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What Is NuCalm?

NuCalm is a revolutionary technology that naturally relaxes the body without drugs. NuCalm is profoundly improving the patient experience by relaxing the body within minutes – providing a unique and comfortable dental experience for every patient. NuCalm is:

- All natural
- Drug free
- Side-effect free
- Cost-effective
- Easy to administer

NuCalm is a technology that doesn't change your dentistry but will create ideal patients for you and your team. By mimicking the natural communication process of readying the body for sleep, NuCalm provides the same deep relaxation every person feels moments before they fall asleep.

The NuCalm technology is sophisticated neuropsychobiology and neurobioinformatics applied in a simple clinical solution that naturally brings the brain wave function to the first stage of sleep (Alpha Stage - 8 Hz to 12 Hz per second) without using narcotics or controlled substances. NuCalm is a safe, easy to use system, and patients will not experience any significant side effects or require recuperation time. NuCalm was developed by accomplished neuroscientists in Kerrville, TX and has been used on over 11,000 patients across the U.S. and UK. The satisfaction rates have been unprecedented for a subjective human solution:

- 95% of NuCalm patients state they would use NuCalm again
- 98% of NuCalm patients state they would recommend NuCalm to their friends and family

How Does NuCalm Work?

NuCalm is a patent-pending technology comprised of four components that synergistically work together to create profound relaxation, cellular homeostasis, and a neuromuscular release. Your patients will leave your office feeling like they've been to the spa for a deep tissue massage...imagine that!

Step 1. Get the brain ready to relax by chewing tablets that contain naturally occurring neurotransmitters that are dominant in the brain just before people fall asleep. When people are alert or anxious, their Beta brain waves create adrenaline dominance and the receptor sites are not open to

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absorbing relaxation neurotransmitters. The NuCalm proprietary orthomolecular formula was developed over several years to maximize the body's natural relaxation response with NuCalm. The NuCalm chewable tablets include structured, nutrient-sourced building blocks that rapidly enter the brain and convert to powerful messengers that suppress anxiety and create relaxation. The main element in the chewable tablets is GABA (gamma amino-butyric acid), which is the only neurotransmitter that can cross the blood-brain barrier when administered orally, thus the impact is immediate. The GABA A and GABA B receptor sites are in the same area of the brain as the receptors for alcohol, barbiturates, and benzodiazepines. These receptors sites are responsible for calming the brain, but only GABA is the body's natural pathway for relaxation and does not produce any side effects.

Step 2. Cranial Electrotherapy Stimulation Device (CES) is an FDA-cleared device used to treat anxiety, depression, and insomnia for over 45 years. Research over the last 50 years indicates CES causes mild electrophoresis, which catalyzes the effectiveness of the NuCalm chewable tablets (neurotransmitters). Profound relaxation of the mind and body is experienced under the CES influence. The CES device is powered by a 9V battery, uses 0.5 Hz and generates less than 1 millionth of an AMP.

Step 3. Neuroacoustic software that leverages binaural beat and frequency-following-response technology to entrain (hypnotize) the brain waves to the Alpha stage of sleep (8 Hz to 12 Hz per second). We use different frequencies in each ear and the midbrain (Caudate Nucleus) naturally subtracts the difference. We then pulse the difference to the brain and pace the brain wave function between 8 Hz and 12 Hz. This is why you may notice your patients will go "deeper," come out a little bit, go deeper again, etc. When they are deeply relaxed, their brain waves are functioning at 8 Hz, which is the bottom end of Alpha and the top end of Theta. The human ear cannot hear 12 Hz so we use classical music as a carrier wave to get 12 Hz into the brain through the auditory canal.

The neuroacoustic software is the most important aspect of the NuCalm system and your patient's will be relaxed until you stop the music.

Step 4. The use of black-out glasses, or dark sunglasses (for people who have issues with locus of control or experience Post-Traumatic Stress Disorder), is to mitigate stimulation through the visual cortex. Once we get the brain to relax, and oscillate between 12 Hz and 8 Hz, we need to ensure we keep them relaxed. Once your patient has put the glasses on, it is best to simply have them close their eyes and escape behind the black-out glasses.



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Are There Any Side Effects With NuCalm?

NuCalm's patent-pending technology has been administered on over 11,000 dental patients across the United States and United Kingdom, without a single reported adverse reaction. NuCalm simply mimics the body's natural communication pathways to prepare the body for sleep. People must sleep, yet cannot become addicted to, nor allergic to sleep. Therefore, NuCalm can do no harm. In fact, NuCalm creates a neurological "reboot" that will typically help people sleep better and manage stress better for several days following their NuCalm experience.

Are There Any Contraindications For NuCalm?

NuCalm is contraindicated in patients with pace makers, cochlear implants or other brain implanted devices, pregnant or nursing females, or children under 12 years of age. However, there are elements to the technology that may be safely and effectively used on profiles indicated below:

Patient Profile	Orthomolecular Chewable Tablets	CES Device	Neuroacoustic Software	Black-Out Glasses
12 years and older	✓	✓	✓	✓
Under 12 years	✗	✗	✓	✓
Pregnant or nursing	✓	✗	✓	✓
Implanted pace maker	✓	✗	✓	✓
Implanted brain device	✓	✗	✓	✓
Implanted cochlear device	✓	✗	✓	✓
Claustrophobic	✓	✓	✓	✗



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What Will People Feel After Experiencing NuCalm?

Everyone will experience a neuromuscular release and cellular homeostasis, which results in a sense of deep relaxation juxtaposed to a heightened sense of mental acuity. Any muscle tension or stress areas will be released through increased oxygenated red blood cell flow. This neuromuscular release can last up to several days. Most people will find it difficult to have an agitated response for a couple of hours after they have been NuCalmed. And you, as their trusted dentist, will go from being "feared" to "revered." People will feel better, be less stressed, and will often sleep better for several days following their NuCalm experience.

How Long Does It Take To Administer NuCalm?

NuCalm takes approximately 2 to 3 minutes to administer the four steps. Your patients will experience deep relaxation within 3 to 5 minutes.

NuCalm Patient Experiences - Who Will Have A Profound Experience?

The profundity of experiences with NuCalm is predicated on several physiological variables. Virtually every patient will experience deep relaxation using NuCalm (relaxed brain wave function manifested in reduced gag reflexes, reduced sympathetic nervous system responses, reduced startle responses, reduced swallowing, reduced muscle tension in the head, neck, and jaw, etc.). The more anxious a patient is, the more profound the experience will be. Remember, NuCalm is taking everyone's brain wave function to 12 Hz then cycling between 8 Hz and 12 Hz. Therefore, if your anxious patient is oscillating at 30 Hz, they will experience a larger delta than patients whose brain waves are oscillating between 15 Hz - 18 Hz, and the more profound the effect.

NuCalm Patient Experiences - Who Will Struggle To Relax?

The GABA A and GABA B receptors sites are in the same area of the brain as the receptor sites for barbiturates, benzodiazepines, and alcohol. Therefore, patients with long-term substance abuse will have cell morphology that impacts the speed at which the GABA can be absorbed into the receptor sites. In addition, people with sleep disorders or Post-Traumatic Stress Disorder (PTSD), or locus of control issues will also take longer for any brain-focused relaxation therapy to take effect. Essentially, if people have difficulty falling asleep, they will have difficulty relaxing with NuCalm because we are following the same natural communication pathways as when people fall asleep. For patients that struggle to relax, you can expect NuCalm to take longer than the average 3 to 5 minutes for them to



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experience deep relaxation. Ideally you would want to wait these folks out and let them experience NuCalm for up to 10 minutes before working on them. The result is a relaxed, positive experience for everyone and you should make up the time procedurally so your schedule will not be adversely affected.

What Are The Best Ways To Inform Patients About NuCalm?

KEEP IT SIMPLE! For creating patient awareness – use the same marketing initiatives you typically use to introduce new services (some examples are listed below). For assistance in creating NuCalm advertisements or direct mail pieces, please contact your NuCalm team.

- Add NuCalm content and a high resolution NuCalm logo to your practice website
- Place ads in your local newspapers or publications, send flyers, etc.
- Send your valued patients a direct mail piece introducing NuCalm
- Email your valued patients an introduction to NuCalm using email blasts or applications like “Constant Contact” or “Smile Reminder”
- Have you and your team talk about it daily to patients throughout the office
- Print out and hand out the “Patient Introduction” color document that we produced for your waiting room

What Are The Best Ways To Talk To Patients About NuCalm?

KEEP IT SIMPLE!

“Good morning Mrs. Jones. It’s great to see you. Thank you for coming in today. We have invested in an exciting new technology that allows us to provide you with a relaxing and rejuvenating dental experience. It’s called NuCalm and it will relax you naturally within minutes. There are no side effects and no recuperation time needed. You are going to leave today’s appointment feeling refreshed and rejuvenated!”

Patient question: “Has the doctor tried it?”

Answer: “Yes he has and he loves it. That’s why he invested in this technology. NuCalm is dramatically improving our patients’ experiences. It feels great and people love it!”

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Patient question: “Have you tried it?”

Answer: “Yes and I love it. I would like to take it home with me. Our patients love the relaxation experience and so will you.”

Patient question: “Is it safe?”

Answer: “Yes. NuCalm is all natural. It does not use any narcotics or controlled substances. It has been used on over 11,000 patients throughout the United States and United Kingdom with no reported adverse experiences. NuCalm simply mimics the natural pathways the body uses to prepare itself for sleep.”

What Are Some Implementation Tips For Ensuring Optimal NuCalm Results?

- Patients must chew and hold (and swish) the chewable tablets in their mouth for at least 1 minute before swallowing.
- Test the CES device weekly with the lead wire tester to ensure it is working correctly (9v battery may be low or the electrode lead wires may not be working accurately).
- For each patient, the music must start at the beginning of the NuCalm track and should be as loud as tolerable. Be sure the volume on the headphones is turned all the way up and use the volume on your MP3 player as the volume control for patient comfort. When determining the volume level for your patient during a procedure, tell them you want them to mostly hear music but still hear your voice. Even at the loudest audio levels, your patients should still be able to hear the drill and verbal commands.
- When you hand your patient the black-out glasses, instruct them to close their eyes, relax and enjoy the music – light stimulation will negatively impact the relaxation response.
- Hypoglycemia and blood sugar levels can interfere with relaxation. Diabetes is prevalent amongst the American population so please be aware of potential episodes of hypoglycemia.



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How Do I Know When My Patient Is Relaxed And Ready For The Procedure To Start?

Your patient will exhibit physiological changes – their chest cavity will open and their breathing will deepen; their fingers and toes may twitch (neuromuscular release of tension); their jaws will drop and you will see the gravitational pull on their faces. With NuCalm, the muscles in the body completely relax, including the head, neck, and jaw muscles.

What Is The Impact Of NuCalm?

Dentistry without compromise – NuCalm naturally relaxes the body within minutes drastically reducing the gag reflex, tongue interference, startle responses, and tension in the patient's head, neck, and jaw. Dentists can now focus on their dentistry and perform better and more efficient procedures knowing that their patients are comfortable and relaxed.

Improved work environment/reduced stress – NuCalm relaxes every patient, thereby negating the need for dental professionals to serve as chairside therapists. This eliminates the transference of anxiety and negativity from patients to the dentists and team and creates a relaxed environment for everyone. At the end of the day, your dental team members will all feel better.

Patients no longer need to avoid the dentist – Approximately 60M Americans avoid going to the dentist due to fear and anxiety. With NuCalm, patients can take better care of their oral health and get their much needed and overdue dentistry completed. Patients leave dental practices thanking their dentists and even feeling like they've been to the spa - this experience is changing the perceptions Americans have about going to the dentist.

Patient experience is profoundly improved – NuCalm is safe and all natural; there are no narcotics, no side-effects, no recuperative time, and no risks. Clinicians can use less local anesthetic, less nitrous oxide, and less benzodiazepines (for those patients who require heavy sedation) because their body is in cellular homeostasis and relaxed, which negates their resistance to medicaments and therapies. The dental experience is better because the patient is relaxed and distracted and the post-op recovery is significantly improved - patients feel like they've been to the spa and experience a neuromuscular release. Also, their central nervous system has not been compromised so the body doesn't need to recover from major sedation, which often takes more energy than recovering from the specific dental procedure.



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Satisfied patients will refer friends and family – Dental practices grow from word of mouth patient referrals. NuCalm patients can't help but talk about NuCalm, which will create demand in their local communities and activate some of the 60M Americans who avoid going to the dentist due to fear and anxiety.

Can NuCalm Be Used On Patients Who Are Taking Prescription Medication?

Yes, NuCalm can be used with patients who are taking prescription medication. The chewable tablets in Step 1 and Step 2 will not counteract with any medication. The chewable tablets are all-natural and hypoallergenic.

Can Patients Eat Prior To NuCalm?

Absolutely. It is recommended, but not necessary, for patients to eat or drink before experiencing NuCalm. If the procedure is going to be longer than a couple of hours, be sure to monitor for hypoglycemia as you normally would. Patients can also drink water after Step 1 and Step 2 have been administered.

Do I Need To Monitor Patients While They Are On NuCalm?

It is not necessary to monitor the patient while they are experiencing NuCalm. Your NuCalm patients simply experience deep relaxation and the first stage of sleep. NuCalm does not compromise the central nervous system like other forms of sedation, therefore monitoring is not required.

Are Patients With Epilepsy Able To Experience NuCalm?

Seizures are a result of hyper-excited cell states. It is highly improbable for an epileptic to have a seizure while under NuCalm due to the high GABA A & B introduced to the brain in the chewable tablets. In fact, two of the leading anti-seizure medications are GABA based. Our data shows that NuCalm creates a slow cortical response, which maintains the brain cells in a relaxed state. If an epileptic seizure were to occur while on NuCalm, we recommend the clinician and patient take the normal measures they would to address a seizure.

If My Patient Has Celiac Disease Can He Or She Use NuCalm?

NuCalm Step 1 and Step 2 (chewable tablets) are gluten free; therefore, your patients with celiac disease are able to experience NuCalm, without any risks or side effects.



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Is There Any Latex In The NuCalm System?

There is no use of latex, or materials containing latex, in the NuCalm system.

What Is The Shelf Life Of The NuCalm Chewable Tablets (Step 1 and Step 2)?

The shelf life for the NuCalm chewable tablets is two years from manufacture date. The chewable tablets are hydroscopic and absorb water – please keep the cap on the bottles or the tablets can soften over time.

How Should We Deal With Skeptical Patients?

Our objective is to ensure that you are always (as the clinician) in a position of intellectual strength and knowledge of our system. The neuroscience behind NuCalm is fascinating; the clinical outcomes using NuCalm have been profound; and the patient experiences have inspired us! We expect to meet with resistance and skepticism, it's a natural reaction to pioneers. Skepticism is indicative of provocative thought, especially as we challenge convention and introduce this new approach to solving the problem of episodic anxiety elicited by healthcare procedures. History is rife with examples of **zealous conviction as a substitute for fact**. There was a time when you could be executed for questioning the fact that the world is flat.

“There is only one principle that will condemn a man to everlasting ignorance and that principle is contempt prior to investigation.”

Herbert W. Spencer

NuCalm is a proven clinical system that has been developed over the past seven years by G. Blake Holloway, Co-Founder of Solace. Mr. Holloway is an accomplished neuroscientist who has been actively developing products in the fields of applied neuropsychobiology, neurobioinformatics, and neurochemistry for the past 29 years. Mr. Holloway developed the NuCalm system to clinically address his clientele who suffer from Post-Traumatic Stress Disorder. We understand that some of your patients will be skeptical regarding the clinical efficacy of NuCalm. The beauty of this patent-pending anxiolytic clinical solution is that it is predicated on decades of scientific research and literature in the fields of neuropsychobiology:

- Cranial Electrotherapy Stimulation is an FDA-cleared device that has been used to treat anxiety/depression/insomnia for over 40 years
- Binaural beat was discovered in 1839. Frequency Following Response has been used for

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centuries to induce hypnosis

- The influence of Gamma Amino-Butyric Acid, a major inhibitory neurotransmitter in the brain that reduces the excitability of neurons, is well documented
- Light stimulation through the visual cortex and the antithesis of such to elicit relaxation is well founded

All four elements of the NuCalm system interact synergistically to achieve a brain wave function that is documented in our research using sophisticated analytical equipment (a Nexus 4 and a Nexus 10 device). Our research confirms that NuCalm produces a sedative hypnogogic effect with parasympathetic dominance. We can illustrate Alpha/Theta brain wave crossovers in a NuCalm patient's EEG and QEEG that indicates cognitive and functional dissociation. This cognitive dissociative state is characterized by the loss of the sense of time and place.

Skeptics can say that the power of suggestion is effective in eliciting a relaxation response. We are confident that there may be some level of a placebo effect, as people have been conditioned to listen and adhere to medical practitioners. However, NuCalm has been administered to over 11,000 dental patients across the United States and United Kingdom and we have been gathering clinical surveys since mid-November 2009. Clinicians have witnessed on every NuCalm patient, the neuromuscular release and cellular homeostasis manifested in the physiological responses: reduced gag reflexes, reduced startle responses, reduced tongue interference, and relaxation of head and neck tension. The power of suggestion, though powerful, is not strong enough to elicit the clinical responses we have seen (with a sample size well beyond the requisite number to achieve statistical significance and a normal distribution).

Over the past 8 months, we have presented and administered NuCalm to leading anesthesiologists, psychiatrists, psychologists, social workers, endocrinologists, oncologists, internists, sleep specialists, emergency room doctors, and neuropsychobiologists. Interestingly, the experts at the leading academic institutions were the least skeptical because of their knowledge of the anatomy and physiology of human anxiety. When episodic anxiety is elicited in the amygdala of the human brain, the HPA axis (Hypothalamus > Pituitary Gland > Adrenal Gland) is activated. Once the "fight or flight" mechanism of the midbrain is activated, the human mind cannot rationalize itself out of the secretion of adrenaline and the dominance of the sympathetic nervous system.



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Benzodiazepines chemically alleviate anxiety by effectively shutting down the communication pathways of the HPA axis and ensuring the effective absorption of GABA A into the receptor sites. The receptor sites of GABA A and B are in the same location as soothing medicaments, such as alcohol, benzodiazepines, and barbiturates. GABA is the body's natural pathway to relaxation but all of these medicaments work in the same receptor site area of the brain.

Our system uses sophisticated proprietary neuroacoustic software with binaural beat/frequency following response to entrain the brain to the first stage of sleep. We get the brain ready for sleep by using natural neurotransmitters (GABA) and the CES to catalyze its effectiveness. The neurotransmitters and CES are used simply to counteract the effects of adrenaline to allow rapid onset of relaxation. Our visual stimulation step is to cut out all light. In theory, in clinical practice, and in validation research, our system is effective. We can't convince everyone that NuCalm is effective. Our only suggestion is to have your skeptical patients try NuCalm. The beauty of mimicking the body's natural pathway to sleep is that it is physiologically impossible for NuCalm to cause any harm, so what do they have to lose?