



LG Counseling
Living and growing into a better you!



BLAST

(BI-LATERAL ALTERNATING STIMULATION - TACTILE FORM TECHNOLOGY)

REDUCE STRESS BY 70% IN AS FEW AS 30 SECONDS!

- **What is Bilateral Stimulation?**

Bilateral stimulation is stimuli (visual, auditory or tactile) that occur in a rhythmic left-right pattern. When a person deliberately focuses on a distressing memory or thought, and then concentrates on bilateral stimulation, their distress can be reduced. Moreover, research shows that the distressing memory often becomes less distressing in a long-term way.

- **How does LG Counseling provide this stimulation?**

LG Counseling's BLAST devices are twin neuro-scientific wearables that provide fast relief from stress. They are worn on each side of the body for 15 minutes before, during or after a stressful situation. Clients can wear them during stressful sessions in order to maintain calm nervous system functioning.

- **How does bilateral stimulation work?**

Using gentle, haptic micro-vibrations, these devices give the user a gentle vibration that affects the brain and alters the body's fight, flight or freeze response to restore calm nervous system functioning. This not only helps to reduce the amount of perceived stress experienced, but also the associated body sensation that comes with it (i.e. stomach butterflies or tightness in the chest). Having the ability to think rationally without an associated body sensation helps the brain create new neural pathways that are net positive, and this has a lasting effect on your brain. Now the next time you think of that same stressful situation, it doesn't feel so bad!

- **What does bilateral stimulation do?**

Bilateral stimulation can produce four main effects:

1. A relaxation effect including decreased physiological arousal.
2. Increased attentional flexibility (meaning that your thoughts become less 'stuck' on whatever was bothering you).
3. Distancing effect (meaning that the problem seems smaller and further away).
4. Decreased worry.

Ask your therapist or the front desk staff today about incorporating this new BLAST technology into your treatment!

Some insurance companies may provide coverage for incorporating this technology.

“The Therapeutic Effect of Bilateral Alternating Stimulation Tactile Form Technology on the Stress Response”¹

(From the Journal of Biotechnology and Biomedical Science)

“The application of bilateral alternating stimulation in tactile (BLAST) form technology, a non-invasive, somatosensory-based method, has been shown to modulate the electrical activity of brain networks that mediate the stress response, resulting in a stress-reducing effect in individuals with high reported levels of anxiety, such as post-traumatic stress disorder (PTSD).

In this study, we examined archival data from a heterogeneous group of users (n = 1109) of BLAST technology via Touchpoints, a novel BLAST-based treatment modality, all of whom had high self-reported levels of stress and anxiety. Ratings of levels of emotional stress and bodily distress on a scale of 0 (no stress/distress) to 10 (worst stress/distress of one's life) before and after the application of Touchpoints for 30 seconds were entered into an app.

Results showed a statistically significant reduction in the levels of both emotional stress and bodily distress, 62.26% and 50.502%, respectively, after 30 seconds of BLAST technology was applied. This demonstrates a clear benefit of BLAST on the stress response, reducing both emotional stress and disturbing body sensations.

Recent work examining EEG changes after BLAST technology is applied suggests that BLAST may reduce sympathetic activation by reducing the electrical activity of key areas of the salience network. Further work will more precisely characterize the effects of BLAST, its potential clinical uses, and the mechanisms of actions behind its apparent stress-reducing effects.”

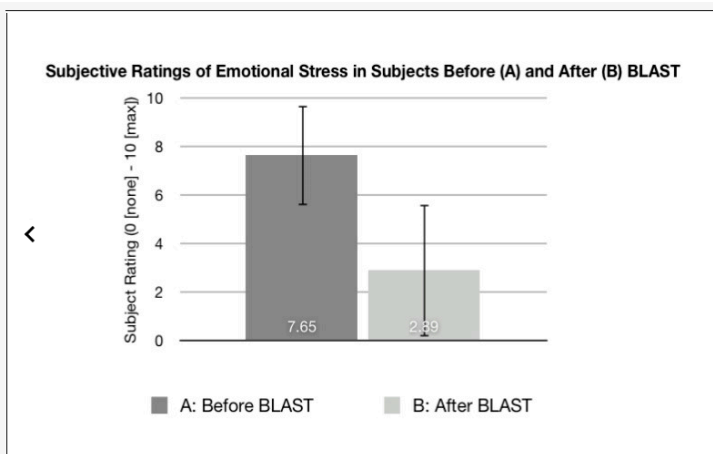


Figure 1.
Mean and standard deviation of the ratings from (0 no stress/distress – 10 worst stress/distress of subject's life) of the level of emotional stress across all subjects (n=1109) before (A) and after (B) 30 seconds of treatment with BLAST via Touchpoints.

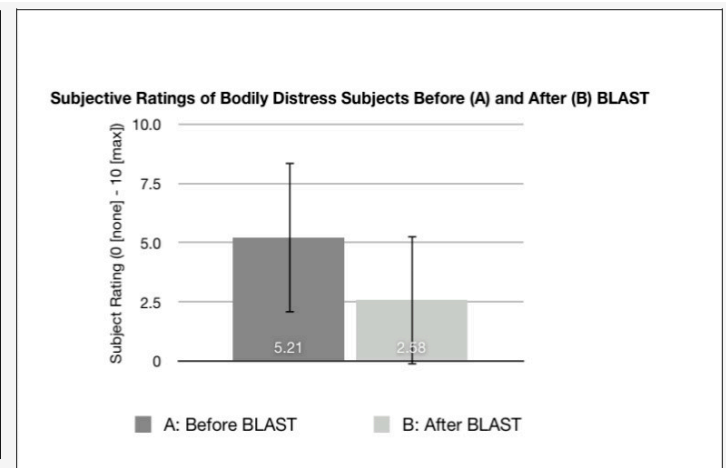


Figure 2.
Mean and standard deviation of the ratings from (0 no stress/distress – 10 worst stress/distress of subject's life) of the level of bodily stress across subjects (n=1109) before (A) and after (B) 30 seconds of treatment with BLAST via Touchpoints.

¹ Journal of Biotechnology and Biomedical Science. ISSN: 2576-6694. Volume No: 1 Issue No: 2. Authors: Amy Serin; Nathan S. Hageman; Emily Kade.