

A MESSAGE FROM LEE GERDES

INVENTOR OF BRAINWAVE OPTIMIZATION™ AND CEO OF BRAIN STATE TECHNOLOGIES®



People often ask how I came up with this simple yet powerful modality.

I wasn't a doctor or even a brain researcher. I was a computer geek. Most of my life revolved around computer science, though my

background does include a degree in theology and extensive work in psychology, as well as math and physics.

Assaulted by four youths wielding a baseball bat in 1991, I understood that I was suffering from post-traumatic stress disorder. Though I went through a raft of treatments in addition to extensive psychotherapy, they were only of limited help. To some degree they alleviated my physical condition, but they were unable to affect the edge I was on all the time. Anyone could press my buttons and evoke a lightning-fast response – a response that was out of proportion to what was appropriate, and a huge waste of emotional energy.

Alongside my fascination with computers, I had a deep interest in science, especially quantum mechanics. The development of Brainwave Optimization was, in a way, an accident. Among the more helpful therapies I had tried were biofeedback and neurofeedback. Suddenly, it occurred to me how the insights of quantum mechanics, teamed with highly sophisticated computer technology, could enable an individual to go much farther.

It was then – in the year 2000 – I began training my own brain. After benefitting from the techniques for some weeks, I set it

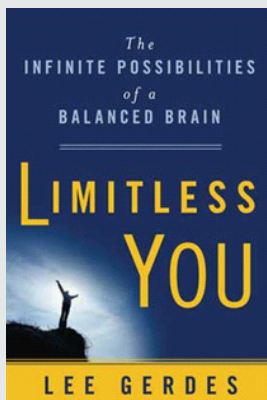
aside, never imagining it would someday help thousands of people.

My son began having problems during his teen years. Falling in with a tough crowd, he left school, and was rapidly going downhill toward a dysfunctional life. I believed he could benefit from the brain training, so I essentially bribed him to give it a try. The effect was stunning. He cleaned up his life, returned to school, and immediately made the dean's list. Today, he is my primary partner, chief information officer and advocate for balancing brains.

Hence, in 2001 -- Brainwave Optimization with Real-Time Balancing™ and the company behind it, Brain State Technologies® -- were launched. Today, our companies operate a licensing model that has 121 affiliates in about 14 countries around the world. We've served nearly 30,000 people.

The cost of an imbalanced brain – to individuals, their families and humanity – is undeniable. Loss of sleep, lost relationships, lost health, lost love, loss of creativity, loss of life and loss of hope plague our world today. The brain's ability to regain balance is the key to the world's transformation into a peaceful and loving planet. When people begin to view the world through the lens of love rather than fear, the world itself becomes a better place. An optimized brain begins to see the potential for an optimized world. Humanity begins to reach for its limitless potential.

I invite you to join us.



Limitless You: The Infinite Possibilities of a Balanced Brain

By Lee Gerdes, founder and CEO of Brain State Technologies®

Lee Gerdes wrote Limitless You because he believes that people will be more compassionate and loving with one another when they understand that our brain drives our behavior -- and that traumas to the brain, body or emotion can negatively alter brain patterns, causing us to behave in ways we would rather not. Drawing on what he knew as a computer scientist, he married principles of quantum physics to principles of neurofeedback, leading him to the discovery of something new. Today, we call it Brainwave Optimization™ and because of its invention, thousands of people have embraced a new life of hope and happiness.