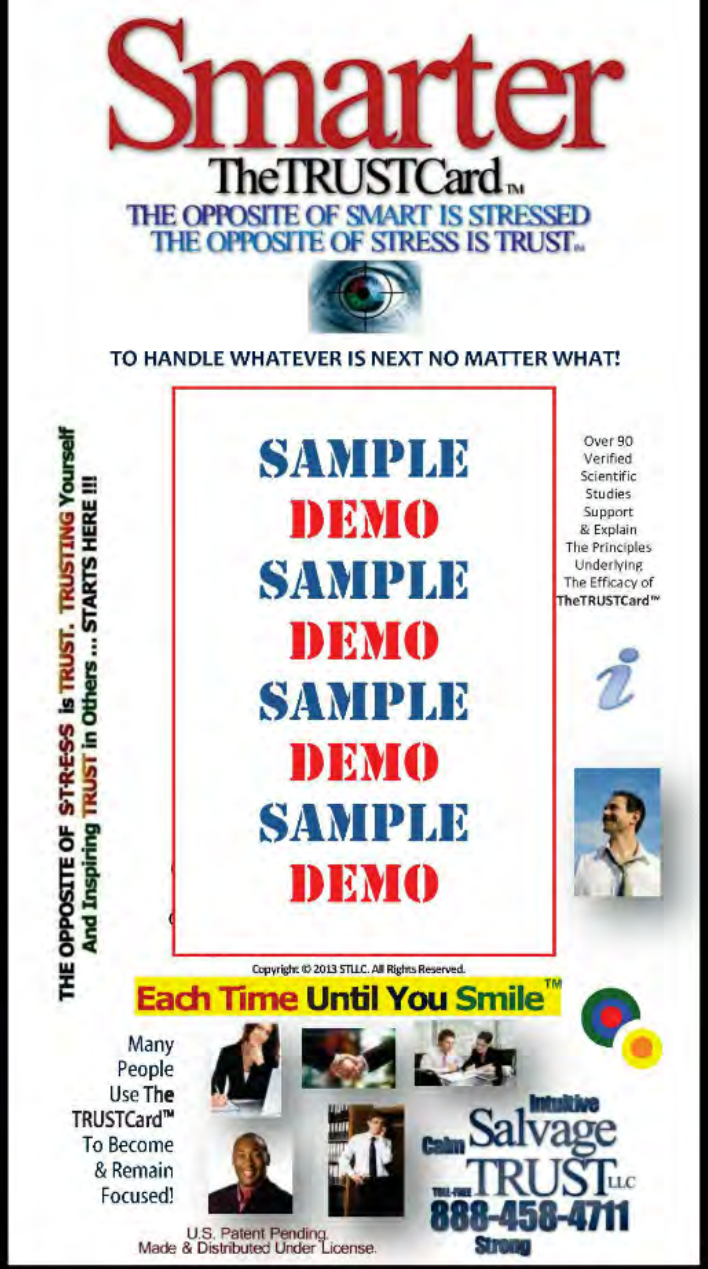
WHY TheTRUSTCard™ WORKS

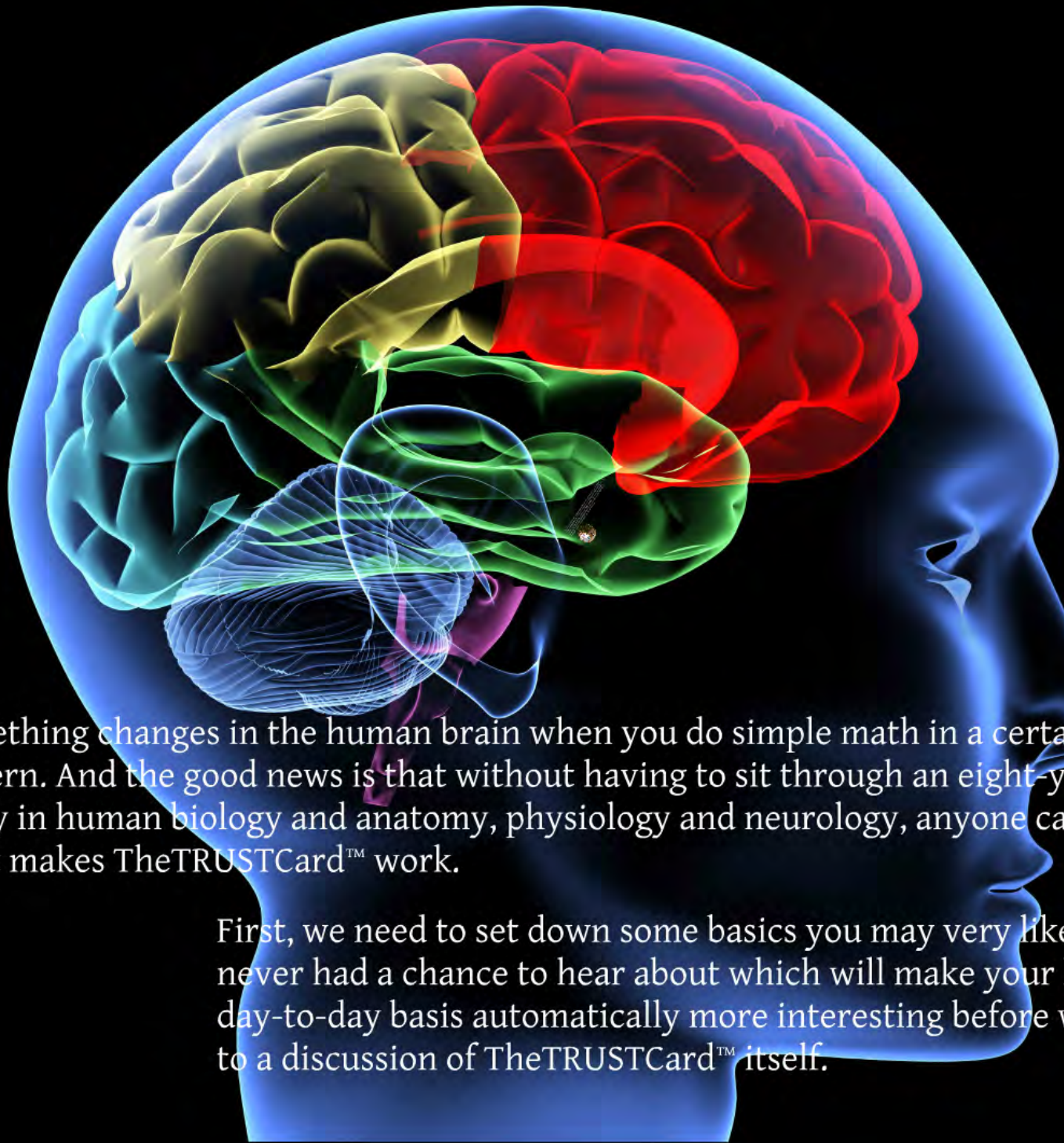


WHY TheTRUSTCard™ WORKS

It sometimes happens that when someone is handed TheTRUSTCard™ he or she cannot figure out what math problems could possibly have to do with getting rid of Stress. It is nothing anyone has ever heard of before being handed The Card.

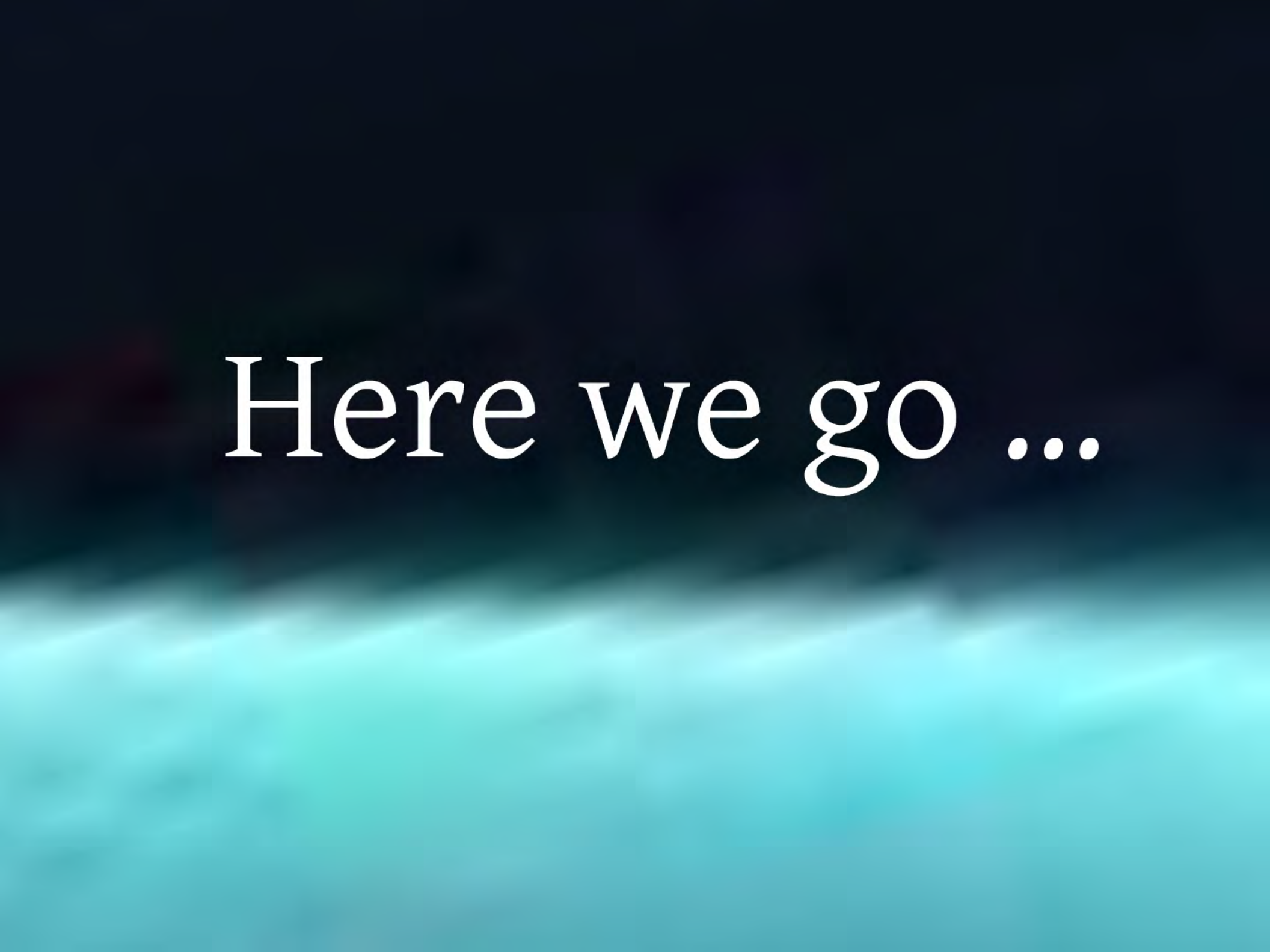
And so, the purpose of this explanation is to make clear,
what one has to do with the other.

The answer comes from an intriguing explanation from the world of Human Brain Science. Many people have not had the good fortune of being introduced to Human Brain Science, which provides an indispensable understanding of how normal, everyday functions of the human brain produce the behavior, emotions, and thoughts that we commonly (expect to) experience on a day-to-day basis.



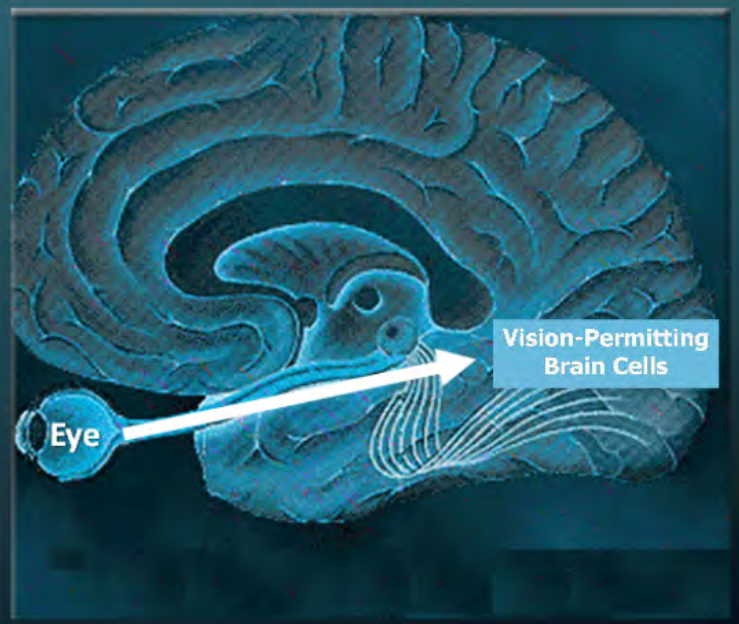
Something changes in the human brain when you do simple math in a certain specified pattern. And the good news is that without having to sit through an eight-year course of study in human biology and anatomy, physiology and neurology, anyone can understand what makes TheTRUSTCard™ work.

First, we need to set down some basics you may very likely have never had a chance to hear about which will make your life on a day-to-day basis automatically more interesting before we ever get to a discussion of TheTRUSTCard™ itself.


Here we go ...

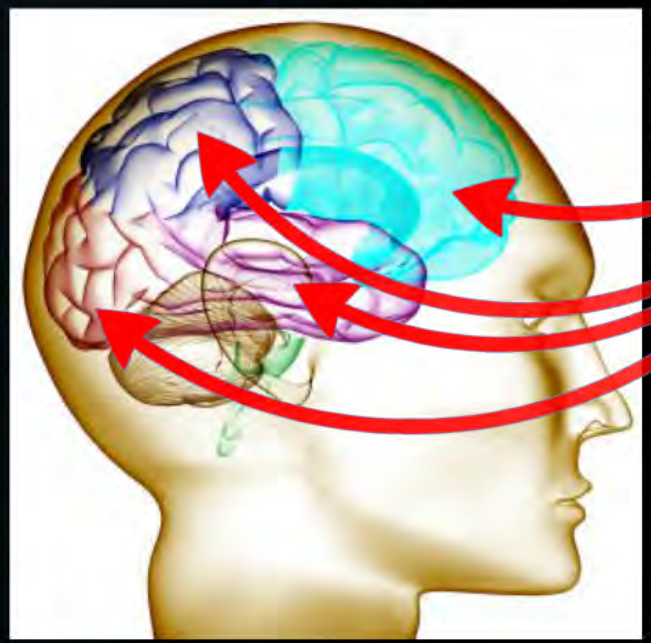
When you see something like a bird sitting on the branch of a tree, certain cells in your brain activate and function to make the light that hits your eyes convert to an image you experience "seeing," in your brain.

The specific area of your brain where those vision-permitting brain cells are located is in back.



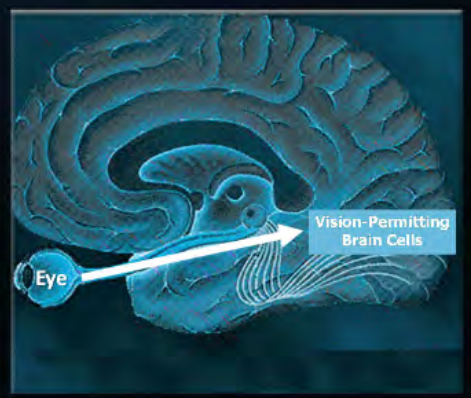
These areas are called lobes. The word “lobe” which is spelled, l-o-b-e, comes from a Latin word which means, “a rounded projection, especially a rounded, projecting part of human anatomy, which also typically has folds as part of its structure, such as the lobe of the ear or any lobe of the brain.”

You know what an ear lobe looks like and if you’ve ever seen a picture of the brain, a lobe is one of the many sections of the brain's covering: found at the front, back, left, right, and top.

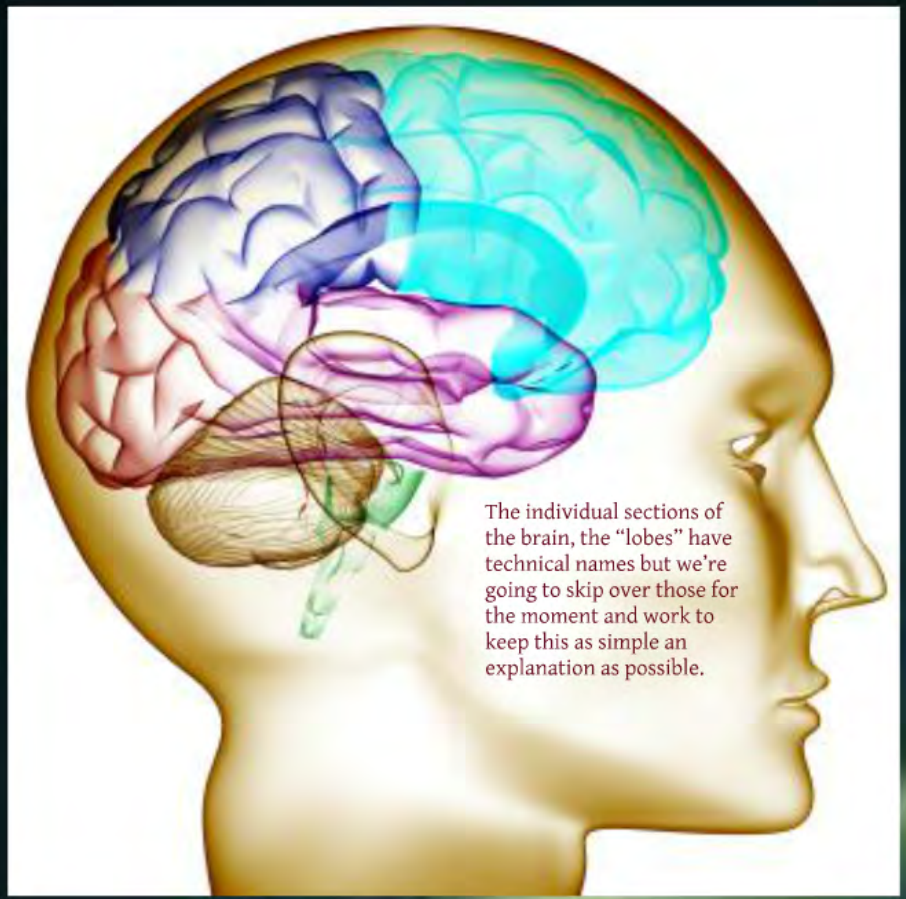


Lobes (right side)

This means that if you were to suffer damage to the visual lobe of your brain you might very well have trouble seeing, even though your eyes might be 100% intact and undamaged. This means that if a person were to be injured badly enough through a concussive blow or possibly a stroke or an infection or even cancer, to visual lobe brain cells, his or her ability to see would be impaired and possibly completely lost.



The same is true for the cells that make it possible to hear, which are located in a different area, primarily over each ear on both sides of the brain.


The individual sections of the brain, the "lobes" have technical names but we're going to skip over those for the moment and work to keep this as simple an explanation as possible.

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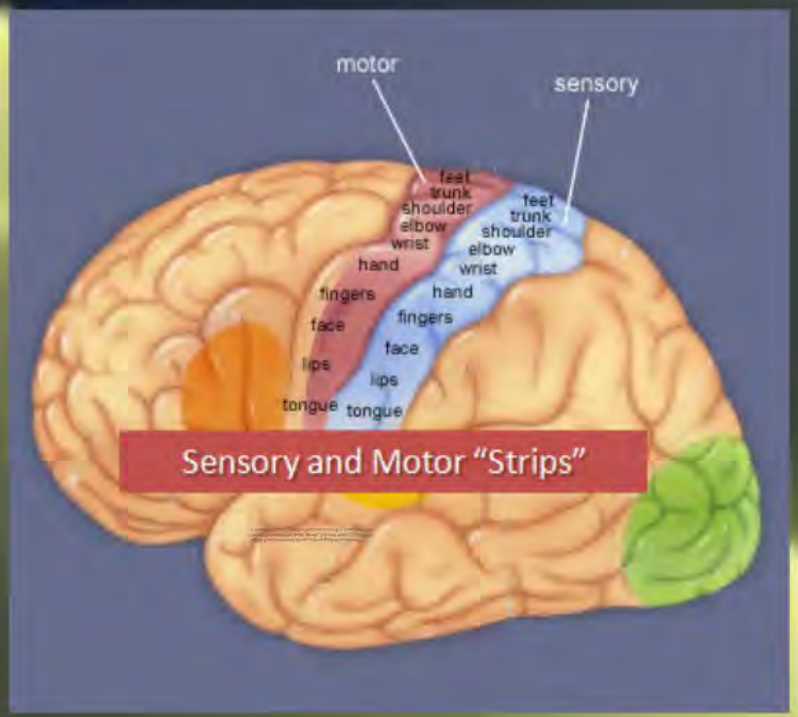
There are brain cells that make it possible to feel the tips of your fingers when you rub them together or to feel the soles of your feet when you walk or to sense the temperature of bath water; these cells are located in a narrow band across the top of the brain, from left to right. These bands are actually called “strips”.



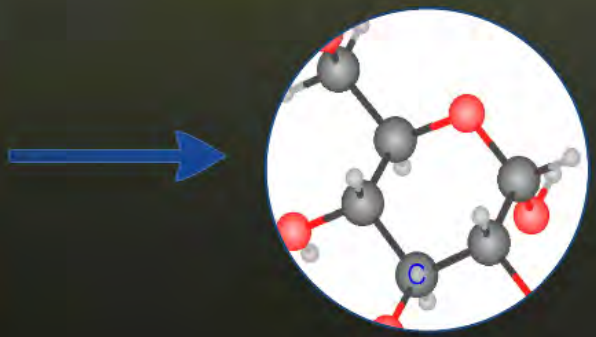
This “feel-your-fingers” strip of brain cells is right next to another strip that makes it possible for you to bend your finger or your knee, stretch out your arms or rub your hands together, in short, to move. The first of these strips is called the sensory strip; the second, the one that permits motion, is called the motor strip. There are other brain cells, which recognize input from your tongue and produce the sensation of taste as well as others, which do the same by recognizing input from your nose, making it possible for you to smell fragrances, odors, etc.

In summary, everything you can experience and everything you can do is actuated (the word means “put into action”) by specific cells in your brain each of which have different functions.

They all require nourishment in order to stay alive and to be useful to you.

Cells in the brain, like cells in your muscles do not contain an unlimited source of energy within them. They depend on the food you eat which is converted into a usable form of blood sugar...

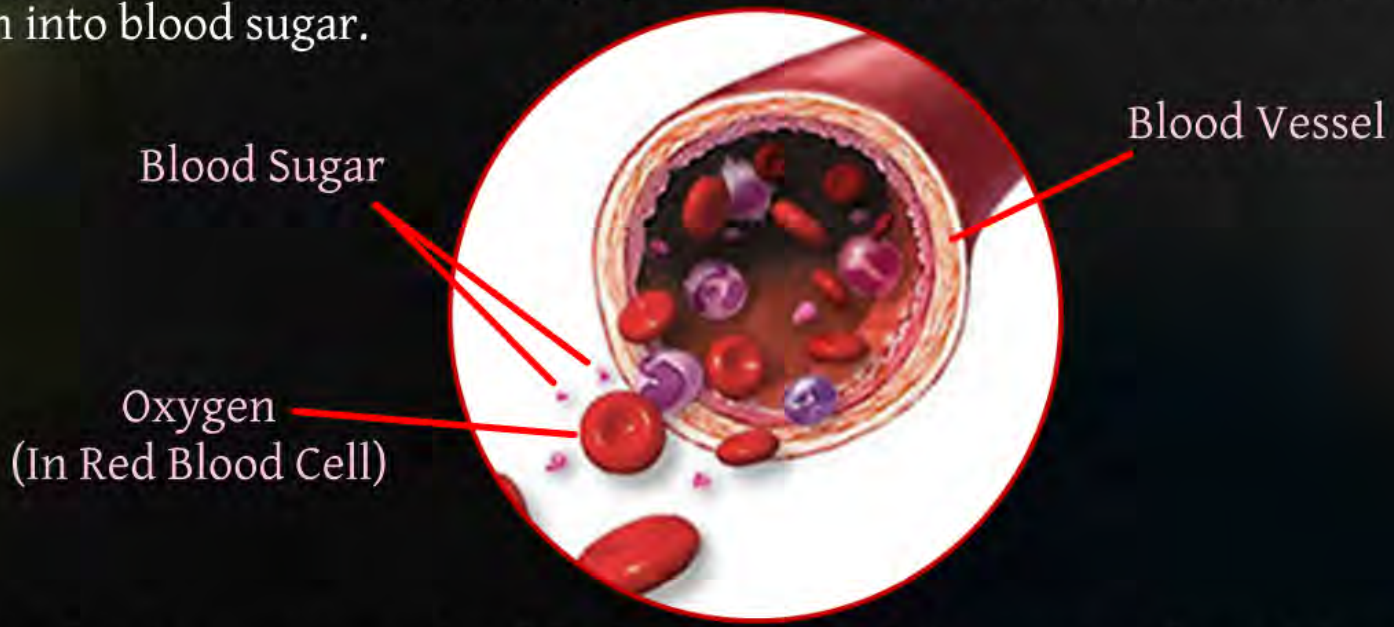
Food



Blood Sugar

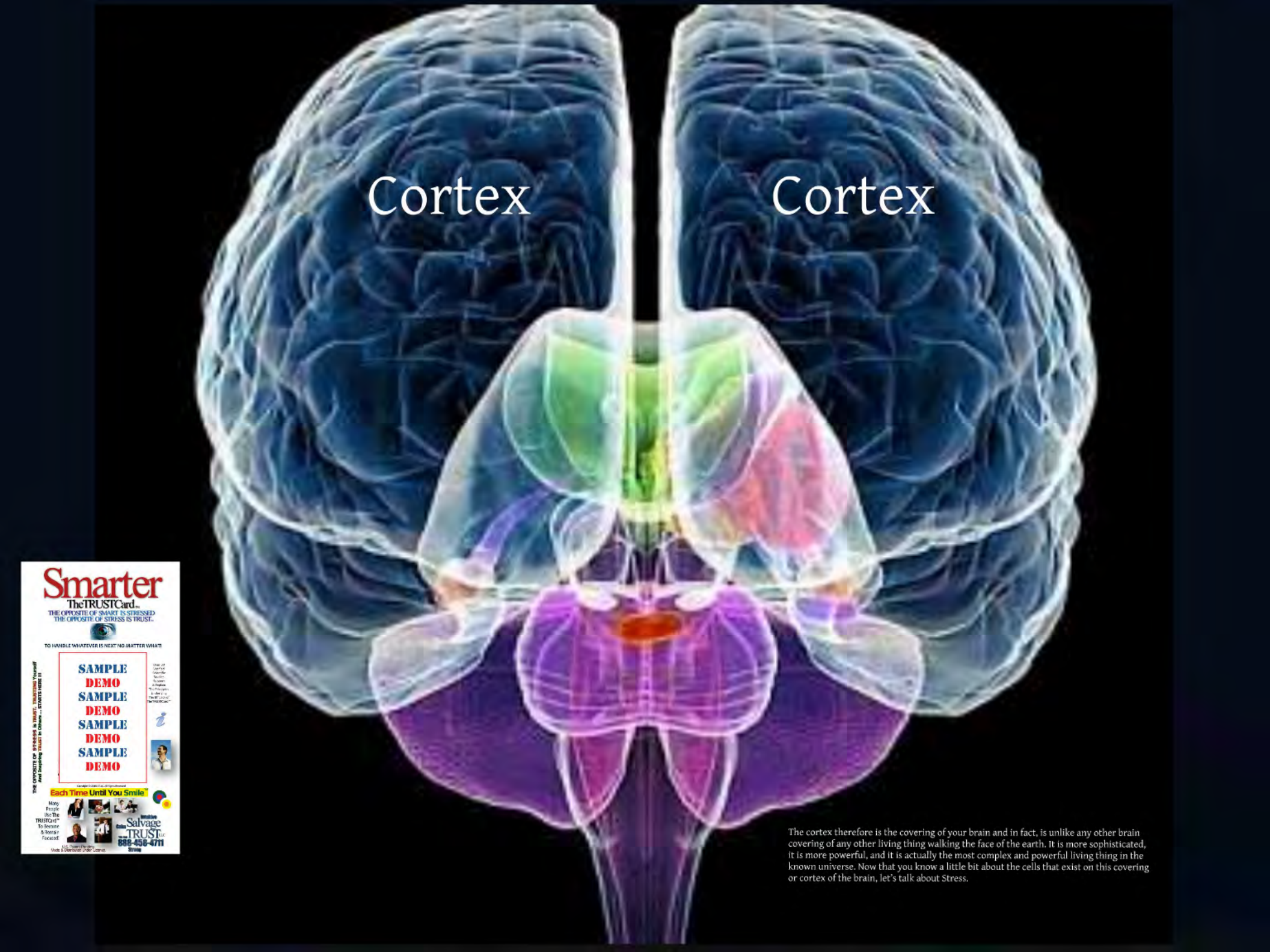
...which, accompanied by oxygen is how the cells of your body no matter what type of cells, muscle cells, bone cells, skin cells, including brain cells stay alive so they can perform their functions.

Cells don't "eat" burgers, milkshakes, popcorn or TV dinners; they consume blood sugar accompanied by oxygen, which did in fact originally enter your body through those very burgers, milkshakes, and popcorn: soon thereafter broken down however by digestion into blood sugar.



Now that is a very oversimplified statement of the types and nutritional basics concerning cells but it's a good enough start to help you understand how the simple math problems contained on TheTRUSTCard™ could possibly have a positive effect on Stress.

All of the cells mentioned so far are located on the covering of the brain, which has a special name, which is spelled, c-o-r-t-e-x, called the “cortex”, which comes from a Latin word which means, “bark” or “outer layer”.



The cortex therefore is the covering of your brain and in fact, is unlike any other brain covering of any other living thing walking the face of the earth. It is more sophisticated, it is more powerful, and it is actually the most complex and powerful living thing in the known universe. Now that you know a little bit about the cells that exist on this covering or cortex of the brain, let's talk about Stress.

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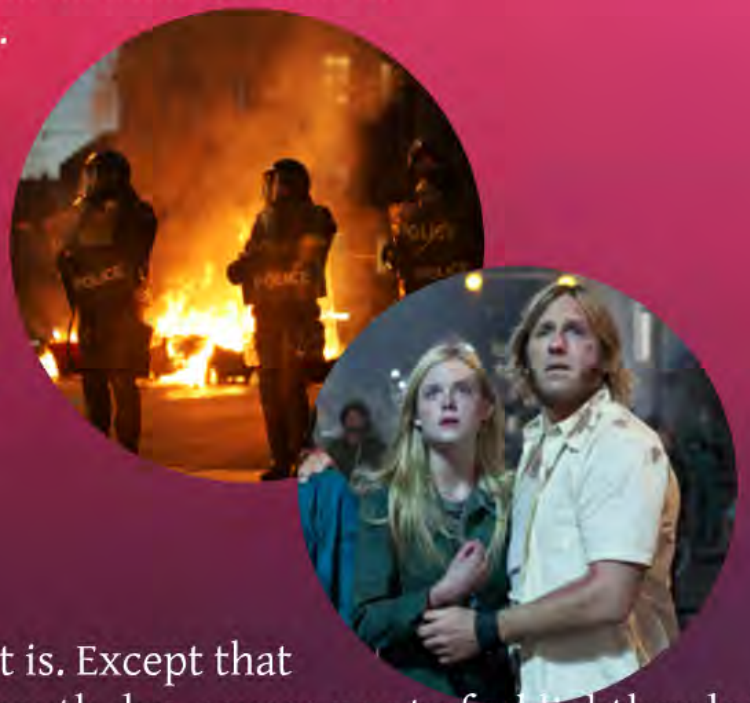
Stress is defined as the condition in which the demands being made of an individual or any part of his brain and body exceed his resources to meet them.



In addition, there is something called the Stress Response. It has many factors. And some of the most important ones are as follows: a desire to run and/or fight and/or hide; a reduced ability to think rationally and clearly; the mobilizing of the body and brain on a virtually automatic basis such that an individual is able to get away from danger or threat in time to survive.

All of this sounds very, very good for yours and my survival and it is. Except that this Stress Response, which makes your palms sweaty and your mouth dry, causes you to feel lightheaded and to have trouble with fine motor movements, can sometimes become stuck in operation and cause an individual not to get away from the threat or danger surrounding them, and cause other problems as well.

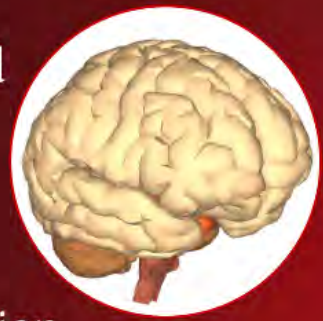
That said, the problem, “failure to get away” happens less often than the next one.

In moments when a threat or danger previously present is not currently present, but where new circumstances remind you of a past Stress-producing situation, your brain unconsciously replays all of the memory circuits made up of previously activated-during-Stress connections. This makes the individual feel like that past moment of uncertainty and/or threat and/or danger is happening again now.

This is what really happens when people say they feel stressed out on an ongoing basis – and the name for it is really "PTSD" ... Post Traumatic Stress Disorder. It is by no means limited to people in the military, law enforcement or other areas directly connected to physical violence or even death.

There can be sudden and devastating events, which caused a tremendous amount of overwhelm of one's resources by the demands of the situation when they happen. Being on a sinking ship, being in a plane crashing toward earth and/or watching a loved one die in front of one's eyes all of these are immediate moments of Stress of incredible magnitude.

But, these are far less frequent than the kind of Stress we talk about when we complain to each other about being "stressed out". These are less explosive events producing uncertainty, threat or danger but which recur repeatedly across what eventually can become an extended period of time.

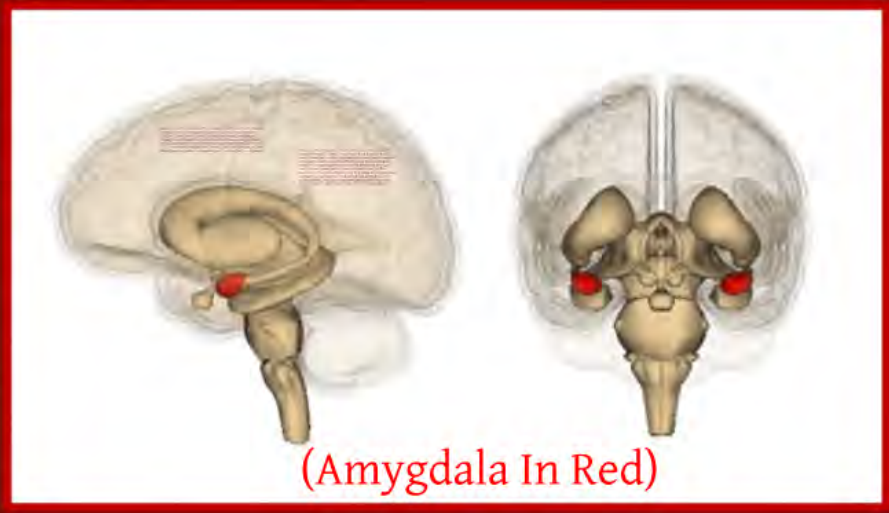


Now, if you have ever seen a picture of a human brain you know that it has a rounded shape, vaguely similar to an un-sliced loaf of sourdough bread except with many ridges and folds on its surface.

The parts we were talking about earlier are found on the portion of the brain analogous to the crust of that sourdough loaf. But the cells involved in setting in motion all of the sensations of Stress which are familiar to you, are not found on that outer surface of the brain but rather inside the forward portion of the brain's "loaf-like" mass.

To make things just slightly more involved, but hopefully still easy enough to understand, the particular brain structure that sets Stress in motion by signaling to other brain structures and organs of the body is not located in just one place. It is actually separated into two separate parts, one in either half, left, and right, of the forward section of the brain.

This two-part brain structure has a very unusual name, which I will spell before I say it: a-m-y-g-da- l-a and it is pronounced Amygdala (uh-mig-duh-luh). It is the Greek word for almond, after an early researcher of it determined it looked like one to him. It is very unlikely that you have ever heard of it before, unless you have actually progressed deeply into an advanced high school or college or postgraduate health care or human-anatomy course of study.



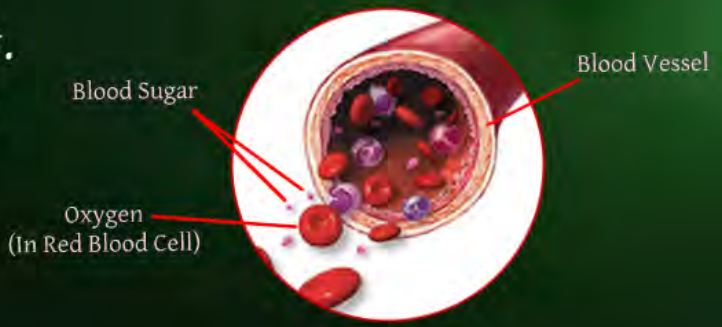
(Amygdala In Red)

Despite the fact that you have all but certainly never heard of it, this Amygdala is the most important structure anywhere in your brain. That is because it is "assigned by evolution" if you will, the function of keeping you safe and helping you clarify uncertainty, avoid threats and eliminate danger. If this Amygdala did not exist and if it did not biologically perform its exact function, there is an extremely high likelihood you would have died very early in your life; but, because you have an Amygdala, your brain kept that from happening.

When you are in the presence of uncertainty, and/or threat, and/or danger the Amygdala which is the most connected structure in your brain, (meaning among other things that it is the most heavily connected to the sight, sound, taste, smell and touch-related brain cells that are located in the regions specified earlier in this short explanation) gets busy. It is also the number one connected brain structure to all the internal sensors within your body, which for example let you know when you have a stomach ache, menstrual pain, difficulty breathing, chest pains or arthritic pain left over from your days of playing high school and college football. When these too fire off, the Amygdala also gets busy.

However, we still haven't said anything to make it clear to you just why numbers, counting, simple arithmetic, simple math problems ... would have anything to do with allowing you to control or eliminate Stress. But we're ready to.

Brain cells are very different than other kinds of cells in the body. They are different in this way: every single time a brain cell fires just once (this takes about a millisecond), it is completely out of reserve energy. And as a reminder, energy to a brain cell equals blood sugar and oxygen.



Other cells in the body are not like this.

Muscle cells for one, can store energy which is how you're able to run a 100 meter dash or marathon, or complete 20 reps with a 50 pound barbell without having to stop and be replenished with blood sugar and oxygen after just one muscle cell firing, in order to be able to continue. But brain cells can't do this.

That means, that once a brain cell for example in the vision lobe of the brain is finished enabling you to see the image of President Obama in a press conference on your television screen ... (which it does in concert with somewhere between 15,000 and half a million other vision-permitting brain cells) ... that one brain cell immediately sends out a signal demanding more nutrition. Remember not burgers, popcorn or milkshakes but rather blood sugar and oxygen.

And such brain cell behavior holds equally true for the brain cells of the Amygdala, because of course the Amygdala is a brain structure made up of nothing but brain cells.

These Amygdalar brain cells kick into motion the Stress Response mentioned earlier, when the Amygdala detects uncertainty and/or threat and/or danger. Amygdalar brain cells (just like other brain cells, within that tiny window of a single millisecond, i.e., 1,000th of second) put out a request for more blood sugar and oxygen, which they receive.

Think about the nature of one millisecond for a moment: there are 1,000 of them in a single second; 60,000 of them in a minute, 3,600,000 of them in an hour.

That means, if you're under Stress for an hour, just one Amygdalar brain cell, a single cell all by itself, produces 3,600,000 firings directing the adrenal glands to poor adrenaline into the bloodstream.

Imagine that all together all the Amygdalar brain cells, which might fire in unison for an hour of Stress, could equal 100,000 cells. In that single hour the sum total of all the cells within the Amygdala that would be involved in generating the Stress Response would fire or activate an astonishing 360 billion times - in just a single hour – to produce just that one hour of Stress Response.

As you're thinking this over, please keep in mind that that doesn't count all the other brain circuits to which the Amygdala is connected many of which would of course be simultaneously firing. "Doing the math" (no pun intended) this would collectively take the number of stress-related firings in the brain in just that one hour of Stress up to an astronomical number with too many zeros to specify here, all with respect to just that one subject in just that one hour.

How many hours of Stress has any individual experienced continuously for a single hour or in smaller slices in any one year of their lives, let alone across the entirety of it?

Let’s put this back into everyday terms...

Imagine you got bad news in the mail or your spouse decides to file for divorce or your mortgage has been foreclosed on, and now you're under Stress. Or perhaps you get news that your son or daughter whom you hope to send to an Ivy League school or to a top engineering college has just come home averaging all C's – AGAIN! Might this cost you an hour of Stress, possibly, maybe?

Illustration of Blood Flow in Brain Toward The Amygdala

So what happens to that Amygdala? You may now already realize that it starts cranking out signals to bolster the bloodstream with adrenaline via the adrenal glands as well as increasing the presence in the bloodstream of the Stress hormone and in so doing requires a great deal more brain blood to be directed its way than it usually requires when things are fairly quiet.

This tends to deny other parts of the brain like the thinking, rational part known as the executive brain, its full normal supply of blood. Blood is a precious commodity in the human brain and is always in finite supply. This drop in blood supply to the executive brain is not enough to cause you to pass out or have a stroke. For issues like that to occur, it requires a loss of blood flow greater than 15%.

However in general, just within that Stress-related 15% drop in blood supply, the Stress you'd feel is what makes it possible: to suddenly mispronounce words, forget phone numbers you've known for years, forget how to get to your favorite restaurant, forget to make an important phone call and worse, clumsily fumble with your keys while trying to quickly get into your car or your house at night, if you think you hear someone, possibly unfriendly following you.

Illustration of Blood Flow in Brain
Toward The Amygdala

And this is where TheTRUSTCard™ comes into the picture: TheTRUSTCard™ invites you to do simple math problems like 1+1 = 2 and 3×5 = 15. These are done in a certain sequence, at a certain pace for a certain amount of time, all of which you control once you learn how.

It turns out that it requires many different parts of the human brain to perform these simple, single-digit math problems. It requires more parts of the brain to process a simple math problem, (viz., one that includes numerals from 0 to 9 but no higher), than you might expect.

In fact, it requires a sufficient number of different areas of the brain that these, as they begin to process the single-digit math problems on TheTRUSTCard™ ... done at a certain pace and in a certain sequence and in certain groupings, as directed on TheTRUSTCard™ ...start to issue bigger demands for blood (so as to acquire blood sugar and oxygen); rather quickly. The power of TheTRUSTCard™ is that these almost instantly, grow bigger than the existing, continuous demand for blood that has been generated by the Amygdala during that "one hour of Stress".

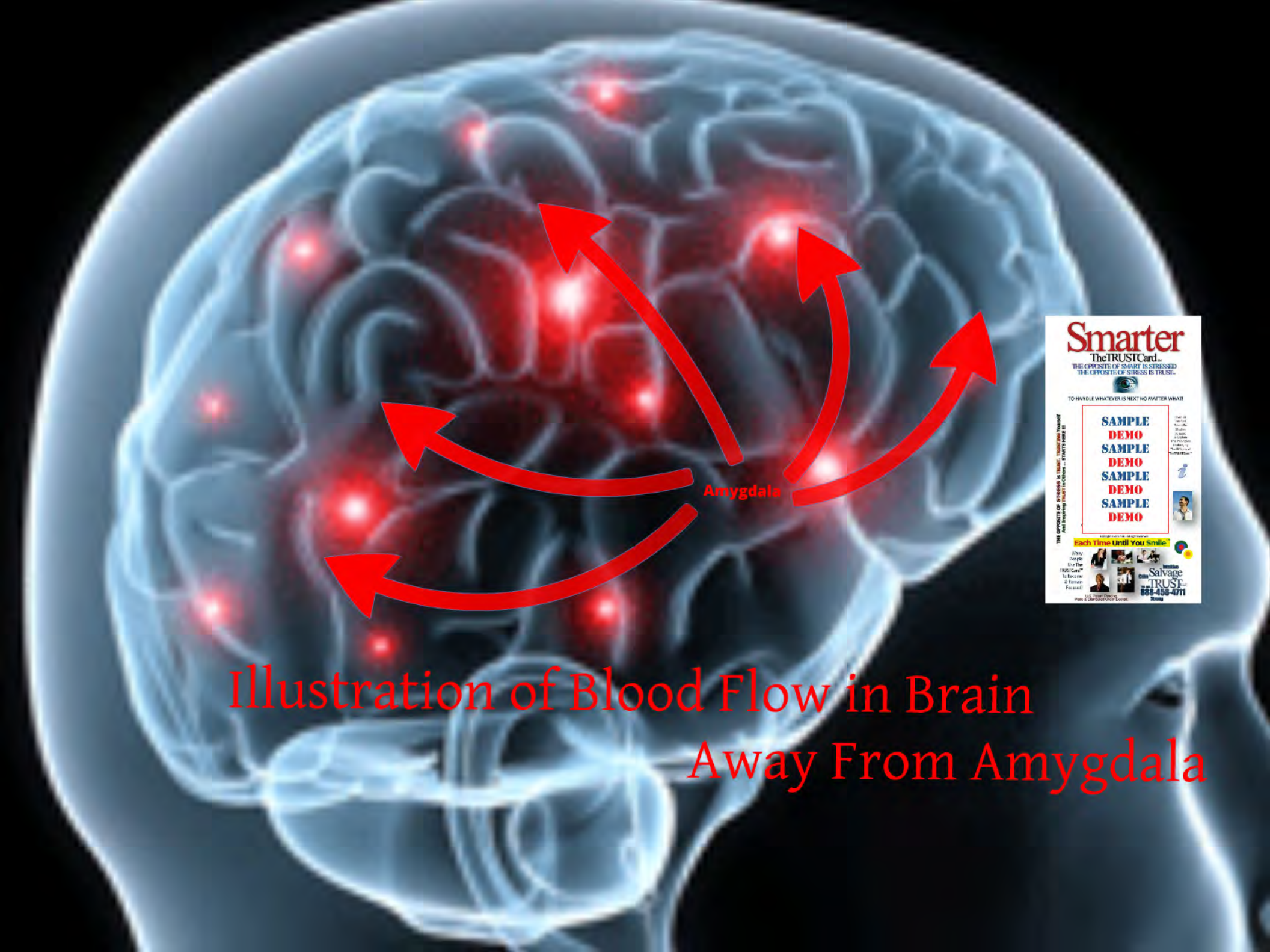
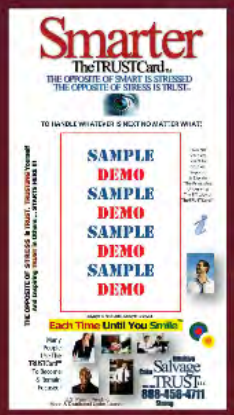


Illustration of Blood Flow in Brain
Away From Amygdala

In many ways, it is not unlike what would happen if you were piloting a commercial jet airliner with two huge jet engines on each wing, something on the order of a 747 or 787 and the outer engine caught fire on your side of the cockpit. You would intuitively (even with no more than one hour of flight training under your belt), think to turn off the fuel flow to that engine to keep the fire from spreading and to prevent an explosion.

In a not dissimilar way, the demand for blood by the Amygdala is dispersed by your doing single digit math (in a certain way that has been established by TRUSTCard research). Keeping in mind our analogy, TheTRUSTCard™ in effect denies the fuel to that "burning engine" (the Amygdala), slows down and ultimately extinguishes its channeling and energizing of the Stress Response.

Result? The Amygdala, like that jet engine on fire, cannot continue to generate its demands for adrenaline to be pushed into the bloodstream; and its signals quiet down. And when they do, the sensations that go with Stress ... the nervousness, sweaty palms, dry mouth, the restricted vision clarity, the difficulty when trying to think through complex thoughts, all of these "quite magically", disappear and return to normal.



That's why people like TheTRUSTCard™ according to what they tell us.

For years, people have known something about the fact that math has what they would come to call a “distractive quality”. That distractive quality is definitely at work here. What’s particularly special about TheTRUSTCard™ is the way these math problems are sequenced and packaged and the way you are instructed to do them.

Now that you have this basic explanation, we invite you to try TheTRUSTCard™ just as directed, on both sides of its plastic laminated surface and then as you wish, return to this explanation, and see whether it all doesn’t make an even greater amount of sense. Hopefully, your use of it, will make it possible for you to incorporate what we might want to call a “new survival tool” into your personal life toolkit.

Good luck with TheTRUSTCard™.

We think you’ll find it to be possibly the most useful single tool in your life with which to go forward in life the way have always wanted; to experience and create the things that matter most to you.