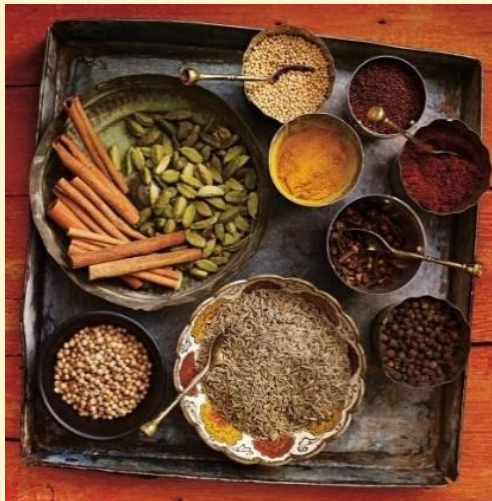


3

Chef's Special Personal Adventure **Forever Memories**

Welcome! Fantastic! WOW! Get ready to go Supersonic!



Master Chef, Paul Hyman hand-selects a variety of individual spices & secret recipes developed 30+ yrs. for Your Masterpiece.

Open Your Portal to Your Potential

Why You May Benefit from Learning & Using Brain Fitness.

Ignore the neuroscience research about how our brain works, either **you're going to work too hard or... not achieve all you can be.**

Important: Get lasting habits started right away with immediate results.

Change Attitudes, Mindsets, Skills, and Behaviours.

Boost Self-Management Skills for Better Mental Health.

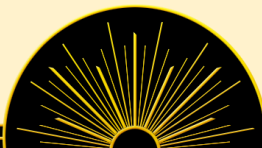
New Insights & Tools Reduce Frustration.

Expertise over time Reinforces - Patience, Persistence, & Satisfaction.

This may be your most life-changing event, ever!

**Strengthen Your Mind;
Lighten Your Life.**

More Extras





VALUE to YOU?

“Wow” value for your brain.

The brain constantly forges an internal model of the world. It flexibly “tags” features from past experiences, the present, and future expectations to represent our current reality with flavour!

The conscious mind formulates rational reasons & we complete the circle.

BFI’s exquisite combination is customized to your taste.

Mild - Medium - Hot Spicy - “Off the Chart”

Tag key learning with emotion, movement, & music, memory is enhanced.

The past and future always influence the present.

(Traumas Matter, Memories Matter, and Hope Matters)

**The brain is run by environmental signals
that instruct your DNA.**

Your brain is about reducing environmental uncertainty.

“Will I be Safe or Not?”

Be encouraging, optimistic, and positive always!

Curious to Learn more Discoveries from Neuroscience?

New individuals are amazed; Why?

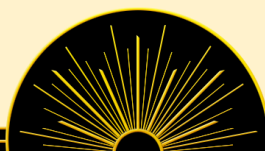
No one had ever shared Brain Fitness International with them before.

**Brain Fitness International is all about the
Neuroplasticity of the Brain.**

This discovery in neuroscience was revolutionary.

NOW the WOW!

**Strengthen Your Mind;
Lighten Your Life.**



SPA Details



Neurogenesis is the miracle of the brain to re-wire new neural Pathways to heal itself and regain or excel in functional abilities.

CBS Health's fast, scalable online cognitive assessment platform meets individual needs. **12 Cognitive Tests - Report 24hrs.**

Accurately measure current brain health, and monitor for changes across assessments. The assessments inform recommendations for improving brain health and verify the effectiveness of:

Brain Fitness Proprietary Program

- Personalized, highly-focused, custom program – BFI SPA.
- Review CBS assessment & immediately BFI Foundation.
- Re-assessments quickly and regularly to gain critical information to specifically tailor your program to needs.
- Progressively increase the repertoire of BFI steps & then add 10%. Productive challenges do the brain much better.
- Proactive Wellness Management. Life is about Wellness.
- Weekly check-in to discuss progress, & delve deeper into cognitive concerns, and make lifestyle recommendations.

Brain Fitness – SPA – Includes

CBS – Assessment - \$250 - 1Hr.

BFI Foundation Program - \$500 - 1Hr.

CBS – Re-assessment - \$150

Optimal Brain - \$500 - 1Hr.

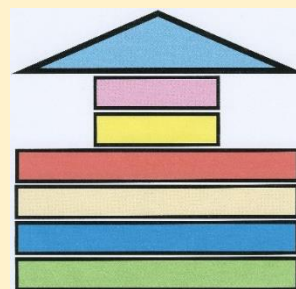
#1 Follow-up – Excel-ability - \$500 - 1 Hr.

4 X's 15 min. Weekly Check-in - \$500

3-CBS Re-assessments - \$450

Future CBS – Re-assessments - \$100

Innovate “Mother Nature’s” House



Open Your Portal to Your Potential

Investment

\$2,850 CDN

3

Brain Fitness Take-Home Desserts

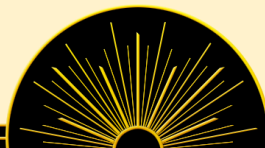


- Nearly everything you do will influence your brain in some way.
- Good, bad, short-term, or long-term, what you do matters.
- BFI's Brain-based programs are NOT the answer to everything; but to ignore the brain is simply irresponsible.
- You are an educational neuro-specialist who optimizes your brain!



Open Your Portal to Your Potential

**Strengthen Your Mind;
Lighten Your Life.**



Assessment Details

ID: 574983

Gender: Female

Date of Birth: 02/19/1967

Tasks Completed: 12

Completion Date: 03/19/2019

Comparative Group: Females, 35-44

Performance Summary

Below Average 87 Average 113 Above Average

Monkey Ladder
Visuospatial Working Memory

125

Double Trouble
Response Inhibition

120

Feature Match
Attention

112

Odd One Out
Deductive Reasoning

111

Paired Associates
Episodic Memory

108

Rotations
Mental Rotation

105

Grammatical Reasoning
Verbal Reasoning

97

Digit Span
Verbal Short-Term Memory

92

Polygons
Visuospatial Processing

89

Spatial Span
Spatial Short-Term Memory

84

Spatial Planning
Planning

82

Token Search
Working Memory

! Potentially Invalid Result



Monkey Ladder

A measure of visuospatial working memory—the ability to remember information about objects in space, and update memory based on changing circumstances.

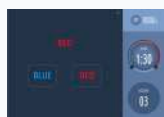
ABOVE AVERAGE

125 | 95th Percentile



Result is in the **ABOVE AVERAGE** **range.** Common everyday activities associated with visuospatial working memory include:

- Following step-by-step instructions to carry out a task in a few different locations.
- Viewing a route on a map, then following the route from memory.
- Understanding positioning in sports, and carrying out pre-planned plays.
- Viewing a document, then carrying out the written instructions.



Double Trouble

A measure of response inhibition—the ability to concentrate on relevant information in order to make a correct response despite interference.

AVERAGE

101 | 57th Percentile



Result is within the **AVERAGE** **range.** Common everyday activities associated with response inhibition include:

- Keeping your eyes on the road when driving, despite passing distracting signs or people.
- Blocking out background conversations when you're on the phone.
- Inhibiting your emotional gut reaction to a social media post to formulate a more rational response.
- Ignoring attention-grabbing buzzwords on product packaging to focus on relevant information.

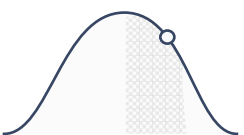


Feature Match

A measure of attention—the ability to focus on relevant details or differences.

AVERAGE

107 | 67th Percentile



Result is within the **AVERAGE** **range.** Common everyday activities associated with attention include:

- Staying focused on a task when it counts, such as when driving
- Identifying similarities and differences when comparing two things, such as two similar brands of a household product.
- Noticing small interpersonal details, like a partner's haircut, or subtle facial expressions indicating that somebody is upset or bored.



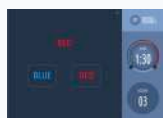
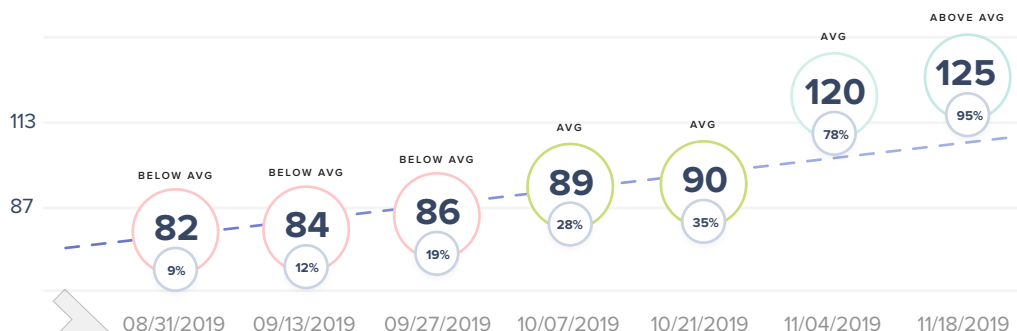
Monkey Ladder

A measure of visuospatial working memory—the ability to remember information about objects in space, and update memory based on changing circumstances.

Score increased by 43 compared to baseline result on 08/31/2019 (meaningful change) and increased by 5 compared to previous result on 11/04/2019.

ABOVE AVERAGE

125 | 95th Percentile



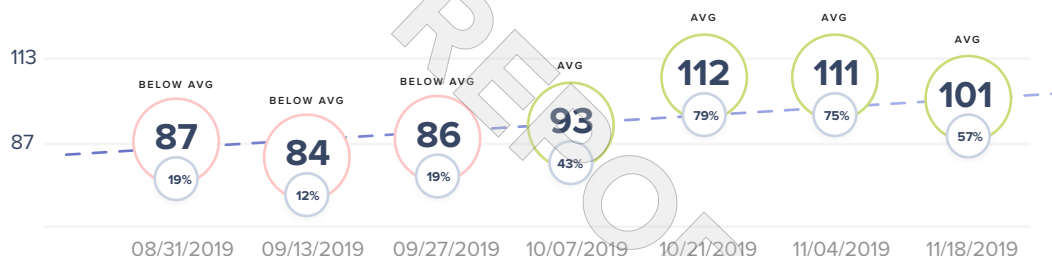
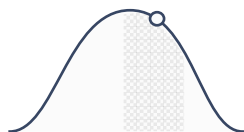
Double Trouble

A measure of response inhibition—the ability to concentrate on relevant information in order to make a correct response despite interference.

Score increased by 14 compared to baseline result on 08/31/2019 (meaningful change) and decreased by 10 compared to previous result on 11/04/2019.

AVERAGE

101 | 57th Percentile



Feature Match

A measure of attention—the ability to focus on relevant details or differences.

Score increased by 7 compared to baseline result on 08/31/2019 and did not change compared to previous result on 11/04/2019.

AVERAGE

107 | 67th Percentile

