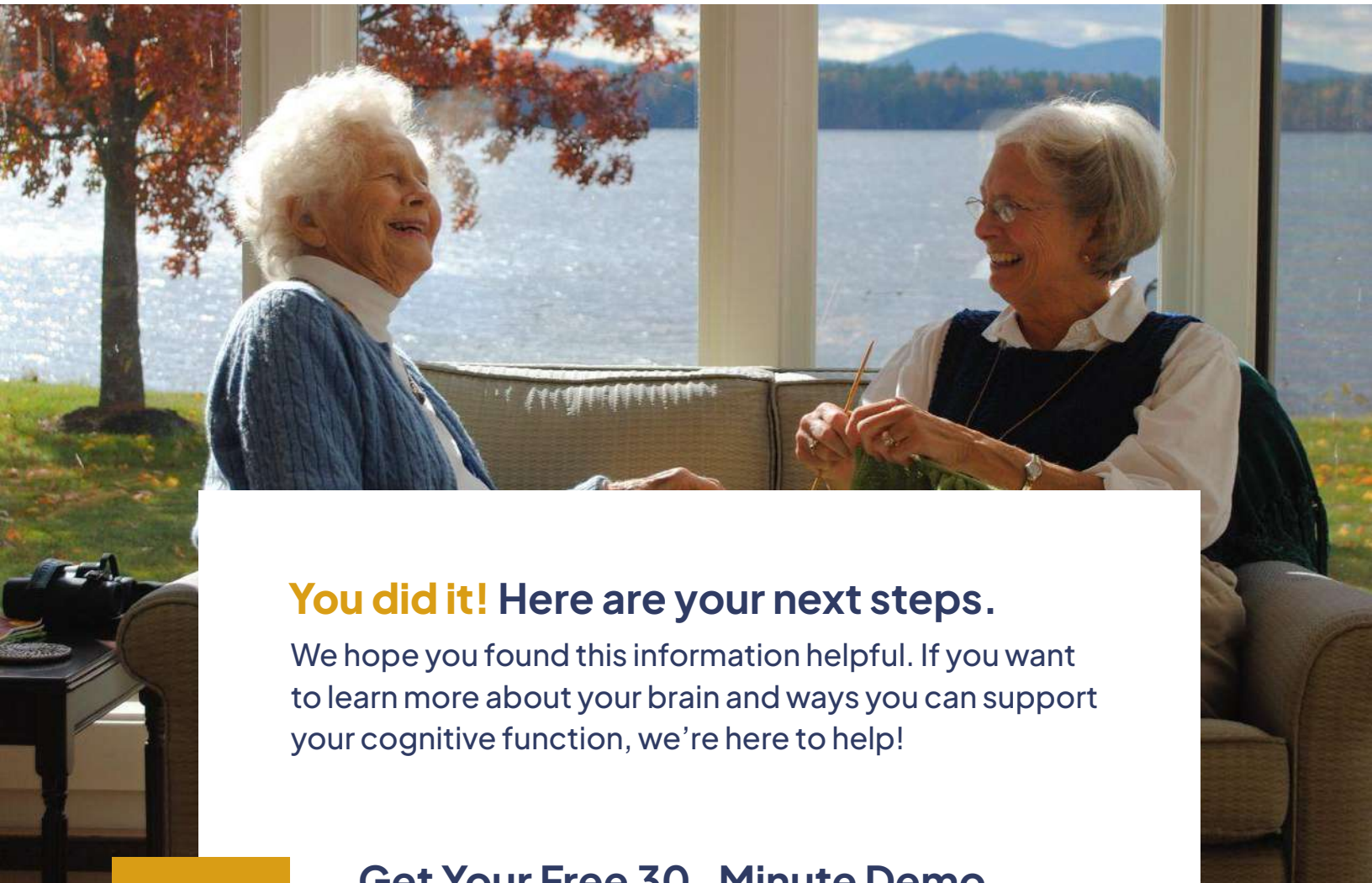
**If you have any medical conditions or concerns, it's always best to speak with your healthcare provider before using EVY LIGHT.**

Gamma light stimulation is a promising area of research. It's important to approach it as a supplement to a healthy lifestyle.

This means focusing on healthy habits like regular exercise, a balanced diet, and getting enough sleep is an integral part of getting the most out of EVY LIGHT.







## You did it! Here are your next steps.

We hope you found this information helpful. If you want to learn more about your brain and ways you can support your cognitive function, we're here to help!

## Get Your Free 30-Minute Demo

For a limited time, we're offering a free, 30-minute consultation and demo of EVY LIGHT with one of our specialists who can answer any questions you may have.

[Click Here to Book Your Demo](#)

## Contact us

If you have any questions, please write to us at [info@optoceutics.com](mailto:info@optoceutics.com) or call us at (209) 213 - 2250. For more information about EVY LIGHT, including testimonials, visit us at [www.optoceutics.com](http://www.optoceutics.com)