

Achieve the ultimate
ATHLETIC EDGE
over the competition

with

Neurofeedback

The
revolutionary
state of the art
training
for your brain

for...

Excellent Athletic
Performance, Achieving
the Ultimate "In The Zone"
state, Increased Motivation
& Determination, Heightened
Concentration & Focus,
Decreased Distraction &
Anxiety, Management of
Stress & Pressure.





Looking for the edge over your competition?

Don't just train your body, train your brain!

In today's ultra-competitive world, athletes are continuously looking for an edge to set them apart. Outstanding international athletes know that training the body alone is no longer enough to succeed.

Our unique Peak Performance Training is a combination of Neurofeedback and Visual Relaxation Training which allows you to perform at your absolute mental and physical optimum.

Athletes face many stumbling blocks in their quest for perfection, such as:

- Fear of failure and injury.
- Lowered motivation and determination.
- Insufficient mental strength.
- Lack of focus and concentration.
- Fear of humiliation and lowered confidence.
- Intimidation.

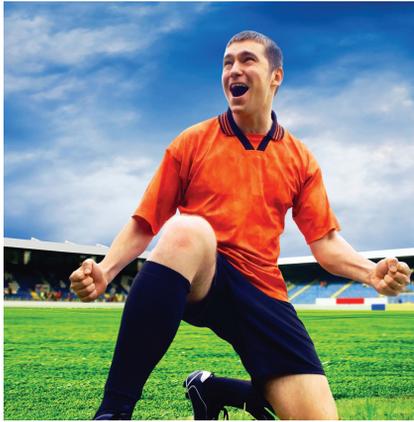
- Deterioration of skills.
- Inability to perform under pressure.
- Depression and anxiety.
- Sleep related problems.

Being physically fit is no longer sufficient!

Today's athletes need to be mentally strong and in control in order to succeed.

By utilizing this amazing technology, you can improve your training program by:

- Coping with a busy training schedule, reducing instances of burnout.
- Increasing the capacity to set and achieve goals.
- Improving decision making and reducing errors.
- Quickly achieving an inner state of calm and peace in high-demand situations.
- Developing an internal sense of control.
- Being more optimistic.
- Increasing focus, memory, attention and concentration levels.
- Decreasing anxiety and depression.
- Improving task completion and organization skills.
- Relaxing and sleeping better.
- Increasing healthy well-being and pain management.
- Helping the brain to function at its optimal level without medication.
- Increasing capacity to achieve "In the Zone" states.
- Quickening reaction time and precision performance.



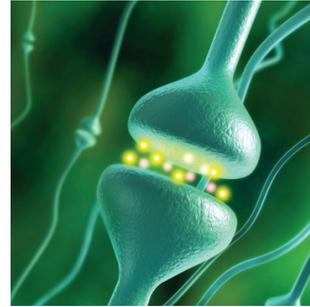
What is Neurofeedback?

Neurofeedback is about identifying specific aspects of the brain's functioning, isolating them and then using that information to help change behaviours in order to address shortcomings and enhance performance. It is a growing science that has shown measurable results over the past few decades.

Nowhere is Neurofeedback growing faster than in the world of sports.

The success or failure of an athlete depends upon the slightest difference of in outcomes. What happens in the fraction of a second can mean victory or defeat.

Neurofeedback is a method through which the brain is exercised. It strengthens the brain, calms it and improves stability and efficiency. Neurofeedback treatment works by using the correct brain wave frequencies to:



- Increase intra-cranial blood flow and oxygenation.
- Strengthen dendrite connections.
- Improve functioning of neurotransmitters, such as serotonin.

This accounts for improvement in the client's ability to carry out cognitive tasks successfully. Through Neurofeedback, you learn to train your brain to correct sub-optimal brain wave activity, resulting in improved performance. Like a muscle, your brain gets stronger the more you train it. When the brain is more efficient, you feel better and perform better. Generally the results are permanent and always without side effects!





The Training process

Objective: “To train the brain to achieve peak performance and optimal functioning whenever necessary”

Neurofeedback and Visual Relaxation Peak Performance Training is a process that makes use of several theoretical and technological concepts, combined to produce an effective, unique treatment that has almost limitless potential.

During the first visit:

- A 14 point mini QEEG (Quantitative Electro-encephalogram) assessment is done which takes 60 minutes. Sensors are placed on the client’s scalp and ears to record the electrical activity of the brain waves.
- An interpretation of the assessment is conducted.
- A treatment protocol is recommended.

During the training sessions:

- The client is seated in front of a second computer that displays the Neurofeedback program.

- Sensors are placed on the client’s scalp to train the brain. The clinician then inputs the appropriate training program to correct the inefficient brain waves.
- The client interacts with a computer program which measures brainwaves, rewarding optimal neural behaviour, while suppressing ineffective activity. The neurofeedback program only works correctly if the client is in the appropriate neural frequency.
- The brain recognises the reward for optimal behaviour and begins to automatically produce the desirable frequencies.
- Training is both pleasant and relaxing.
- The treatment trains the brain to reproduce the desired brain waves during and after the sessions which results in consistent optimal functioning.
- Goals are established with the athlete and the neurofeedback training is combined with visual relaxation techniques which allow the athlete to visualise the desired goal subconsciously. The brain isn’t aware of the difference between reality and fiction and believes it has achieved the positive outcome already. When the brain has achieved the goals, the body can achieve them that much easier during training sessions and competitions.





How effective is Neurofeedback for Athletic Peak Performance?

To achieve **Peak Performance**, as a competitive athlete, the efficient utilisation of mental resources is crucial!

Extensive research has shown that excessive worrying or anxiety disrupts our ability to focus our attention and therefore perform. Much of the variance in performance has been ascribed to the effects of heightened levels of anticipatory anxiety. In elite competition, quality performance is characterized by efficient attention and focus, involving very little conscious effort. This "optimum" state is often referred to as being "**in the zone**". Conversely, less skilled or poorer performance is related to inefficient utilisation of attentive activity, typified by more effortful and conscious processing.

Neurofeedback improves mental resources by enhancing concentration, attention and alertness. By improving these mental functions, individuals can minimise the attention-altering effects of anxiety and increase the critical psychological construct of self-confidence.

How long does training take?

Sessions occur frequently, usually **two sessions per week**. To achieve faster results clients can be trained more often. Sessions last approximately **45 minutes**. Since Neurofeedback and visual relaxation are processes that involves training, results occur over time.

A course of **Athletic Peak Performance Training** lasts approximately **20 sessions**, although this is only a guide as requirements for each individual differ. Once the brain learns to regulate itself properly, it retains this pattern and works more efficiently.





Results achieved with Neurofeedback and Visual Relaxation Peak Performance Training:

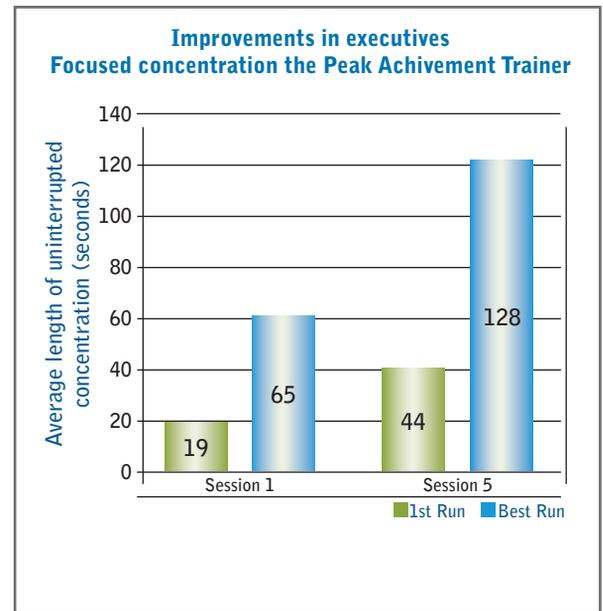
Many world famous sports men and women used Neurofeedback as their mental training, to give them the performance edge.

These include:

The 2006 FIFA World Cup winning National Italian Soccer Team, Canadian Track-and-field Olympians, Ladies Australian Professional Golf Team, Eun Hee Ji (US Women's Open winner), Chad Carvin (United States Silver Medalist, 4 X 200 Metre Men's Relay Team, 2000 Olympic Games), Major League Baseball players like Sean Casey, Top tennis players, gymnasts, Olympians like Austrian skier Hermann Maier (who has won many gold medals in several Olympic Games and World Championships) and Abhinav Bindra (trained in South Africa), the first Indian to win an Olympic Gold medal since 1980, just to name a few...

In a recent university study, students received Neurofeedback Peak Performance Training, resulting in significantly higher duration of concentration states, as opposed to the control group!

Neurofeedback Peak Performance training is the ideal and ultimate tool to give your athletic performance the edge!



Neurofeedback training is growing quickly and more and more South African athletes are discovering its advantage.

At our EQ-Advantage Centre we specialize in helping athletes from all different fields of sport.



Neurofeedback and Visual Relaxation Peak Performance testimonials!

“The peak performance training helped me incredibly. Without it I wouldn’t have won the BMX World Championships in 2010. I would recommend it to any athlete who wants to gain an EDGE over their competition.” **Sharlene McGilvray**

“Since I have worked with the Neurofeedback program I have a lot less interference going through my mind. I feel more focused on a single point, calmer, and definitely a lot more composed and confident on the golf course.” **Louis Sauer, PGA Teaching Pro**

“By staying really focused, I have recently been swimming faster in my workouts than I ever have before. The 400 meter freestyle is a race that hurts. With Neurofeedback, I’ve been able to capture this ‘Zone’ and maintain my concentration level through the pain. Another area I’ve seen vast improvement in

is during workouts. I’ve been able to avoid ‘negative’ thoughts. Overall, my temperament is great. I feel calm and content even when things aren’t going my way.” **Chad Carvin, United States Silver Medalist, 4 X 200 Meter Men’s Relay Team, 2000 Olympic Games**

“A year ago I broke my back in a diving accident. For 3-4 months I was unable to train for competition. Then I discovered Neurofeedback and used it to enhance my mental training (visualization) in place of the physical training in the pool. Five weeks later, after only a couple weeks in the water, I returned to competition and got to the finals (a comeback like that is unheard of in Big 12 competition following an injury of that severity). There is no question in my mind that Neurofeedback made it possible for me to return to competition quicker and it allowed me to increase my national ranking (not lose it) despite several months of the debilitating injury rehabilitation. In addition, I was able to block out the pain that naturally occurs during competition. I would not have had this success without using Neurofeedback.” **Erik Cook, University of Nebraska Diver, and USA National Team Member 2000, Big 12 Conference 1-Meter Champion**



“The mental training helped me incredibly. I wouldn’t have been able to win without it.” **Andrew Birkett, Duzi winner 2010 & 2011.**



“With neurofeedback and mental training I managed to overcome mental blocks, increased my performance level tremendously and performed better than ever before.” KZN Champion in Level 8 U11, third overall at the Durban International Competition, third overall at the National Championships, gold at Jozi International Gold in Junior Olympic Group, second in Namibia and Pretoria Zone 6 Competition, second at African Championship in Egypt, represent the South African Gymnastics Federation at the World Cup International Junior Tournament held in Montreal, several times KZN Gymnast of the year.

Veronique Ellis



We are very grateful for all that Neurofeedback has bought into Keva’s life and believe it has hugely assisted in her accomplishment she has achieved in her skating as well as assisting her to get through all the academic hurdles she has experienced.

Louise Emond

Claire Van Staden attributes much of Alex’s success on the rink and in the classroom to Neurofeedback, stating that: “It’s thanks to Neurofeedback that Alex is where she is today” Recently , Alex competed in Johannesburg in October, coming third in the Gauteng inter provincial Bronze girls section.



“Mental training helped me incredibly. I was able to break new records, cancel out pain and better my times consistently.” **John Ellis** broke many KZN and National records (2006-2008), represented South Africa nationally and internationally (e.g. the World Cup). He is the swimming captain in USA at Indian River and the National NJCAA title holder in 200m backstroke.



“Already after the first two sessions I could feel a marked improvement in my sleep. Better sleep= better training = stronger performance on the field!”

Keegan Daniel, Captain of the Sharks Rugby Team

For more information and packages
please contact our

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