



A Musical Touch Experience for Sound Health and Well Beings!

Sound Body ~ Sound Mind ~ Sound Health

By: So Sound® Solutions

We all experience stress each day; it is a part of life. However, if stress levels are not managed the results are accumulative and cause serious health, performance and quality of life issues. We have all at one time or another experienced 'mental blocks', 'communication blocks', 'physical blocks/pain' because of being overwhelmed or stressed. Most of us have also experienced lying awake at night with racing minds, and muscular tension and pain, because of stress.

While using sound & music to enhance and support relaxation, restorative sleep and the natural healing process is nothing new. Quantum Physicists and medical researchers are now proving what ancient seers & spiritual masters of many cultures appreciated for thousands of years. **Sound, Music and Vibration have a profound effect on both our bodies and our minds.** Therapists in the re-emerging fields of vibrational medicine as well as Music, Sound & Acoustic Resonance Therapy are finding benefits in using music to help with insomnia, pain management, ward off depression, stress, anxiety, calm patients during painful procedures, increase movement, flexibility, mental and emotional clarity and ease muscular tension.

Dr. Andrew Weil shares, for example, how music can dramatically affect:

- Blood pressure
- The autonomic nervous system (balancing the sympathetic and parasympathetic branches):
- Helps in Neurological disorders
 - Parkinson's disease
 - Improve gate and balance
 - Rehabilitation for stroke victims
 - Cadence stride improvements
 - Pain alleviation
 - Increase endorphins
 - The vestibular system for individuals suffering from MS
 - Music resonance exercises the communication between cells.
 - People experiencing Dementia
 - Recall enhanced. Some lost speech but could recall songs and could sing.

NASA & NIH have published research that shows how beneficial utilizing "low-intensity, high frequency vibration" is in reducing stress, mitigation of bone loss, possible fat reduction, regeneration of tissues, and regulate critical stem cell processes. Specific studies show:

- **Prevention of Osteoporosis** in Post-Menopausal Women
- **Bone and Muscle Growth** in Young Osteoporotic Women
- Increasing Bone Density in Children with Disabilities
- http://science.nasa.gov/science-news/science-at-nasa/2001/ast02nov_1/
- Recent work in animals has indicated **suppression in the formation of fat** (adipogenesis) and that the reduced fat mass in essence can protect against diseases typically associated with obesity.

Wouldn't it be nice if we were able to provide an environment that actually combines "low-intensity, high frequency vibrations" with the healing benefits of music? In other words, an environment that entrains the mind and body by not only listening to the music through our ears, but ***simultaneously feeling it resonate through your entire body at specific frequencies that have been proven healthy, as outlined above.***

So Sound Solutions brings more than 30 years of research, development, commitment and passion through patented Acoustic Resonance Technology (A.R.T.) to the hospitality, health, wellness and consumer markets. We are passionate about partnering with industry leading facilities, therapists, teachers, trainers and coaches; as well as designers and manufacturers that share our passion and commitment to providing a deeply meaningful and potentially transformational sound health experience.

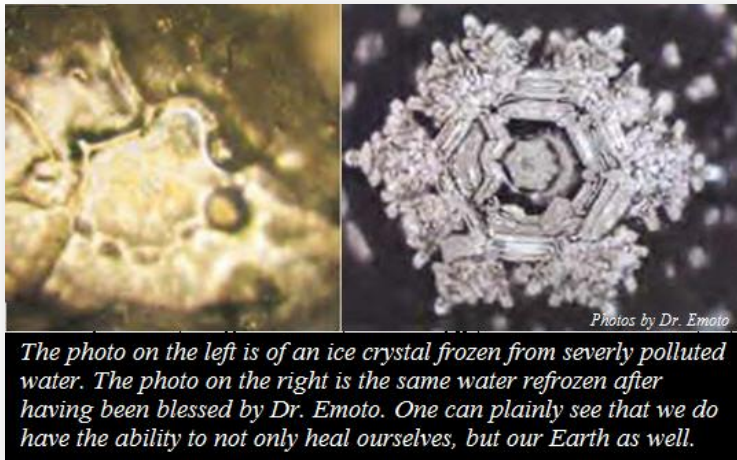


Relevant Statistics & Research

- More than half of Americans lose sleep due to stress and/or anxiety.
- 130 Million + people take drugs for stress related & sleep issues.
- The #1 cause of death is from prescription drugs.
- The #1 reason people go to spas is to help manage stress.
- 75-90% of doctor visits are stress related.
- 80% of workers feel stress on the job, nearly half say they need help in learning how to manage stress.
- 26% of workers said they were “often or very often” burned out or stressed by their work.
- Studies by the American Medical Association have also shown there are 16 - 18 million migraine headache sufferers, 70% women. Most of these headaches are a symptom of stress.
- Anxiety disorders are the **most common mental illness in the U.S.**, affecting 40 million adults in the United States age 18 and older (18% of U.S. population)



Research shows that stress and ‘dis-ease’ can actually change the shape of our blood cells. Normal healthy cells are round, smooth and shapely. These happy cells do their job well, and can help you to stay healthy. While the stressed cells are somewhat distorted in shape and don't function nearly as well as the happy round cells.



Cymatics: A Study of Wave Phenomena, by Hans Jenny

Dr. Jenny's cymatic images are truly awe-inspiring, not only for their visual beauty in portraying the inherent responsiveness of matter to sound (vibration) but because they inspire a deep recognition that we, too, are part and parcel of this same complex and intricate vibrational matrix – the music of the spheres! These pages illumine the very principles which inspired the ancient Greek philosophers Heraclitus, Pythagoras and Plato, and cosmologists Giordano Bruno and Johannes Kepler.

Muscle tension, stiff necks, shoulders or low back pain are all common complaints for all age groups that can be instantly reduced or eliminated by reducing stress. Muscle tension has been shown to be the primary cause of all stress headaches.

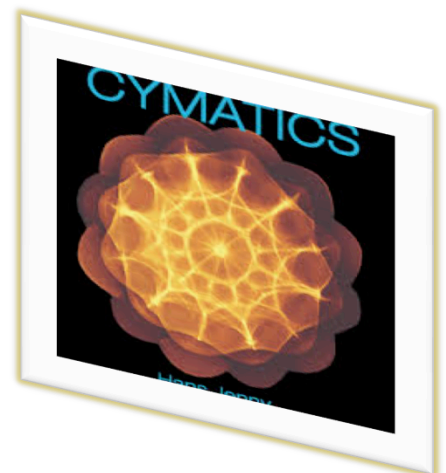
High Blood Pressure and Heart attacks have both been proven to be caused by increased or continuous unresolved stress often referred to as ‘stacking’. High blood pressure puts undue stress on the blood vessel walls which may burst and cause a stroke.

Stress places pressure on the circulatory system and puts an unhealthy strain on the heart which in turn greatly contributes to the occurrence of heart attacks. By reducing stress (mental, emotional and physically) and lowering blood pressure you can greatly lower the risk of stroke and heart attack.

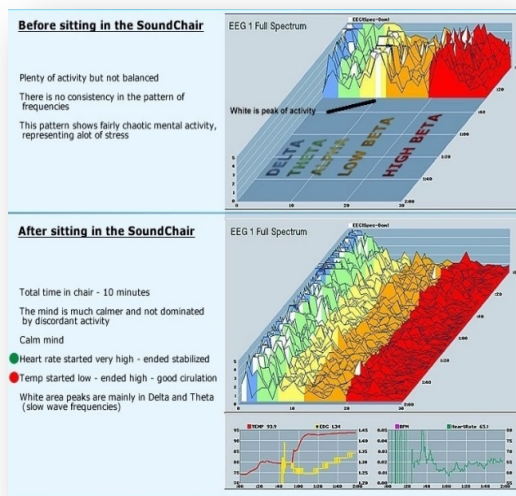
Many types of Cancer are considered ‘a stress related illness’: That's right... stress is a major contributor to the cause of cancer because it weakens the immune system so it has fewer and weaker cells to do the work of fighting off problems. The T cells in the immune system are the body's only real means of defending itself against cancer cells... and they can only be created during the body's relaxation cycle.

Stress can also reduce the number of new T cells being created and reduce the amount of new blood cells being created and this dangerous combination can actually compromise your immune system. A compromised immune system paves the way for many different illnesses and diseases.

* Research also shows that playing music can restore cell health. Please note the work of Dr. Masaru Emoto
<http://www.youtube.com/watch?v=tAvzsjcBtx8>



While most of us understand how important physical exercise is to maintaining a healthy and vitality. Whole Body Listening™ exercises our mental, emotional and intuitive abilities; thus allowing us to be more response-able on all levels of our being and in all areas of our life! Here are some examples of how So Sound is working to support stress in various markets.



So Sound® PTSD Testimonials:

"I had the chance to experience both the So Sound lounge and So Sound music. I have to say, both were very therapeutic and relaxing. I have a background in physics and have been studying the application of scientific principles (quantum physics) to health and wellness for the past six years in the emerging disciplines of quantum biology and quantum medicine. An important element of these disciplines is the application of specific frequencies of light and sound (including vibrations) to both energize and heal the body at the cellular and mitochondrial level. In this case, the lounge's vibrations and music using Acoustic Resonance Technology (ART) are specific applications of scientifically-based frequencies that have health and wellness features. I have no doubt that the use of such frequencies provide a novel (I would even say revolutionary) path to addressing heretofore intractable human maladies. The So Sound ART should definitely be considered as an alternative approach to address PTSD and other conditions that have been resistant to more traditional treatments (e.g., drugs and psychological therapies). My experience and scientific knowledge with the So Sound technologies would confirm their usefulness. I highly recommend and endorse these So Sound products."

Randall W. Chapman, Colonel, USAF (retired)

"For the first time since the war in Vietnam I felt no pain. It was as if the So Sound Chair helped me transcend my pain. And when I feel it now I just try to remember that feeling in the So Chair and it helps reduce my anxiety and pain." **Tommy Pruitt, Vietnam Veteran**

"The use So Sound Lounger has significantly enhanced my daily meditation experience. I have been meditating to the Monroe Institute's CD titled 'Higher' for over to thirty years. In the So Sound Lounger, I hear and certainly feel things that I have never experienced prior. It is truly an amazing 'Tactile immersive' experience. I have created a special room in my home to honor this." **Dan Reynolds, Marketing Director, The Monroe Institute.**

"Patients are more relaxed and are resting better. Hospitals environments can be very noisy; this provides a personal musical sanctuary for patients to "escape" into, buffering them from all the noise and activity around them." **John Sackett, CEO, Avista Hospital**

"The So Sound Bed is a dream come true. Having had significant back, hip and neck pain issues for most of my adult life, and leading an extremely active life full of international travel, makes deep restorative sleep is really essential for me. When I first lay down on the So Sound mattress I immediately loved the feel of it. Comforting without being too soft. Supportive but not too hard. When I played the So Chord through the bed, I immediately heard and felt the "hum" of my bed. I loved it! I felt tension melt away through the gentle waves that resonated into my tired body. Ahh..... The So Sound music tracks carried me away into another world of relaxation, restoration and beauty. My body, soul and spirit felt nourished and healed. Thank you So Sound for a truly transformative experience. One I get to have every night!" **Bruce Cryer, CEO emeritus, HeartMath, Senior Fellow, Samueli Institute**

"Our use of the So Sound Chair is wildly successful with our software engineers. Not only are they enjoying a deep level of camaraderie, partially due to the relaxation effect of the chair, but they also scored significantly higher on their post-test creative-thinking SOI's and overall performance measures." **Sharon Richardson, Human Resources Manager Cisco System**

Testimonial Children with Special Needs/Autism: "The So Sound® Bed is the best piece of equipment we have EVER received for AJ! From birth he has had sleeping issues. He is now nine, and for the first time in his life he sleeps all night! He seems rested in the morning. I really believe this is helping him progress significantly! The first night my husband and I put AJ in the So Sound® Bed he was asleep in less than 5 minutes. We looked at each other and said "No Way." Now, six months later, the results are the same. We are so astounded. We play a CD all night, and the resonance of the music soothes him, calms him, and obviously keeps him asleep. This product is wonderful for children like AJ. His DX include Microcephaly, Cerebral Palsy, Seizure Disorder, and Sensory Integration Issues. Prior to this it took hours to get him to sleep. And did not stay to sleep. Thanks to your product we have at least a 75% chance at all of us getting a good nights sleep at the McHaney House!" **Tracy McHaney, Mother of AJ, Director of Human Resource**

Statistical References: *Perkins, A. (1994). *Saving money by reducing stress. Harvard Business Review*. 72(6):12. *Sauter, S.L.; Murphy, L.R.; and Hurrell, Jr., J.J. (1990) *Prevention of work-related psychological disorders. American Psychologist*. 45(10):1146-1153) *Cryer, B. (1996). *Neutralizing Workplace Stress: The Physiology of Human Performance and Organizational Effectiveness. Presented at: Psychological Disabilities in the Workplace, The Centre for Professional Learning, Toronto, CA. June 12, 1996.* *The Gallup Organization *Greeber, P. et al (1993) *The economic burden of depression in 1990. The Journal of Clinical Psychiatry*. 54(11), 405?418. *study commissioned by ADAA (*The Journal of Clinical Psychiatry*, 60(7), July 1999)