

AVS

Vol. 3, #3
Fall '03

Auditory / Visual Stimulation

Includes:

An Interview with Jeff Labno
"Future Memories" by Dr. Jill
The ALL color Visual System
New Products review
& More!

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Cover design: created entirely by Christopher Oliver. Mr. Oliver is known in the AVS community for his talent in designing avs sessions (including sessions in the Muse#, Nova Pro, Halcyon and 515) and musical compositions (Space Journey, L/S Voyager and Synthesizers From Outer Space). Christopher's latest work "AV3X: Digital Meditation" on DVD is the first DVD to utilize light and sound. You can contact Christopher at: www.AV3X.com.

LIGHT MEDICINE 2003

“We are only beginning to understand what light has to offer in terms of physical, psychological, cognitive and spiritual development. The use of light as a therapeutic tool is a rapidly developing field, with applications that include optometry, stress reduction and the healing of scars. Much research is being done into the various benefits light has to offer.”

On November 3rd, 4th and 5th, some 60 professionals working in various fields of light applications and research came from across Europe, the United States and Canada to Antwerp, Belgium, for Light Medicine 2003, a conference dedicated to the creation of an international association for the promotion of the healing possibilities of light. During the three days of the conference the founding tenets and initial projects of this organization were developed. Five committees were created for the specific purpose of furthering these goals:

- *University committee:* in December 2003 a new university will open its doors in Arbon, Switzerland. This institution will be able to offer research facilities and interdisciplinary courses for both the theoretical and practical study of light. The university committee will develop a curriculum for this purpose.
- *Resource center:* the College of Syntonic Optometry in upstate New York has offered the use of its facilities for this purpose. In addition to providing a platform for lectures in North America, the syntonic organization will assist in the promotion of the light association, including connecting it with their affiliates.
- *Website committee:* a website will be created by the end of 2003, with the aim of developing it into a web portal, ie: an informative, easy-to-navigate site that will be aimed at professionals, students doing research and the general public.
- *Communications committee:* the aim of this group is to promote light therapy, not commercialize it. Articles and press releases will be made available to scientific journals and popular periodicals. At the same time, members of the light association will be kept informed of each other's activities and other relevant issues.
- *The white table:* in addition to the above-mentioned committees, a “white table” has been established to work on a variety of key issues, including gathering information on relevant regulations in various countries, organizing group insurance for light association members, publishing and distributing a list of out-of-print books and resources, and promoting the metaphysical aspects of light.

The International Light Association will be established as a non-profit organization - meetings have already take place with officials in Brussels to have it recognized in the 25 countries of the EU.

In terms of both enthusiasm and commitment, Light Medicine 2003 was a tremendous success. The basis has been established for an association of light professionals that will promote their work, protect their interests, educate the public and create a forum for the exchange of information and ideas.

An Interview with Jeff Labno:

Product Specialist at Tools For Wellness

1. Please begin by sharing with our readers a little bit about yourself...

“I started my personal research in consciousness development around age 11. One of my friends taught me to meditate and actually gave me quite a few of her old books and courses on consciousness development.

I moved to Los Angeles to study Egyptology at UCLA. After getting my degree, I began to teach part time at a yoga school in Hollywood. Here, I met quite a number of interesting people who introduced me to flotation tanks, light and sound, and quite a number of other interesting consciousness altering technologies. This was in 1978.

Dr. Russell Jaffe, MD, introduced me to flotation tanks and I began using them several times a week. Dr. Bob Beck invited me over to the Anderson Research Foundation where Andy Anderson set up in his two story Hollywood home float tanks, a light and sound machine, Farady cage...His two story house in Hollywood was set up to be a mecca for interesting technology and attracted quite a number of renown people in this field such as Ed Skilling.

In 1980 I opened, with a partner, Altered States MindGym. It slowly grew to have 6 float tanks, 2 light and sound stations, Graham Potentializer, Mind Mirror, binaural signal generators, massage, Star Chamber...

In 1987 when Megabrain became popular, Altered States was set up with much of the technology listed in the book, plus more. Many people well-known in the field of light and sound, such as Michael Hutchison, showed up on a regular basis.

In 1991, I changed direction, working for a medical doctor for 6 years in environmental medicine. I still kept my interest in light and sound, and showed a few doctors how it worked. To my surprise, a few of them integrated using it in their practice!

In 1996 I started working for a retail store at the Santa Monica Promenade called Inner Space as their light and sound specialist. They had six stations equipped with light and sound integrating vibration and motion. People from all over the world came here trying out light and sound.

In 1998, Tools For Exploration, now Tools For Wellness, moved to the Los Angeles area. I then started working for TOOLS as a product specialist and in product development. Tools is an interesting intersection of talking to inventors, looking at product submissions, testing them out, researching what they really do, and making decisions as to their commercial viability.”

2. When did you personally begin using AVS? What instrument did you use and what was your reaction?

“I first used the Synchro Energizer at the Anderson Research Foundation. Andy hooked me up with another friend. I was stunned at the experience. Andy would twist and turn the dials, press buttons up and down. One of the control dials was a heartbeat.

I knew then that I had to have one, even at \$8,000! Basically with real-time control in the hands of an experienced operator, you see visions and colors of things that most of the AVS machines made thereafter have never been able to duplicate.”

3. How often do you personally use AVS? What is your favorite type of session and why? Do you incorporate other modalities, such as music, biofeedback or tactile stimulation into your sessions?

“Personally I use AVS everyday sometimes, to just once a week. It really depends on what I am doing. Sometimes my mind is really busy when it is sleep time, so during those periods I’ll use it everyday to help lull me to sleep. Works GREAT! Other times, when working on a project, I can’t get my creative juices to flow. A creativity session generally does the trick in about 5 minutes. My favorite time to do an AVS session is after a bad day. Just seeing those colorful patterns emerge inside my head transitions me rather quickly from internal chaos to that of joy, so I can enjoy my personal time without thinking about the problems earlier in the day.

I really like music the best because music is an integral part of changing one’s experience. It can transform a boring session quickly into one that is intriguing. I’ve used EEG (electroencephalograph) brainwave biofeedback off and on for many years because it helps the individual understand where they started and where they ended up. I’ve been making tactile environment with light and sound since about 1983. I used to make transducers in 1974, so integrating them with AVS comes easily.

Vibration is an interesting add-on because the skin is the largest organ of the body, and vibration really gets the brain’s attention fast! It can be intrusive for some, especially when you are in an introspective mood. A simple way of including vibration with AVS is using the Neurophone. It requires some splitters.

Using aromas with light and sound is quite interesting because aromas not only change brain-wave patterns, but transcend your mood quickly. Smelling orange can perk you right up, while frankincense can soothe, helping catalyst meditation.”

4. What is your definition of the perfect AVS instrument?

“The perfect AVS machine....well perhaps it's not always the machine, but to get the best experiences, an experienced operator goes a long way. I've done real-time sessions for years for people using the very machine that they own. They frequently take off the light glasses saying, “wow, that was amazing. What program did you use? I've never experienced anything quite like that with my machine.”

Perhaps some good training would change the dynamic of using AVS for the entire industry. You can't train the difference between an ordinary AVS session and a GREAT one either over the phone, or by reading a book. I've tried both, people don't get it. They need “hands-on” training.

The perfect AVS instrument has yet to be developed. It should have analog control with an option for that session to be digitized to be replayed. This would be the wave of the future. You could do a session for friends in “real-time”, record it, then, play it back using any external music you so desired.

A variable heart beat would be a tremendous boon because you could use it to make someone more alert during very deep brainwave programs, or more relaxed during very alert brainwave sessions.

Using glasses that allowed the individual to pick the color they wished would be monumental in upgrading the experience.”

5. I understand you are writing the first guide for the 'personal use of color'. Could you tell us a little about it?

“Yes indeed! Researching the use of color has become a hobby of mine since introducing “pro-choice” use of different colors of light into AVS about five years ago.

It is not easy to find medical literature on what the biological effects of colors are. It took a long time before I became familiar with the scientific terms that are required to do this research in the first place. I found it fascinating however how colors are used by MDs applied via lasers. Red, for example, is often considered to be stimulating. Red light lasers, however, are used to actually quiet cellular activity so that violet or blue light can then energetically do their magic.

I found that shining light on the body does not have the same effect as shining it into the eyes. When shined onto the body, light impacts cellular chemistry, while when shined into the eyes,

it impacts neurochemistry.

I looked into the research of astrophysicists and charts of the different elements showing the light spectrum of each color. I looked at medical research abstracts. I checked out botany books, old color therapy books...the list goes on and on.

What this manual does is give some guidelines into the use of color therapy in a simple way, intuitively; then details scientific methods to determine the use of color. There is even a brain-wave chart showing which colors to use with each brainwave state.

Of special interest, I found research showing that blue is bactericidal on the skin, but when blue light enters into the eyes, it can stimulate growth hormone. I found another study that shows how violet light stimulates nitric oxide production, that is what Viagra does. We are just learning the “code” of how to use color and light.”

6. What considerations should someone new to AVS take into account before choosing their first instrument?

“The first consideration for a “newbie” in AVS is to align with someone with a lot of experience. Doing this is more important than anything else because it will save a lot of time and money spent otherwise making mistakes.

And secondly, subscribe to the AVS Journal!”

7. What aspect of an AVS session is most important to you, in terms of ensuring maximum entrainment effects?

“What is important in getting entrainment results firstly is assuring your environment is right. Unplug the phones, turn down the light, tell people around you not to disturb you, and loosen any tight clothes.

Then choose the correct session posture; sitting up for focus and energy, reclining for learning and creativity, and laying down for meditation and deep rest or sleep.

Music has a profound impact on sessions. Choose something that you like that suits your mood at the time that you are doing your session. It doesn’t matter what it is, except that you like it.”

8. You have been involved in this field for many years. What one situation stands out above the rest?

“I was doing a creativity session at work one day with Beethoven music using blue light. It was just a 15 minute session out in a noisy employee’s area. I found myself “mental imagery” floating 20 feet above the ground in the middle of a gorgeous redwood forest. This vision was so real that it was no different than being there.

Otherwise I can’t tell you how many tears have come to my eyes when different people have told me AVS has helped them with addiction problems of different kinds. These testimonials are very special to me.”

9. What do you believe are the most important issues facing the AVS Industry today? What would you like to see happen?

“The AVS industry has been fragmented for many years; this machine is better, or my discovery...Trust me, over the many years I’ve had dozens of engineers and inventors bring me dozens of AVS devices they’ve either manufactured or crafted out in their garage. The most important issue facing AVS is co-operation. It would be nice for someone to set up a conference for AVS involving researchers, the manufacturers, spa operators, and the public.

I attended the first conference held in Cleveland for the only light and sound manufacturer that existed at that time, Synchro Tech in Cleveland Ohio. That must have been in 1987. Interfacing with people around the country who were offering AVS to the public was a great experience. The floatation tank industry has them, it is timely for that to happen in AVS.”

10. How can people contact you?

“People can contact me via email at: jeff@ToolsForWellness.com

Thank you Michael for the opportunity to chat and explore AVS today!”

The Game of Tennis as a "Future Memory"

By Dr Jill Ammon-Wexler
International Success Mentor

You're out on the court with a friend. She's been burning up the court with blistering serves. But you've hung in there, and won the set by returning some great shots.

But now it's your turn to serve.

You try to brush away the memory of the last time you played -- when your serve suddenly went "bad" on you. For some unknown reason, you just couldn't keep the ball above the net.

You bounce the ball a couple of times, then wind up and toss it up for a serve. But even before the strings touch the ball, you already KNOW what's going to happen.

You set your teeth as the ball slams into the net just like it did last week. You shake your head. "Not again." You moan. "What has gone wrong?"

And of course, your second serve is almost identical to the first. This is what tennis players, golfers, and other athletes call being "off their game."

Being "off your game" in any aspect of life is caused by what I call a "future memory." The term "future memory" may seem odd, but it's a natural mental process. A "future memory" is basically a picture of yourself in the future. And the truth is, you're creating such memories virtually every day.

There's an old saying: "In life -- we get what we focus on." And now neuroscientists have discovered the scientific truth behind that axiom.

Here's what's happening: Your subconscious mind will automatically work to manifest your mental "pictures" of what seems appropriate in your life. If you feel you're "off your game," you reinforce a mental expectation that you will continue to be "off your game!"

Your subconscious mind doesn't "think" in the same sense your conscious, rational mind does. The subconscious mind actually takes "directions" from your conscious mind, and orders your body to carry out those directions.

Your feeling of being "off your game" is seen as a direction from your conscious mind.

Your subconscious mind instantly "gets the picture" from stored memories that support that "direction." In effect, it creates a "future memory" of how you are about to respond - then sends actual neural messages to your brain's "motor centers" to reproduce a tennis serve that will slam into the net.

It's important to appreciate the fact that "future memories" are a physical brain reality. This is not just a psychological construct!

Years of research by behavioral scientists has clearly proven that mental rehearsal **alone** creates actual improvements in both sports and intellectual activities.

How can this be so?

Recent scientific PET (positron-emission tomography) scans have provided fascinating scientific proof of the power of mental rehearsal.

PET images of the brain activity associated with simply **thinking** about moving an arm -- do truly activate areas of the brain associated with **actual** arm movements.

What does this mean?

In practical terms, you can use mental imagery to "pre-program" your mind by "practicing" the positive effects you want in your life.

The other thing you'll want to remember is this: Your subconscious mind is the product of your physical brain! It's not some concept that floats around somewhere out in space!

And what neuroscientists have discovered about the physical brain is this: It is not the "rigid structure" it was once thought to be. We now know that the brain is "plastic." It constantly changes to fit your current (and currently expected) environment.

Plus the evidence is that like muscles, the brain too follows the rule of "use it or lose it."

If you consciously focus on "future memories" of success, they will be seen by your subconscious mind as actual instructions. Your brain then responds by building actual neural networks to hold those instructions.

And the more often you send those "future memory" instructions -- the stronger those positive neural networks will grow. So...there's now irrefutable scientific evidence that we actually ARE what we think.

That's why it's so important to focus on positive future memories of what you want in your life - and starve any old neural networks holding memories of personal limitations.

Your daily "reality" is a direct reflection of these future memories. Whatever you consciously or unconsciously focus on, whether positive or negative, will gain strength.

Any life improvement must begin with an improvement in your ability to use "future memories."

Those who are successful are those who continually focus on the life they want to lead. Those who are unsuccessful continually focus on what they do **not** want. And what you focus on gains power from stronger, more stable physical neural networks.

Come get your FREE subscription to Dr Jill's mind-building "LandOnYourFeet" weekly ezine, plus a FREE month of the popular *BrainWave Generator* software (loads on any Windows computer) at: <http://www.quantum-self.com/newsletters.htm>

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Introducing the . . . “AllColor Visual System™”

Featuring RGB Visual Technology!

Introduction

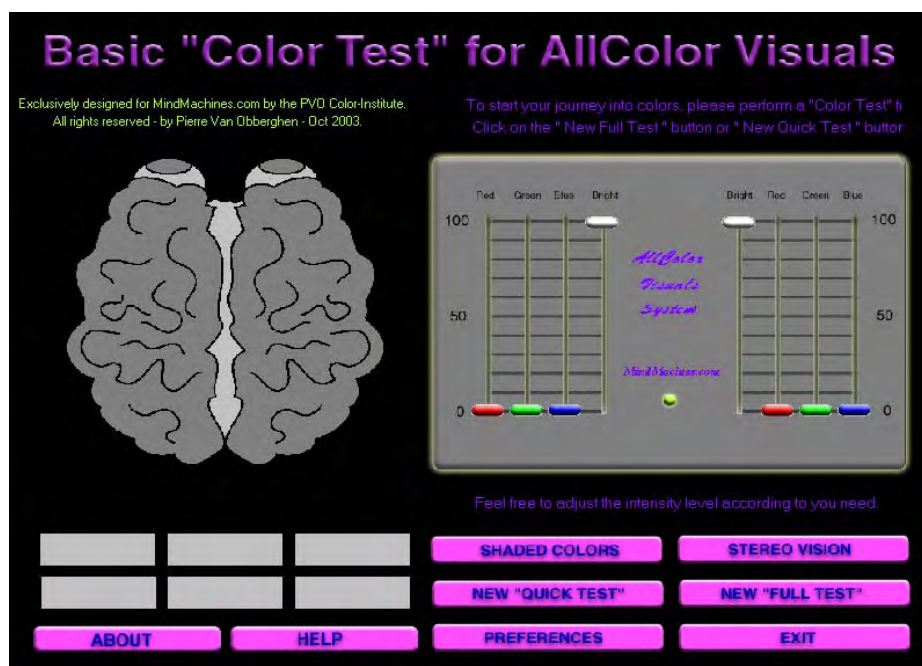
A few years ago Chris Williams and I were sitting in my office discussing different methods for delivering light and sound stimulation, also referred to as audio-visual stimulation (avs). That was around the time when Chris had just finished making the prototypes for Lightframe Polarity Adapters. He was telling me about RGB technology and how cool it would be if glasses were available with three colors for pulsed light stimulation. I totally agreed, but like many others with the same idea, neglected to follow up.

Then a few months back, Jeff Labno and I were talking on the phone and the subject of glasses came up. I asked Jeff what he thought the perfect avs glasses would be. Jeff shared a story with me, starting a few years back and how to this day his ultimate avs glasses remained just an idea. Jeff thought that by having tri-colored LEDs consisting of red, green and blue, the glasses would be capable of generating any color in the rainbow, thus enabling the user to choose any color they feel like for any particular avs session without having to have a suitcase full of glasses.

It hit me as soon as I hung up the phone with Jeff ... could Chris build them? What an adventure this proved to be! First the correct type of RGB delivery needed to be found along with all the various other parts. Then Chris had to mold all those pieces into the very first RGB-based prototype. I would like to interject here that Rick Williams, an incredibly patient man and CEO of Rybett Controls, Inc., offered much guidance and direction in the construction of the glasses. And from this collaboration between Rick and Chris, the very first glasses to utilize RGB technology became a reality. Think about this: How many different color LED glasses are there? You have a choice of one color, two colors and some come with a combination of two color LEDs. But with the *AllColor Visual System™*, you can select any color in the rainbow. That is more than four thousand shades, mixtures and pure colors generated from just one single set of glasses.

This all leads to a very basic question I often think about, which is a rather important consideration when working with colors: Is the color LED glasses being used by an individual for an avs session the color (s)he needs most at that particular time? How would you know and how would you attain it in a cost-effective manner? With the creation of the *AllColor Visuals*, the attainability in a cost-effective manner was solved. Then to find out which color would best meet an individual's specific needs, I contacted Anadi Martel, CEO of Sensortech and developer of the most advanced light, sound and tactile stimulation system made: the Sensora.

Anadi shared two incredible pc-based programs with me: one basic, simple and fast; the other more in-depth and detailed. The basic program is perfect for the average avs user while the more in-depth program is perfect for professionals that utilize color therapy in their practice. Anadi then put me in contact with the creator of these software programs: Pierre Van Obberghen, President of the Color Institute in Geneva, Switzerland. Pierre has more than 18 years of color therapy experience, and with his team of engineers, produced an incredible software program that incorporates both a quick test for the average user and a more in-depth test for use by professionals. This unique program, developed specifically for the *AllColor Visual System*TM, shows the participant exactly which color would best meet their needs when doing an avs / light and sound or color-only session, as shown in the following image:



It then became apparent that a description on how to utilize colors was necessary so the average and professional user alike could maximize their *AllColor* visual experience. For this aspect of the system, Jeff Labno rose to the occasion. Like Pierre, Jeff has over 18 years of knowledge about color and how various colors affect our mental, emotional and physical states of awareness.

The result, Mr. Labno has produced a very detailed, yet easy-to-understand guide for using RGB light-emitting glasses. It is written for the average user as well as the professional. Jeff's "Color Guide" provides everything you'll need to know for beginning your *AllColor* visual experience and includes an excellent reference list that will assist you in learning more. Jeff has written a truly unique guide, as little information has been written concerning the personal use of color.

Combined, the *AllColor* Visuals, Color Guide and Basic Color Test software program provide all the ingredients necessary for making anyone's avs / light and sound or color-only experiences more enriching than what has previously been available for the general public and color therapy professionals.

Purpose

The reason for creating of the *AllColor Visual System*[™] is simple: it is a necessary tool for delivering light stimulation for both avs / light and sound sessions and color therapy. Furthermore, until now, this approach for delivering light stimulation has not been offered to the general public. And by having one set of glasses producing thousands of colors, no longer does an individual need to invest hundreds of dollars purchasing different color LED glasses, which makes the *AllColor Visual System*[™] extremely cost-effective.

With the inclusion of the detailed "Color Guide" and "Color Test" software program, the question of which color would best meet the needs of an individual ready to experience an avs / light and sound or color-only session can be answered quickly and easily. Again, this approach is a first.

The *AllColor Visual System*[™] fulfills two purposes: they can be used for generating pulsed light stimulation for experiencing avs / light and sound sessions or by simply flipping a switch, can deliver constant light stimulation - an ideal way to receive color therapy treatment.

As Jeff Labno explains: "The *AllColor Visual System*[™] was designed for light and sound machines. However, they can be used in two additional ways. First, you can use them for eyes-open meditation for emotional release. When you gaze at any particular color of light, emotions concerning events of the past begin to bubble-up in your consciousness, and because you are in a quasi-meditative state of mind, they are released by being unattached to them. All that you need to do is gaze at any particular color for about five minutes, then go on to the next color of choice. About 1/2 hour is the recommended length of time to spend per session. Spending more than 1/2 hour is not recommended as it can induce "emotional overload". There is a 'hidden' therapeutic benefit from gazing at different colors which is overall emotionally uplifting. You will feel an actual increase in personal energy or 'charge'. The best results are obtained by going through a wide variety of different colors. Change the color you are looking at every 3 - 5 minutes. Try to keep the time intervals per color about the same.

The second way to use the *AllColor Visuals* is to shine light on the skin. The photons

(energy packets) in the beam of light interact with the cells, increasing cellular activity for healing. All you do is hold the glasses a few inches away from the skin on any part of your body. The light must shine on the skin, not through clothes. Red has a calming effect on inflammation and is used to reduce swelling. Orange is a good tonic for the blood and should help your complexion. Yellow accelerates in the nerves. Green is one of the most active colors, good for overall healing. Blue is a bactericide making it great for skin disorders such as acne. Violet is used to stimulate hormonal activity. Use it on the throat to stimulate the thyroid as an overall immune enhancer. As you can see, when light is shined on the skin, it has almost the opposite effect as light coming through the eyes. Light shined into the eyes affects neurotransmitters. Light shined on the skin impacts chemical changes in the cells.”

So now both the average person and the professional has at their fingertips a cost-effective way to determine which color would best meet their needs for any given session at any given time, quickly and easily. The result, a more enriching color experience, maximizing the potential of either an avs / light and sound or color-only session.

Design

Our three-fold approach (RGB light-emitting glasses, Color Guide and Color Test) is designed to be user-friendly while simultaneously achieving maximum results. The *AllColor Visuals* are lightweight and comfortable.

AllColor visual glasses resemble popular style sunglasses and have two small cables attached to each ear strut. Terminating in a single plug, these cables connect to the *AllColor* control console. To wear the glasses, you simply drop the cables over your head just like you do to accommodate a sports strap, which allows the glasses to have a more balanced feel.

The *AllColor* control console is a light-weight, hand sized box with analog slide controls (for red, green, blue and brightness) for both the left and right fields of vision. This enables the user to choose stereo stimulation (different colors for each eye) or mono stimulation (one color for both eyes). The stimulation can be pulsed for light and sound sessions or constant for color therapy sessions. The *AllColor* control console also has the ability to be music driven. By adjusting the volume of the sound source, the desired ‘dancing’ level of the lights are achieved. Headphones can be plugged into the second signal source on the *AllColor* control console and the audio volume can then be controlled by the external sound source, either as part of the headphones or as a separate inline volume control.

The “Color Test” software contains many features, but the quick test to determine which color an individual should select is amazing. What happens after taking this very quick and easy test is a picture will appear on your pc monitor (refer to the screen image on page 2). The left half of the screen will show you which color(s) to employ via an image of the brain, while the right side of the screen shows an image of the color selection console and where exactly you should set each selection slider. It is simple, as just looking at that image shows you exactly where the sliders should be placed. Pierre has created a program that the light and sound

industry has needed for a long, long time.

Have questions about how certain colors affect the mind? Ever thought about using color to improve the quality of your life? Jeff's "Color Guide" will answer these questions and a whole lot more. This guide to using color will explain the personal use of color, in simple words. It is written to show you how best to use the *AllColor* glasses, to employ the color test program and in short, how to enrich the quality of your life through the simple utilization of color.

Summary

This is the first RGB visual system that describes the personal use of color, helps you choose which color or colors is best for you at any given time, and enables you to achieve the color(s) through the use of the *AllColor Visual* glasses. What you receive: RGB light-emitting *AllColor* glasses; color-control console with ac adapter; stereo patch cord; and our easy-to-read "Color Guide" by Jeff Labno.

Complete system: \$329.

AllColor Visual System™ copyright and trademark: Michael Landgraf, Granada Hills, CA / November, 2003. Patent Pending. All Rights Reserved.

How to Combine the Proteus & Thoughtstream for Simultaneous Use:



Using the stereo audio patch cord which came with your Proteus, connect the PC jack on top of the ThoughtStream to the AUX jack on your Proteus. If you have selected a ThoughtStream-enabled program, the Proteus will automatically sense the ThoughtStream and run it with biofeedback control.

Should you require further assistance, please visit: http://www.proteus-support.org/New_Folder/proteus%20editor%202.0%20software%20guide.pdf or if you have a Proteus manual, refer to page 9 - "Adding biofeedback control to a program."

ALLcolor Visual System™

An Amazing Stand-Alone Color Therapy Device
That Also Works with ANY Light and Sound Machine

Hemispheric



Color Control



The Purest



White Light

Color Therapy Meets Light and Sound

Over 4000 Colors - 1 Pair of Light Glasses

The Color Therapy "Dream Machine" for the Light and Sound Enthusiast

Why settle for one color of light glasses?
Why buy several pairs when you can get
the ALLcolor Visual System and have....

ALL the Colors in the Rainbow!



Now Available and IN STOCK @ www.MindMachines.com

The Differences Between Tru-Vu and Harmonics

Omniscreen Eyesets by MindAlive:

Our patented Tru-Vu Omniscreen™ Eyesets are specially designed to allow for the left and right visual fields of each eye to be individually stimulated rather than the entire eye. Now you can experience a whole new dimension to light and sound stimulation!

When using synchronized or "focus" stimulation during an AVS session, the Tru-Vu Omniscreen™ Eyesets operate the same as with ordinary stimulation from the old style or "Harmonic" eyesets. But when using alternate stimulation or "expand", or dual frequency, the stimulation is very different with the Tru-Vu Omniscreen™ Eyesets.

The old style eyeset can be uncomfortably dissociating in expand (or alternate stimulation) causing nausea and vertigo in many cases, whereas the Tru-Vu Eyeset dissociates in a much more gentle fashion. A 1996 study revealed that more people prefer the Tru-Vu Eyeset over the old-style harmonic eyeset that competitors make.

The visual pathways to the brain are routed via the nerve network called the *optic-chiasm*. The optic chiasm connects the left visual fields of both eyes to the right hemisphere of the brain and vice versa.

With regards to the Harmonic Eyesets, alternate stimulation or "expand" stimulates each eye alternately and therefore both geniculate and both thalami also receive a double hit, because each eye is wired to both structures. This produces a frequency-doubling effect and often a sub-harmonic near the half-frequency, but not at the stimulus frequency. A 10 Hz (alpha) alternating stimulus will flash in the left eye ten times and flash in the right eye ten times in one second, generating a visual evoked response of 20 Hz. Unexpectedly, anxiety may be the result during an "alpha" session, especially when using LEDs, which also produce a strong third harmonic.

The field-independent method, used in the Tru-Vu Omniscreen Eyeset, takes advantage of the unique wiring of the optic chiasm. The Tru-Vu Eyeset flashes into the left visual fields of both eyes at one frequency, while flashing into the right visual fields of both eyes at another frequency, therefore eliciting a different, unique frequency into each hemisphere of the brain. This allows us to do some amazing things. For instance, enhancing left hemisphere beta and right hemisphere SMR has shown great value in improving attention and reducing hyperactivity. Similarly, reducing left hemisphere alpha while enhancing right hemisphere alpha has proven itself for reducing depression, often following one Alpha/Beta session.



To learn more about these beneficial lightframes, please visit: www.mindalive.com or contact David Siever at MindAlive: 800/661-6463.

Stress Reduction, Health Maintenance and Anti-aging Can Be Made Simple With Daily Use of Pulsed Magnetic Fields

William Pawluk, MD, MSc

Dr. Pawluk is an Assistant Professor at Johns Hopkins Medical School. He is a board certified family physician with training in acupuncture, nutritional / herbal medicine, homeopathy, hypnosis and bodywork. He has used magnetic therapies as part of his practice for over 10 years. He has published a book, "Magnetic Therapy in Eastern Europe: a Review of 30 years of Research". He uses a holistic approach to treating the individual and applies the modality or modalities most likely to help, whether individually or combined .

“Magnetic field therapy is ideally suited for the treatment of many physical conditions and health maintenance. This modality is of great value because the person may continue treatment on her/his own over a long period of time if necessary. This decreases dependence on the practitioner, which is very important for ongoing self-care. Pulsed electromagnetic field therapy can be used as the sole treatment in many cases but is often even better with other accepted modalities. Magnetic fields penetrate the body as if it was air. They are noninvasive and nontoxic, which makes them ideal for the gentle and gradual body rebalancing and healing. Magnetic fields work individually on the natural healing systems of the body but also work through the acupuncture systems. A whole body treatment with magnetic fields can be as strong as acupuncture in many cases. Treatment of the whole person requires an understanding of the underlying causes of the individual's difficulty. Magnetic fields, like other therapies, can help to rebalance the individual but full recovery is unlikely unless the cause of the problem is also managed.

What is a typical treatment like for your patients?

It is very difficult to say that there is a typical treatment. Every individual and problem is unique. Magnetic field treatments can be done with either permanent magnets or pulsating electromagnetic fields. I started out with the use of permanent magnets only. As I have learned more about pulsed magnetic fields, and started having access to these systems, I have begun combining them into a treatment program. They are combined since pulsed magnetic fields act more gently on the body and can frequently accelerate treatment faster. There are strong electromagnetic fields that are only used in the doctor's office, usually at the start of a course of

care. Then, pulsed electromagnetic treatment systems can be purchased for self-managed home use. Treatments usually take between 8 to 30 minutes, once to three times per day. Pulsed magnetic fields may often be the only treatment required. Occasionally, permanent magnets may be used between therapeutic sessions, especially for orthopedic, musculoskeletal and soft tissue problems. If a rapid response is required, permanent and pulsed fields are combined. If the circumstance requires a more gentle approach, pulsed fields are usually the first to be used, the response is reviewed and if necessary static/permanent magnets are added. For acute problems magnetic therapy treatments could last from several weeks to months. For chronic problems normally long periods of time are required. A proper treatment course frequently combines nutritional supplements, possibly medications and other physical therapies.

How can magnetic fields help to maintain health and wellness?

Magnetic fields can also be used for lifetime health maintenance. Since stress is a continuous challenge in North American life, lifetime health maintenance with the daily use of gentle pulsed magnetic fields is now our reality and a major stress reducer. The primary actions of magnetic fields are to reduce muscle contraction. This means that the muscles of the back and shoulders can be relaxed at the end of every day. This is not to allow stress to gradually accumulate its damage in the body. Whenever there is muscular tension the blood supply to the tissues involved is diminished. This is a primary cause of fibromyalgia and chronic fatigue. Pulsed electromagnetic fields, using a whole body treatment mattress, can simulate the oxygen improving benefits of exercise. Therefore, magnetic fields can be a major anti-aging preventive care system. In addition, research is showing that magnetic fields have strong actions on bone, particularly in the treatment and prevention of osteoporosis. Many studies have also shown a benefit in treating arthritis, which almost everyone will get with age. One study has even shown that magnetic field treatment may reduce the development of arthritis in the first place. While individuals may use magnetic fields without consultation with a magnetic therapy expert, the best response and most specific individually tailored treatments would be obtained with this kind of consultation.

For what application(s) is the modality of magnetic field therapy best suited?

Because magnetic fields act on many specific physical processes, they can be used in almost any kind of illness, either as a prevention or treatment. The primary actions of magnetic fields include: muscle relaxation, increased circulation, pain reduction, reduced nerve irritability, enhanced tissue and bone healing, reduction in swelling, bruising and inflammation, decreased clotting, improvement in scars, enhancement of acupuncture and rebalancing of the sympathetic/parasympathetic system. The nervous system is particularly sensitive to magnetic fields.

Like acupuncture, magnetic fields appear to act in a more obvious fashion when obvious imbalances exist, such as pain, scars, injuries, etc. In the presence of chronic health problems,

sleep disturbance and mood disorder are common. Once therapy begins these problems are often the first to respond. Even if therapy is stopped during the course of care, healing often continues for some time after. Health problems from deficiencies, such as low thyroid, in hypothyroidism, low insulin in pancreatic dysfunction, anemia from lack of iron, will not be cured by magnetic fields. Only the missing substances can properly treat the problem. Magnetic fields cannot be used as a sole therapy for cancer. Often however they can be used to supplement traditional cancer therapies, such as chemotherapy, radiation therapy or surgery. The use of medications is usually enhanced with magnetic fields. This means that magnetic fields do not interfere with most medical therapies and in fact appear to enhance them. Magnetic therapy has saved numerous people from needing surgery, in selected circumstances.

Dr. Pawluk's philosophical statement.

Humans are souls with bodies -- not bodies with souls. Our legacy prior to and after this physical existence is much grander than can be imagined. True health only comes when the soul is balanced. Health does not equal happiness. Happiness does produce health. Newtonian physics is a physics of direct cause and effect, in a perceived "material" particle-based, molecular world. Newtonian physics clashes with quantum physics only for those who can't imagine a grander picture. Many complementary and integrative therapies are more quantum than Newtonian. The difference is like plowing fields by hand or using a large diesel tractor. Another example is like walking from Washington to New York vs. taking the Concorde. Surgery, which sometimes can be lifesaving, is savagery, whereas self-healing with imagery is elegant - Newtonian vs. Quantum. Both systems have their place. Neither one can discount the other. It takes wisdom, from both the individual seeking care and the practitioner, to know the difference. Complementary practitioners, like medical physicians, who know only one art may be very skilled at their art but can't speak from experience about others they don't use. The more disciplines, from very different orientations that a practitioner knows, the less tunnel vision there is and the more likely the treatment selected will be appropriate to the problem being treated. Square pegs won't get put in round holes by mistaken faith.

Magnetic fields can be as strong as surgery or as gentle as quantum fields. Ultimately, the soul and the body are electromagnetic. All magnetic fields interact. When the body (or the soul) is out of balance, the electromagnetic fields of the body (or soul) are out of balance. Magnetic field therapies can help to restore some or all of these imbalances. Before the body gets out of serious imbalance, unless there is a sudden trauma, it must go through progressive stages of imbalance, from energetic imbalance through physiologic imbalance to a pathophysiologic stage and then to a pathologic stage. This latter is organ or tissue death. Magnetic fields work best in the earlier stages of imbalances. With severe imbalances more drastic measures are usually required, such as surgery, chemotherapy, etc. Magnetic fields would be least obvious in their benefit in these latter stages but could still be very helpful in a complementary fashion.

Therefore, magnetic fields can be used across the spectrum of health states. Because of this, they can be dramatically helpful in preventing energetic imbalances from the day-to-day stresses caused by modern life. These cumulative stresses, often so small as to be unnoticeable,

gradually accumulate and like grains of sand over time, can create a desert. Magnetic fields blow away the accumulating grains before there are too many.

The body/soul has its own wisdom and can rebalance itself if left alone and not overwhelmed. Inappropriate and unthoughtful use of magnetic fields can create imbalance, by not allowing the body to modulate itself homeostatically. This can be done by not selecting fields appropriate to the circumstance or overusing fields the body does not need. This is one of the reasons magnetic fields are not recommended for use with implanted electronic devices, such as pacemakers or defibrillators. Even the MRI, an extremely powerful magnetic field, has been found to do no harm if used appropriately.

In conclusion, individuals can become proactive in managing stress, doing long-term health maintenance and slowing the aging process with simple daily use of magnetic fields. Static magnets are already widely used. Now the introduction of European pulsed electromagnetic home systems are becoming available to the consumer. Europe is where most of the worldwide research originates. Families have a new opportunity to manage their health from home.”



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MAGNETIC THERAPY

In Eastern Europe: A Summary Of 30 Years of Research

The scientific basis of magnetic therapy

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This book contains an extensive amount of medical information and detail on the scientific basis of magnetic therapy. It is appropriate for professionals and those with serious interest in the subject of magnetic therapy. The details of the application of magnets found here, as derived from actual research studies, are useful for anyone planning to use magnets for care. There is no current source with as much practical research-based medical evidence.

The information presented is based on extensive research done over 30 years in Eastern Europe. Magnetic therapy has been practised extensively in Germany, Russia, Ukraine, Bulgaria, Czech Republic, Hungary and other countries. In the Czech Republic there is in fact an NIH-type Institute specifically for magnetics.

This information will save clinicians interested in using this very safe treatment modality much time looking for research-based data on the clinical application of magnetic fields in humans. Physicians from these other countries are helping us by making their experience available to us. It may also serve to guide further Western research.

The book presents information summarizing conditions studied, magnetic field strength and type of field used, frequency and duration of application and summary of actual results. There are detailed descriptions of many studies on both static (permanent) and frequency (pulsed) fields.

Clinical practitioners are increasingly approached by the public about complementary medicine, including the use of magnets for personal care. Since there is little scientifically sound information in the traditional English language medical literature to guide clinicians' advice, our book serves to bridge that gap.

Summaries of the clinical protocols studied are presented which can guide clinical application. Tables are laid out showing the condition/parameter studied, type of field used, strength applied, duration and frequency of treatments and results of treatment. This last will help guide clinicians on what to expect subjectively and objectively, that is, physiologically from use of the magnetic fields.

In the last two chapters there are summaries of explanations of how and what magnetic fields do physiologically. Most other books written to date are basic science or personal opinion. This is one of the first books to summarize true medical research. Some people doubt the validity of possible magnetic field actions on the body. Here described are examples from 30 years of actual clinical experience. More and more research is being done in the "West" that will duplicate these results. Both authors have academic credentials and themselves have used magnetics clinically for at least 20 years between them and have first hand experience with many of the actions found here.

There are also uncontrolled studies describing many more conditions where benefits have been found. We are taking part in the emergence of a great new era of magnetic and bioelectric or resonance medicine - alongside chemical medicine.

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“Fossil Phil Finds Light and Sound”

(A Child’s Perspective)

We didn’t call Fossil Phil that name because he was old. No! We called him Fossil Phil because he liked to find old things buried in the dirt. Old bones from centuries ago and artifacts, too. Artifacts are what people from long ago used in their daily lives. Things like pottery and stone tools. They belonged to people who lived long ago, in the exact same place Fossil Phil would look. Fossil Phil could tell you, just by looking at those old bones and artifacts, how people in that area lived, what they ate, and sometimes even tell us what they did for fun. Fossil Phil knew all these things because Fossil Phil was an archeologist.

Fossil Phil was never around much. He would get an idea, like figuring out where something could be buried, just from reading books. Fossil Phil called this doing his homework. Then off he’d go. He would take all kinds of things, like shovels and brushes for digging and cleaning, pans for cooking, a tent for sleeping. Everything he needed to be successful. Then Fossil Phil would disappear. Sometimes we wouldn’t see him for weeks, sometimes for months. But it was always a happy occasion when Fossil Phil returned. Exciting, too! Because Fossil Phil would let us hold the things he found, and tell us a story about each one. Fossil Phil was a great storyteller.

Then one day last Spring, Fossil Phil ran out of new ideas. I remember it was Springtime because all the flowers were in bloom. He would sit at his table and read and read, then read some more. But it wasn’t the same. Just trying to think of new ideas, new places to go, made Fossil Phil tired. He knew this wasn’t good, that not having new ideas would lead to boredom, not success, so Fossil Phil kept reading. Finally, he could take it no more. He stopped doing his homework and would try something different. Without studying or knowing where he would go, Fossil Phil packed his belongings and once again, disappeared.

For days, then weeks, Fossil Phil roamed the hills and valleys. He saw wild burros, desert turtles, cottontail rabbits, everything but what he wanted. What he hoped would be there. It was almost as if he was the very first human to ever walk through those hills and valleys. Fossil Phil would dig shallow holes, deep holes, all in search of old bones and artifacts. Fossil Phil dug and dug, and still he found only dirt and roots! This was upsetting! And then it dawned on Fossil Phil, this is what happens when you don’t do your homework. You don’t get what you want.

So Fossil Phil thought. It was hard, as he had been struggling with his thinking, but Fossil Phil remembered an old proverb his grandmother would always say: “When life hands you lemons, make lemonade”. So Fossil Phil asked himself: “What good can I do while I’m here?” And the word “kids” was what Fossil Phil thought. Of course! While searching these hills and valleys, Fossil Phil had seen beautiful stones, mineral-rich rocks and quartz crystals longer than a twelve inch ruler! The kids, his friends, they would love to see such rocks, so Fossil Phil de-

cided to collect samples. After all, Fossil Phil thought, he may be a full-time archeologist, but he also enjoyed rock collecting, and the rocks he collected were beautiful. His friends would certainly enjoy these!

That night, under a sky full of stars, surrounded by the samples of crystals, rock gems and beautiful stones he had collected earlier that day, Fossil Phil slept. And while he slept, Fossil Phil had a very vivid dream, like it was real...

... It seemed like a magical spot. He could see for miles, in every direction, floating atop a huge rock pile, hundreds, perhaps even a thousand feet in the air. And on this ancient rocky peak, Fossil Phil was not alone. For there sat a stranger, not more than six feet away. His back was to Fossil Phil, apparently taking in the spectacular view. He was wearing what looked like sunglasses, but they had wires connected to them. Quite interesting, thought Fossil Phil. So he asked the stranger: "What is that you are wearing?" And the stranger replied: *"It is what you have been looking for..."*

The stranger's answer was so unexpected that it jolted Fossil Phil awake. So many questions ran through his mind, so vivid was his dream that Fossil Phil knew he must find that magical pillar of rocks. He must find that stranger from his dream and ask again. He wanted to wear those sunglasses with wires and see for himself if they were really what he was looking for. So once again, Fossil Phil packed all his belongings, then went in search of the stranger.

He knew where to look, he remembered from his dream. And it took Fossil Phil no time at all to find it. As he stood before this mountain of rocks, looking up, Fossil Phil could actually feel a wave of calmness wash over him. He knew something very important was about to happen. And as he was looking up, he felt a sudden presence. Beside him stood the stranger.

The stranger had a profound sense of ease and confidence as he stood there. And as he stood there, he looked straight into Fossil Phil's eyes, smiled and said: "Hi, I'm Fred. I have what you've been looking for". Fossil Phil was flabbergasted! He wasn't even sure what he was looking for, to be totally honest. He just always figured he'd know it when he saw it. How could this stranger from his dreams, this stranger named Fred, possibly know what he's been searching for?

It was like Fred could read his mind. Before Fossil Phil could utter a word, Fred said what you are searching for is what we are all searching for: Relaxation. He went on to say how we all take time for physical exercise, to keep our body feeling good and in shape. But we do little, if nothing at all, to exercise our mind. For those that do, mental fitness is as important as physical fitness. Fred explained how all kinds of people, from around the world, use the power of relaxation, of being mentally fit, to do better in school, better at work and even better in sports. As he finished, Fred handed Fossil Phil a small little machine. It reminded Fossil Phil of a portable cassette player because it had headphones connected to it. But those sunglasses, the ones with the wires connected to them, they were also connected to this little machine! Fred finished by saying "The only real way to truly understand what a mental fitness session is all about, is to try one". So Fred showed Fossil Phil how to use the little machine, and Fossil Phil was all set. He was about to have his first mental fitness experience, using a light and sound machine.

Fossil Phil pressed the 'play' button, closed his eyes, and his whole world changed!

Laying there, with his back against that gigantic rock and his legs stretched out before him, Fossil Phil now understood what Fred meant when he said you must try a session to fully understand. His mind felt more organized, clearer, and he wanted to share all his thoughts with Fred. So Fossil Phil removed those sunglasses with wires and leaned towards Fred. But Fred was not there. He had vanished. And as Fossil Phil realized Fred was gone, he looked down at his lap, where that wonderful little machine sat, and Fossil Phil whispered: "Thank you, Fred, you have indeed given me what I've been searching for. The gift of Relaxation."

Fossil Phil let the minutes roll by, just laying there in the middle of nowhere. He was thinking about all those ideas, the ones he had such a hard time finding, when was that, just last Spring? They were actually there all along! He just didn't see them. Because Fossil Phil began to realize ... everything around us, affects us. When we worry or must face a stressful situation, it makes things hard. But this little machine does just the opposite. And his next thought was the "kids".

Knowing what he had to do, once again, Fossil Phil packed up all of his belongings. Only this time Fossil Phil was going home.

The light was on in Fossil Phil's kitchen. That meant Fossil Phil was here! Always exciting, we bounded up Fossil Phil's front porch and there he was, sitting on his porch swing, waiting for our arrival. And he looked happy, which was a far cry from the last time we saw him!

Fossil Phil invited us all to gather round and get comfortable. He had something special to show us! But where were the ancient tools, relics of old? What could be so special? And then Fossil Phil showed us. It was a little machine, about hand-sized, with headphones and dark glasses and wires. Fossil Phil was smiling. He told us of his frustrations, how he couldn't think clearly, and how he had wandered over hills and through valleys looking for something that he knew was not there. He mentioned his grandmother, and thinking of us, then having this wild dream. And then Fossil Phil told us about Fred and all the things Fred had said about light and sound. As he finished his story, Fossil Phil repeated Fred's words: "The only real way to truly understand what a mental fitness session is all about, is to try one".

It took more than a little diplomacy in determining who got to go first, then second and so on. But Fossil Phil promised everyone that they would get a turn, so things stayed calm. There we were, sitting around experiencing our first mental fitness sessions, then sharing how we felt. It was amazing how just one session could affect all of us in different ways, just like no two snowflakes are alike, never the same. Take Belinda Lou for example; she wants to use a machine to help her memorize math equations. Little Mean Dean believes he can think up new skateboard tricks, and Cedric says he could get more points when playing video games. Of course Ariana wants one to improve her foreign language vocabulary and thinks this would be a great way to combine her Russian language CDs with a machine that gently guides her to the mental state she wants. Even Fearless Frankie, considered the best football, basketball and baseball player in our neighborhood, said this awakened his imaging and visualization skills. Thoughts like that, coming from Fearless Frankie, impressed us all! And while all this was hap-

pening, and we were all in agreement, as unusual as that may sound, that we all needed a light and sound machine for our own personal use, Fossil Phil was quietly packing.

Fossil Phil realized he needed to find Fred again!

British Association for the Advancement of Science, Salford, UK, Sept. 2003: “Flickering Chequerboard Curbs Smokers' Cravings”

By Joanne Baker

Visual noise dampens images that feed tobacco habit.

Watching a flickering chequerboard pattern curbs smokers' cravings, a new study finds. It stops the mind dwelling on the visual images that conjure the anticipated pleasure of tobacco. "We hope to come up with a programme for a handheld computer that can be used as a crutch," psychologist Jon May of the University of Sheffield told this week's British Association Festival of Science in Salford.

May's team made smokers imagine different scenes and sounds, such as a sunset or a baby crying, while monitoring their cravings. Others watched an abstract grid of scrambled black and white squares flickering on and off 1,000 times a second. Smokers who held vivid pictures in their minds lost their desire for a cigarette within the first minute. At the end of the study, they reported even lower cravings than satiated smokers. Watching the simple flickering dot display worked almost as well; thinking of sounds alone was not effective.

Psychologists often use displays of flickering dots to subdue pictures held in the memory by supplying visual 'noise'. Similar effects occur with background sound and audio memories. May's team hopes to use this tool to break smokers' habits. Cravings start out as a simple thought, such as "I am hungry". This, the researchers argue, is then amplified by associating it with imagined pictures, smells and sensations, such as warm loaves of bread, until it becomes overpowering. Distracting the mind from conjuring up vivid associations can stop a craving in its tracks. "We hope to study race-track and slot-machine gamblers," says May. His team will also follow smokers using their imaging method to see if they do quit.

Joanne Baker is a **British Association Media Fellow**

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1. May, J., Andrade, J., Panabokke, N. & Kavanagh, D. Images of desire: cognitive models of craving. *Memory*, in press, (2003).

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