



Why train your brain ?

The revolution of the 80s and 90s taught us how important physical exercise is for our overall health and well-being, brain fitness is the next step forward in that revolution.

Just like your physical body, it is now scientifically proven that the brain can change its physical form and function throughout a person's lifespan (brain plasticity).

Who needs brain training?

- Teens and younger adults to excel performance
- Older adults to retain or regain cognitive functions
- People with specific health conditions: attention deficit, brain injury (accident, TBI, mTBI, concussion, stroke), dementia, chemobrain (foggy brain), hearing impairment, reduced 'field of view', heart failure

Dr. Michael Merzenich

Co-Founder & Chief Scientific Officer,
Posit Science



As co-founder and Chief Scientific Officer of Posit Science, Dr. Michael Merzenich heads the company's science team. For nearly five decades he has been a leading pioneer in brain plasticity research. In the late 1980s, Dr. Merzenich was on the team that invented the cochlear implant. In 1996, he was the founding CEO of Scientific Learning, which provides software applying principles of brain plasticity to assist children with language learning and reading skills.

Dr. Merzenich has received numerous awards and prizes and has been granted nearly 100 patents for his work. Both he and his work have been highlighted in hundreds of books about the brain, learning, rehabilitation, plasticity, and widely circulated in the press, including the Wall Street Journal, Time and Forbes Magazine. He was featured in the New York Times bestseller "The Brain That Changes Itself" by Dr. Norman Doidge, the eminent Canadian psychiatrist. Dr. Merzenich has also appeared extensively on TV programs in Canada including David Suzuki's "The Nature of Things" as well as TVO's "The Agenda" with Steve Paikin.

Dr. Merzenich earned his PhD at John Hopkins and completed post-doctoral studies at the University of Wisconsin before becoming a professor at the University of California, San Francisco. Elected to the National Academy of Sciences in 1999 and the Institute of Medicine in 2008, Dr. Merzenich's seminal contributions have led many to regard him as the "father of brain plasticity."

In Dr. Merzenich's words:

"We have worked hard in our labs and done our share to help people understand their brain and show them how to prevent unnecessary brain aging or fix it before it's late; beyond this point it's their responsibility to take it, or drop it!"



Exercise your mind



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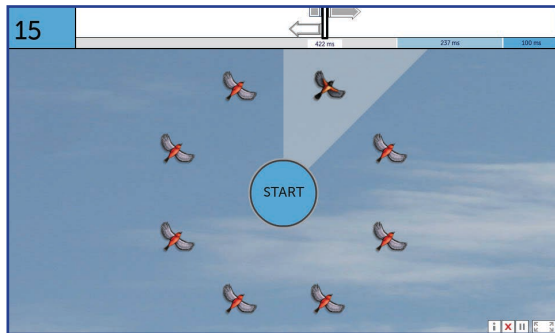
En français : www.dynamicbrain.ca/fr

DynamicBrain is the Canadian Partner of Posit Science Corporation, the leading provider of clinically proven brain fitness programs. www.DynamicBrain.ca



Why brain training with BrainHQ?

BrainHQ is a complete cognitive training system, developed by a global team of over 50 scientists under the leadership of Dr. Michael Merzenich. BrainHQ exercises have been the subject of dozens of independent university-based studies resulting in over 70 published articles in peer-reviewed prestigious journals demonstrating a broad array of cognitive benefits.



Mayo Clinic IMPACT Study and ACTIVE Study

- Memory improved by 10+ years
- Visual system improved by 300%
- Peripheral vision improved by 200%
- Hearing system improved by 131%
- Car accident risks reduced by 50%

DynamicBrain is the Canadian partner of Posit Science Corporation

- Join thousands of Canadians who use our fun & interactive online brain training programs.
- Free trials available: www.dynamicbrain.ca
- DynamicBrain provides BrainHQ in Canada in English and French.

What are the benefits?

The BrainHQ six pillars

Attention

Retrain your brain to focus its attention so you feel more aware and less distracted.

Memory

Sharpen the brain's ability to record what you see and hear. Forgetfulness is not your memory failing you but rather your brain not clearly processing information.

Intelligence

Improve complex thinking and quickly manipulate multiple sources of information.

Navigation

Improve your navigation skills to enjoy visiting a new place, following a map or moving from point A to point B in your daily life.

People Skills

Remember the faces and names of new people, participate in conversations in loud places and read people's emotions effectively.

Brain Speed

Increase your brain's auditory & visual processing speed. Reacting effectively and remembering events is mainly determined by how quickly your brain can process events around you.

"BrainHQ has made a noticeable difference to my alertness, attention, and memory. It didn't happen right away, but I stuck with the exercises till I began to notice results and now depend on them to keep me mentally sharp."

— Darlene Money

"One day, all of a sudden things clicked. I noticed that my memory and my hearing were sharper. As I improved, I wanted to improve more!"

— Merry West, PhD

Did you know? Brain aging process starts in our 20s.