

INNOVATIVE BRAIN THERAPY: DR. URS POHLMAN ON THE TRANS- FORMATIVE POWER OF THE NEUROVIZR

In a time when neurological and psychological therapies are continually evolving, the NeuroVIZR offers an innovative technology for targeted brain stimulation. Dr. Urs Pohlman, a renowned neurologist and expert in integrative medicine, explains the functionality and potential of this new tool aimed at improving patients' well-being and mental health. Mike Fuhrmann, Country Head of Luxsanat Switzerland, spoke with Dr. Urs Pohlman.

Mike Fuhrmann: *Dr. Pohlman, how would you describe the general effects of the NeuroVIZR?*

Dr. Urs Pohlman: The NeuroVIZR works with light pulses at specific frequencies, combined with auditory stimuli such as music, nature sounds, or certain tones. These sensory stimuli stimulate both the auditory and visual cortex. The unique aspect is that the visual impressions are not directly conveyed through images but are formed in the visual cortex of the brain. The perceived shapes and colors are individual constructions of the brain, making each application a unique experience. Depending on the selected program, the NeuroVIZR can either activate or calm the brain activity accordingly.

Mike Fuhrmann: *What specific effects have you observed when using the NeuroVIZR?*

Dr. Urs Pohlman: The effects are quite impressive even after a short period. I would compare it to a mental massage, where the brain is either calmed or specifically activated. This aligns with our understanding of brain physiology, where sensory stimuli are processed into specific perceptions in the brain. The NeuroVIZR uses these stimuli to precisely stimulate the brain without the use of medications, enabling a highly specific and effective therapy.



Mike Fuhrmann: *Can the NeuroVIZR also influence brainwaves?*

Dr. Urs Pohlman: Yes, it can. Brainwaves are influenced by both mental activities such as focused thinking and by sensory stimuli. When sensory perceptions synchronously activate millions of neurons, these activities can be measured in the EEG as brainwaves. The NeuroVIZR precisely modulates these brainwaves in terms of frequency and location, thereby causing a significant change in brain activity.

Mike Fuhrmann: *In which areas of application do you see the greatest benefit of the NeuroVIZR?*

Dr. Urs Pohlman: The effect on sleep disorders, particularly problems with falling asleep, is particularly impressive. The NeuroVIZR can promote brain activity that facilitates falling asleep through its special programs. Beyond that, I see great potential in its application for concentration disorders, anxiety, and depression. By specifically stimulating the brain, the NeuroVIZR can help dissolve mental blockages and improve overall well-being. It will also be interesting to explore the use of the NeuroVIZR in the treatment of post-traumatic stress disorder (PTSD).

Mike Fuhrmann: *What future developments are you particularly excited about?*

Dr. Urs Pohlman: There are many interesting areas of application that should be further explored. Particularly relevant are applications for the treatment of depression, burnout, ADHD, and PTSD. The NeuroVIZR offers us a valuable tool for targeted brain stimulation that can help us gain deeper insights into brain physiology and translate these findings into effective therapeutic methods.



Expert: Dr. Urs Pohlman



Prof. Dr. Urs Pohlman is a practicing physician with a special interest in neurology, immunology, and integrative medicine, viewing immunology as a bridge between dermatology and neurology. He has a particular interest in medicinal plants in European and other traditions.

He is the founder of the award-winning Swiss brand *ananné* and has made significant contributions to the development of new approaches in neurological therapy. His research and deep understanding of brain physiology have made him a leading expert in the application of innovative technologies to promote mental health.

VIZR

NEUROVIZR™ STUDY PAPER
Dawn DeSylvia, MD, and Justin Earl Ballard

Published October 7, 2023
by TOWNSEND LETTER

NEUROVIZR™ EXECUTIVE SUMMARY

The NeuroVIZR™ is a new generation of Audio-Visual Entertainment (AVE) devices, which involves the use of light and sound used to help relax and balance the brain, body, and nervous system.^{1, 4, 5, 6, 10, 11}

A significant amount of research, alongside clinical experience, suggests that AVE devices can increase blood flow to the brain, increase levels of neurotransmitters, help improve symptoms of attention deficit hyperactivity disorder (ADHD), worry, depression, anxiety, insomnia, cognitive impairment, memory, PTSD, as well as improve pain. AVE devices also have been shown to improve physical and academic performance as well as emotional wellness in general.^{1, 4, 5, 11}

After two years of consistently witnessing positive changes in users of the NeuroVIZR™, beyond what had been seen with other AVE devices, we designed a small pilot study to

1. Gain greater understanding of how the NeuroVIZR™ influences users.
2. Contribute to the data showing AVE devices to be a valuable and promising tool for increased states of relaxation and well-being.
3. Explore how the NeuroVIZR™ may be unique to other AVE devices as we investigate the concepts of engagement and bottom up (rather than top down) stimulation.

Our hypothesis for this pilot study was that the NeuroVIZR™ device tested in 2 settings—Sleep Angel (SA) and Alpha Primer (AP)—would have a positive effect on relaxation states measured by changes in brain wave states on electroencephalogram (EEG) as well as heart rate variability (HRV), skin conductance (sEMG), respiratory rate and pre- and post-intervention subjective questionnaire.

The results of our study met our objectives and showed that the NeuroVIZR™ did increase states of relaxation, presence, and well-being. The subjective data showed most all participants experienced improvements in relaxation with statistical significance, with a mean improvement of 1.6 in score.

Research Insights: The Townsend Letter on NeuroVIZR

The NeuroVIZR has proven to be a promising tool for improving relaxation, sleep, and overall well-being, as shown in a recently published pilot study in the Townsend Letter. The study demonstrated that NeuroVIZR sessions led to significant improvements in relaxation, stress reduction, and even sleep induction.

These effects were confirmed by EEG and physiological measurements, which showed a marked reduction in high-frequency beta waves associated with stress and increased relaxation among participants.

The results show that the NeuroVIZR can achieve effects in just 11 minutes that would take much longer with traditional neurofeedback methods. This makes the NeuroVIZR an efficient and non-invasive option for therapeutic applications, particularly in the treatment of sleep disorders and psychological stress.