

WHY ADDRESS BRAIN CHEMISTRY?

Brain chemistry is the major determinant of behavior.

Behavioral changes will only be temporary if brain chemistry is not balanced.

Physiological rewards take precedence over psychological rewards. The brain has no morals!

Behaviors that produce a chemical reward to the brain will be repeated—even if there are negative psychological consequences.

Brain chemistry affects your ability to perceive truth accurately.

Balanced brain chemistry + insight =
optimal performance

Brain chemistry drives automatic behaviors that keep the brain out of balance and inhibit you from achieving your goals.

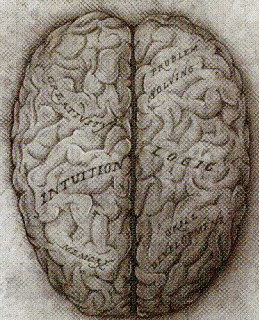


PLATE
HUMAN BRAIN

HOW CAN BRAIN CHEMISTRY BE CHANGED?

Through diet.

Amino acids are the building blocks of brain chemicals and are found in food. Foods considered healthy for the body may not be healthy for a specific brain.

Through exercise.

Too much exercise can cause a retention of “gas pedal” chemicals which may heighten insecurity and anxiety; too little can contribute to slow nerve transmission, promoting negativity, low self-esteem, and depression.

Through activity.

Time to relax, the type of music we listen to, and the type of activities we choose to do when stressed all affect brain chemistry.

Through insight.

Brain chemistry affects thoughts, attitudes and behaviors—but thoughts, attitudes and behaviors also affect brain chemistry.

Through medication.

Medication doesn't change behavior; it changes brain chemistry. Addressing diet, exercise, activity, insight and life balance can change brain chemistry and may eliminate the need for medication for some people.



WHAT DOES THE BRAIN CHEMISTRY OPTIMIZATION PROGRAM (BCOP) OFFER YOU AS AN INDIVIDUAL?

- An actionable, research-based plan involving a brain-healthy diet and activity plan and life balance recommendations specific to your personal brain chemical issues.
- A plan that is based on what you *will* do rather than on what you *should* do. Only behaviors that your brain finds rewarding will be repeated and sustained.
- Allow you to experience the most state-of-the-art assessment tool available for use by medical or mental health professionals to aid in the accuracy of their diagnosis and treatment.

An out-of-balance brain will make it more difficult to do the things that bring psychological and spiritual wellness.

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Finally...

A scientific tool to assess brain chemistry issues.

The Brain Chemistry Optimization Program (BCOP) is designed to help you with...

- Procrastination
- Perfectionism
- Weight management
- Workaholism
- Improving relationships
- and more...

Programs developed by the Robertson Research Institute (RRI) are designed to address your unique brain chemistry issues that may be inhibiting healthy living. Designed after 20 years of research and applied to over 14,000 individuals, RRI programs also incorporate genetic and environmental influences, health history and individual preferences in order to design workable, actionable plans. Written for the non-psychiatric patient, RRI programs are HIPAA compliant.

BCOP technology correlates self-reported peripheral signs and symptoms associated with high and low levels of five principal brain chemicals, taking into account more than 287,000 variables per individual. By evaluating peripheral signs and symptoms that an individual can "feel" or "describe" through a 180-point true/false questionnaire and supplemental history survey, symptoms are counted and weighted using a highly sophisticated, computerized compilation. Based on scientific studies that link measurable peripheral signs and symptoms to specific central neurotransmitter excesses or deficiencies, the individual's brain chemistry issues that are indicated are identified and addressed.

The BCOP is only available to you through professionals who have successfully completed the Institute's educational requirements and testing.

Please contact your local RRI-Verified clinician at:

The BCOP is for general information only and is not intended to supplant medical or psychological advice, diagnosis or treatment by a personal physician or mental health professional. BCOP plans do not make any recommendations as to the use or non-use of medication for a particular individual and do not promise that baseline levels of neurotransmitters will change or that diet and exercise plans are effective for everyone.

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Brain Chemistry Optimization Program

