

# Information For Your Doctor: The ALERT 60-Day Brain Training Program for ADHD

The ALERT is a neurofeedback device with a 60-day brain training protocol for ADHD. The system has three parts: Eyeglasses, headphones, and a control box with pre-loaded sessions.

The ALERT stands for “Attentive Living through Energizing, Restorative Technology.” It is a brain training device that you can use in the comfort of your own home. It is recommended that you use the ALERT light and sound machine at least once a day, for 60 consecutive days. (Each session is 22 minutes long). The device is convenient and easy-to-use and you’ll love the way it trains and conditions your brain to get rid of ADHD.



Very briefly, the ALERT addresses five things that a person with ADHD needs:

- 1. The ADHD brain needs to improve its electro-chemical communication.** ADHD is a wiring and firing problem. By improving the electro-chemical communication in your brain, you will think clearer, faster, and smarter. With the ALERT, you will ramp up your brain’s natural electricity, and condition your brain for peak performance. With the ALERT, you will train your brain cells to wire and fire correctly, produce a stable supply of neurotransmitters, and successfully connect to neighboring neurons at the synapse.
- 2. ADHD brainwaves need to fine-tuned and stabilized.** With ADHD, your brainwaves are sluggish (too slow), hyperactive (too fast), or somewhere in between. The trick is correcting this imbalance, so the speed of your brainwaves is within a normal range. With the ALERT, you will train your brain to get the tempo exactly right.
- 3. The ADHD brain needs to learn the “Rhythm of Peak Performance”.** Having ADHD is like being rhythmically challenged. You’re out of step with the rhythm of focusing, concentrating, and remembering information. The ALERT enables you to practice the Rhythm of Peak Performance until it becomes an automatic response.
- 4. The ADHD brain needs stimulation, conditioning, and exercise.** Researchers have found that people with ADHD tend to have “low arousal” or “sleepy” brains. That’s why it’s pure torture to listen to a boring lecture or wait in line. Boring activities don’t challenge, stimulate, or arouse your brain. With the ALERT, you’ll discover how to get the stimulation that your brain craves.
- 5. The ADHD brain needs relaxation, restoration and rejuvenation.** If you’re bogged down by stress, your brain works less, when you need it the most. The ALERT enables you to relax deeply, which lowers stress hormones in the blood (cortisol, adrenaline, and insulin). It also increases oxygen and blood flow to the brain.

## Conquer ADHD By Practicing & Mastering The Rhythm Of Peak Performance

The ALERT is a form of audio-visual brain training. The device enables the user to practice the “Sensory Motor Rhythm” (SMR) until it becomes an automatic response. Practice makes perfect, and repetition creates mastery. Actually, the Sensory Motor Rhythm is the rhythm of peak performance. It is the rhythm of a person who is optimally concentrating, focusing, remembering, being organized and staying on task. With the ALERT, you can practice this rhythm until you master it, and it becomes an automatic response.

**Who Discovered This Rhythm For Conquering ADHD?** The Sensory Motor Rhythm was discovered in the late 1960s, by a neuroscientist named Dr. Barry Sterman. He discovered this brainwave frequency which enabled stray cats to concentrate and tune out distractions. When this brainwave frequency is reached, the cat's brain communicated with their body's motor systems to settle down, tune out distractions, and tap into their body's natural energy—which is a state of calm. Dr. Sterman called it the Sensory Motor Rhythm (Roth, Sterman & Clemente, 1967; Sterman & Wywicka, 1967; Wywicka & Sterman, 1968).

In his college laboratory, Dr. Sterman used the SMR to train the cats to remain calm, exercise self-control, withhold their response, and show motor stillness. The cats even ignored the distraction of food and water with the SMR.

### **Taking The Research A Step Further**

In the 1970s, Dr. Sterman took his research a step further. He was approached by a woman who worked in his lab. Her name was Margaret Fairbanks.

Ms. Fairbanks watched Dr. Sterman do amazing things with the stray cats. She wondered if the doctor would test the SMR on her. She suffered from epilepsy, and desperately wanted to be cured. At the time, Ms. Fairbanks couldn't drive a car. Evidently, epileptics were not allowed to obtain a driver's license. As you can imagine, It was a real hassle not being able to drive. Ms. Fairbanks dreamed of getting her driver's license. Could Dr. Sterman make her dreams come true?

Dr. Sterman agreed to experiment on Ms. Fairbanks. He used the same SMR treatment on Ms. Fairbanks that he used with the stray cats. Ultimately, the SMR training enabled Ms. Fairbanks to change her brainwaves and reduce her tendency to have seizures. She checked with her doctor, and was found to be no longer epileptic. Finally, Ms. Fairbanks was able to get her driver's license. It was a dream come true (Sterman, MacDonald & Stone, 1974; Sterman 1978; Demos, 2005).

It didn't take long for other researchers to ask: "If you can change the brainwaves of a person with epilepsy, then why not change the brainwaves of a person with ADHD?"

Dr. Sterman looked for ways to test the Sensory Motor Rhythm on people with ADHD. He met with Drs. Joel and Judith Lubar, who are psychology professors at the University of Tennessee.

Dr. Sterman worked with the Lubars to apply the concept of the SMR to ADHD. The Lubars used the SMR to teach children to pay attention, focus, concentrate, and be less distracted. They taught children with ADHD to be more resistant to attentional lapses and hyperactive outbursts. The Lubars were able to reduce ADHD symptoms by stabilizing the children's brainwave patterns with the Sensory Motor Rhythm.

Ultimately, the Sensory Motor Rhythm launched the field of neurofeedback. Today, it is used in brain training clinics across the country to help people train their brains to conquer ADHD. Now you can practice and master this same rhythm in the comfort of your own home, without ever stepping foot inside a clinic. The ALERT enables you to practice and master the SMR until it becomes an automatic response. When you master the Sensory Motor Rhythm, your ADHD will be replaced with the Rhythm of Peak Performance.

For more detailed information on the history, testing and development of the Sensory Motor Rhythm, please read the paperback book, *Train your brain, transform your life: Conquer ADHD in 60 days, without Ritalin (2011)*. It is available on Amazon.com, or by special order from your local bookseller.

## How The ALERT Works

When you use the ALERT, you will see and hear a rhythm in the form of flashing lights and heartbeat sounds. As you hear and see this rhythm, your brain starts to copy and mirror it. In other words, you will become in-synch with the rhythm emitting from the headphone and eye set. With repeated use, your brain learns to practice and master this rhythm.

The sights and sounds of the ALERT teaches you the Sensory Motor Rhythm, which is clinically proven to reduce ADHD. It is used in brain training clinics throughout the country. Now you can practice and master this rhythm in the comfort of your own home, with the ALERT 60-Day Brain Training Program.

Using the ALERT is a relaxing and enjoyable experience. Most people forget about the light and sound as they begin to relax deeply. Within seconds, you will probably feel like you have fallen asleep.

**Who Makes The ALERT?** The ALERT is manufactured by Mind Alive, Inc., a electronics manufacturing and design company in Alberta, Canada. Mind Alive designs and manufactures various audio-visual entrainment (AVE) devices, or light and sound machines. They are used worldwide to assist people from all walks of life to promote better health and increase relaxation.

**Where Can I Purchase The ALERT?** It is sold online at [www.TrainYourBrainTransformYourLife.com](http://www.TrainYourBrainTransformYourLife.com) The website director, Nicky VanValkenburgh, is a independent licensed distributor of Mind Alive, Inc. The cost of the device is \$330 USD.

**ALERT May Be Covered By Your Health Insurance:** Our AVE devices are licensed by Health Canada as Class I Medical Devices for the treatment of ADHD, Seasonal Affective Disorder (SAD,) depressed mood, insomnia and anxiety. If you live in Canada, you could get a doctor's prescription for our AVE devices, and it may be covered by your health insurance. Mind Alive is the only company that manufactures AVE devices that are licensed by Health Canada. (As of this writing, this arrangement is only available in Canada). Outside of Canada, there is no recognition for AVE devices as a treatment or cure of any medical condition or disability.

## Development Of The ALERT Light And Sound Machine

The ALERT is the result of 20 years of research, including clinical testing in private schools. The device was developed by school psychologist Michael Joyce and David Siever of Mind Alive Inc.

Joyce & Siever (2001) conducted two clinical studies using light and sound machines to reduce ADHD in elementary school children. The studies showed that specifically-designed light and sound machines reduced ADHD behaviors, such as impulsiveness, inattentiveness, and hyperactivity. Also, the light and sound machines improved the children's reading scores, which reflects an improvement in their ability to concentrate, focus, and retain information.

## How To Use The ALERT

1. **Get comfortable** in a chair or lie down on your bed. You may want to cover yourself up with a blanket.
2. **Put on your ALERT** headphones and eyeglasses.
3. **Power up!** Plug your ALERT into the electrical outlet. (Or use a 9-volt alkaline battery inserted into the back of the device).
4. **Select the setting** that you want on the control box.

5. **Close your eyes**, relax, and enjoy. You will see a pattern of flashing lights, and hear synchronized heartbeat sounds. The rhythm that you're seeing and hearing stimulates and trains your brain to overcome ADHD.

6. **Chill out**. Using the ALERT is so calming and relaxing, that most people enter a state of deep relaxation (which is almost like falling asleep).

7. **You're done!** After 22 minutes, your session is over. You will feel deeply relaxed and energized. Now, you're ready to take charge of your day.

**The ALERT 60-Day Plan.** If you can discipline yourself to use the ALERT at least once a day (for the next 60 days) then you can expect to receive good results. You will be doing a total of twelve sessions. It is recommended that you listen to a session for five days and then proceed to the next session.

## For More Information

(Paperback book) Vanvalkenburgh, N. (2011). *Train your brain, transform your life: Conquer ADHD in 60 days, without Ritalin*. La Vergne, TN: Petrie Press.

(Website) [www.TrainYourBrainTransformYourLife.com](http://www.TrainYourBrainTransformYourLife.com)

(Email) [Nicky@tTrainYourBrainTransformYourLife.com](mailto:Nicky@tTrainYourBrainTransformYourLife.com)

Nicky VanValkenburgh, Director / Jan Ockeloen, Shipping Manager

20 Minutes to Less Stress, LLC. 29 Smokehouse Drive. Simpsonville, SC 29681 / Tel. 864-569-0409

## References

Demos, J. N. (2005). *Getting started with neurofeedback*. New York: W.W. Norton & Company.

Joyce, M. & Siever, D. (2001). Audio-visual entrainment programs as a treatment for behavior disorders in a school setting. *Journal of Neurotherapy*, 4(2). 9-25.

Roth, S.R., Serman, M.B., & Clemente, C.C. (1967). Comparison of EEG correlates of reinforcement, internal inhibition, and sleep. *Electroencephalography and Clinical Neurophysiology*, 23, 509-520.

Serman, M. B., Macdonald, L. R. & Stone, R. K. (1974). Biofeedback training of the Sensorimotor EEG rhythm in man: Effects on epilepsy. *Epilepsia*, 15:395-417.

Serman, M. B., Goodman, S. J. & Kovalesky, R. A. (1978). Effects of sensorimotor EEG feedback training on seizure susceptibility in the rhesus monkey. *Experimental Neurology*, 62(3):73S-747.

Serman, M. B., Wyrwicka, W. (1967). EEG correlates of sleep: Evidence for separate forebrain substrates. *Brain Research*, 6, 143-163.

Wyrwicka, W. & Serman, M. B. (1968). Instrumental conditioning of the sensorimotor cortex EEG spindles in the waking cat. *Physiology and Behavior*, Vol. 3, 703-707.

Serman, M. B., Goodman, S. J. & Kovalesky, R. A. (1978). Effects of sensorimotor EEG feedback training on seizure susceptibility in the rhesus monkey. *Experimental Neurology*, 62(3):73S-747.

Serman, M. B. & Kovalesky, R. A. (1979). Anticonvulsant effects of restraint and pyridoxine on hydrazine seizures in the monkey. *Experimental Neurology*, 65:78-86.