

# BELLABEE: FREQUENTLY ASKED QUESTIONS

*Posted on May 9, 2020 by Bellabee*



Category: [Case Studies](#)



# FAQ FROM NFB SPECIALISTS AND CLIENTS

## **Is PEMF like tDCS, tACS, TMS, t-PEMF, CES, and other stimulation devices? How is it similar and different?**

How is Bellabee similar?

- Uses Neuromodulation (NM)
- Uses Frequency Following Response (FFR)
- Uses Brainwave entrainment (BWE)
- Takes advantage of Neuroplasticity (NP) capacity of the brain.
- Addresses mental disorders.
- Performs non-invasive brain stimulation.

How is Bellabee different?

- Uses a safer power range. Bellabee's electromagnetic impulse power is 100-200 micro-Tesla compared to Transcranial Magnetic Stimulation (TMS) power of 1 Tesla and above.
- PEMF uses a very low level electromagnetic field whereas other stimulation devices use an electrical current.
- With stimulation devices like tACS and tDCS, clients can feel a physical sensation with the device which is less likely with PEMF
- Runs on the power source of a mobile device.
- Minimal and infrequent side-effects.
- Is wearable and can be used anywhere. In comparison TMS is bulky and requires elaborate office set-up.
- Uses normal human brainwave frequencies range.
- All therapy protocols use the same simple set-up, with the Bellabee device positioned against the back of the head, above the neck.
- Can be used with neurofeedback, psychotherapy, drug therapy and other therapeutic modalities.
- Runs silently in the background to maximize comfort and concentration

## **How does the Bellabee compare to other PEMF devices (For example: MicroTesla Stim, OmniPad, and BEEMER)?**

MicroTesla Stim: Pulsing magnetic therapies do not fall under the heading of biofeedback self-regulation or operant conditioning, however designs may be created that emit pulses which are contingent upon or in sync with the flow of the EEG. Hence, the magnetic pulses become part of, or

are in a loop with, the biofeedback process. As such, magnetic pulsing can *influence* EEG frequency. The equipment needed for this therapy is expensive and include photic stimulation software, photic stimulation device/glasses and an EEG recording module.

<http://www.brainmaster.com/product/microtesla-stim-auditory-2-coil-package/>

Omni Pad: The OmniPad is a lightweight, portable and cost effective omnidirectional treadmill that is designed to enable 360-degree freedom of locomotion. It allows people to explore immersive virtual environments while running, jogging, or walking. People on the OmniPad wear (wireless) Virtual Reality Display Glasses and maneuver around these virtual environments on foot. The 3D environments can be video games, terrain simulators, therapeutic environments, architecture walk-throughs, and more. It is not a device that stimulates, enhances, or retrains the brain.

<https://omnipad.com/about/>

BEMER Therapy: BEMER devices use pulsed electromagnetic field (PEMF) therapy to temporarily increase local blood circulation in healthy muscles and stimulate them in order to facilitate muscle performance. Though it uses PEMF technology, it does not help the brain.

<https://life.bemergroup.com/>

### **I've just started using it, but don't know what to expect. What am I supposed to experience? What are your client's experiences?**

It is normal to experience a subtle change in mind state depending on the frequency emitted. For example, a person trying to sleep using the insomnia protocol should slowly and naturally feel sleepier. An anxious person using a protocol such as anti-anxiety should feel a calming sensation and a decrease in anxiety. The symptoms of disorders should noticeably diminish after 2-10 sessions. Changes in frequencies can be detected even sooner on an EEG; sometimes as soon as 5 minutes after the session begins.

### **How can I be sure the device is working?**

Bellabee was designed to be completely non-intrusive so there is no light, sound, or vibration when it is in use. There are two ways to check if it is working. First, check the mobile device screen once you've activated the program. If the time is counting down, then it is working. You can also connect a headphone while the app is running. If it produces a clicking sound, the device is working. (SpFAQ27)

### **Who can use PEMF as far as licensing is concerned?**

There are no licensing requirements to use Bellabee. In most states within the USA, practitioners are limited to treating mental health disorders in their state, however they are sometimes permitted to work with other therapy modalities impacting peak performance outside of their state of residence. It is best to check with your state/licensing board.

### **Where can you place the device and where are the devices electrodes located?**

The Bellabee headband is worn with the electromagnetic pulse generator resting against the back of the head, just above the neck, against the cerebellum. The cerebellum fine-tunes the actions of other parts of the brain via nerve pathways (neural networks), guiding the brainwaves to the correct frequency for the desired brain state.

### **How often can/should people use it?**

People can use it as often as necessary. With continued use, the client will eventually feel more capable of self-regulating themselves as their brain learns the desired frequencies. At that point, the device can be used less frequently.

### **How long does it take for people to feel effects, and are these changes long lasting?**

This varies from person to person and the disorder under consideration. Sometimes the effects can be felt right after the first session, but for other people it may take up to 20 sessions to notice any effect. With regular use, the brain gradually adapts to the correct state (using neuroplasticity) and requires less input from Bellabee.

### **Would this work as adjunct therapy to neurofeedback, counseling, biofeedback, and other therapies that I already provide?**

It can be used in combination with the following options to achieve better and faster results:

- Neurofeedback
- Biofeedback
- Psychotherapy
- Pharmacological products
- Meditation
- Yoga
- Sports training
- Naturopathy
- Other therapeutic approaches

### **Some of the purported benefits include help with meditation, sleep, depression, and more, which are all very different things. What possible things could this device do to affect such different conditions?**

Many mental health conditions are related to brainwave frequencies functioning incorrectly. Several seemingly different mental health conditions develop when the required mental health state does not match the correct brainwave frequency. Bellabee helps correct the condition by suggesting the correct frequency so the brain can achieve the correct state.

### **How is the device emitting a strong enough, and targeted signal, to actually influence the brain? (for example, TMS coils are huge and use a lot of electricity to produce similar effects)**

The brain works on magnetic fields in the micro-Tesla range with electrical energy signature in milliwatts. Bellabee produces the same kind of magnetic field strength and electrical power, using a frequency rate of 0.5 to 140 Hz, which matches the natural frequency of human brainwaves. To change the frequency of brainwaves, these parameters are sufficient. Bellabee gently coaxes the brainwave frequencies in the right direction. This has been proven by numerous scientific studies.

**Is PEMF safe? – If I'm going to put something that powerful on my head and let it affect my brain I would have to be convinced that it's not going to be harmful. (For example, there are TMS studies where they've inhibited the prefrontal cortex and people are more susceptible to impulsive behavior. How can you show me that that isn't going to happen if I don't wear it correctly, or something else?)**

Because of the minute amount of electromagnetic power used it does not cause burn or electric fog in any area of the brain, including prefrontal cortex, which can happen with high output machines. It's also FDA, NASA, and Canada Health approved for specific conditions.

**How are the effects measured (for example can you see changes in the EEG or QEEG)?**

The changes produced by Bellabee can be seen on EEG and QEEG as a change in amplitude (power) and frequency (speed) in the brainwaves. Changes can be detected as early as 5-10 minutes into a session, with Bellabee on an EEG recording.

**Is this just placebo? How can we be sure?**

The statistically significant changes seen on EEG during PEMF therapy sessions prove that the technology can effectively retrain brainwave frequencies. Numerous studies also confirm this.

**Is this safe for all ages? Can my children use it?**

Studies have not been conducted to see if it can be used safely for children < 5 years old, or in pregnant/lactating mothers or people with an artificial device implant. It can be used for older children, adolescents, adults and seniors.

## GENERAL FAQ

**What is Bellabee (BB)?**

Bellabee is the world's first wearable brainwave frequency modulation device that uses PEMF (Pulsed Electro Magnetic Fields) to address brain/mind conditions and improve performance by targeting the normal range of brainwave frequencies.

**How does Bellabee work?**

By sending electromagnetic pulses of the desired frequencies, it helps the brain start using the same frequencies.

## **What does Bellabee do?**

Bellabee gently coaxes the natural frequencies of your brain and body to speed up, slow down or integrate overall brain functions to match your desired mood, enabling you to sleep, focus, relax, or hack into peak flow states.

## **Why do we need Bellabee?**

Our ability to quickly tap into these brain, body and mind states determines how successful we are at managing stress, staying focused, getting a good night's sleep, achieving our goals, and maintaining healthy relationships.

## **What is the science behind Bellabee?**

PEMF therapies have been studied and used around the world for decades. The four main neuroscience principles that make Bellabee work are Brainwave Entrainment, Frequency Following Response, Neuroplasticity and Neuromodulation. These scientific principles have been peer-reviewed in numerous scientific research publications.

## **How does the science work?**

Bellabee coaxes the brain to match the frequency it produces. It does this using the Frequency Following Response (FFR). Once the brain starts resonating with this frequency, Bellabee coaxes the user's brainwave frequencies to follow the suggested frequencies using Brainwave Entrainment (BWE.) This ability to alter frequencies is called Neuromodulation (NM). Eventually the brain will begin to use the suggested frequencies on its own due to Neuroplasticity (NP) so the changes will be long-lasting.

## **What are the benefits of Pulsed Electromagnetic Field therapy?**

Pulsed Electromagnetic Field therapy (PEMF) has helped millions of people improve their overall health and relieve symptoms of various mental health problems. With countless success stories and advances in research each day PEMF is growing in popularity across the globe.

## **How does Bellabee help treat mental conditions?**

Many mental health conditions are related to brainwave frequencies functioning incorrectly. Mental conditions develop when the required mental health state does not match the correct brainwave frequency. Bellabee helps correct the condition by suggesting the correct frequency so the brain can achieve the correct state.

## **What brain/mind conditions can Bellabee help with?**

Currently, it can help the following conditions:

- Anxiety
- Stress
- Insomnia

- Lack of Concentration/Focus
- Difficulty meditating
- Attention Deficit Hyperactivity Disorder (ADHD/ADD)
- Depression
- Obsessive-Compulsive Disorder (OCD)
- Post-Traumatic Stress Disorder (PTSD)

### **What research is still on-going for Bellabee?**

Research is on-going for the following conditions, and initial results are encouraging:

- Parkinson's Disease
- Alzheimer's Disease
- Other Dementias
- Autism Spectrum Disorder
- CVA (Cerebral Vascular Accident) rehabilitation
- Tinnitus

### **Does Bellabee require specialist supervision?**

No. It can be used as a stand-alone device or in combination with Neurofeedback (NFB), Psychotherapy, Pharmacotherapy and other treatment methods. Once it is placed on the head in the proper way with the relevant therapy program started it needs no further human input.

### **How can Bellabee be used with other treatment methods?**

It can be used at home as a neurofeedback exercise and training device, to reduce the dose of pharmaceutical agents (and associated harmful effects of these medicines), to assist between therapy sessions, or to rapidly reach a deep transcended meditative state.

### **Are there any real world cases where it has helped?**

Around 3,000 NFB professionals have already incorporated this device into their practice and are successfully using it to help their clients. There are more than 20,000 daily users. Our Review page has testimonials written by professionals and customers about how Bellabee has helped treat an assortment of brain conditions: ([Link](#))

### **What inspired the concept behind Bellabee?**

Believe it or not, the initial research was actually conducted by NASA. When astronauts kept returning home ill and exhausted NASA started to research the magnetic fields and their effects. They discovered that the lack of Earth's magnetic field was causing problems and that Pulsed Electromagnetic Field (PEMF) devices could be used to keep the astronauts healthy while in space.

Once it was discovered that brain disorders were linked to abnormal brainwave patterns it became apparent that PEMF could be used to coax the abnormal frequencies in the brain to the normative state, thereby correcting the symptoms associated with specific conditions.

### **What is the duration of each session?**

The average duration of one session is 60 minutes.

### **Can I increase or decrease the session duration?**

Yes, it can be increased or decreased using the Bellabee app.

### **What is the maximum number of sessions at a given time?**

This is variable. More than 2-3 sessions every 24 hours are not recommended. The total number of sessions can vary depending on the person, condition and response, but you can use it as often as needed while keeping in mind the above parameter.

### **How many sessions are required, on average, to see results?**

Results can usually be seen after 5-40 sessions.

### **Approximately how many sessions are required in total?**

This is variable and depends on the condition under consideration and the person. Most people need between 10-60 sessions.

### **Will my brain start using the healthier frequencies over time?**

Yes. With regular use of the Bellabee, the user's brain will gradually learn the healthier, more functional frequencies that Bellabee has trained it to use. This is why many users, who initially use Bellabee for help falling asleep, begin to naturally fall asleep at night. Because of Neuroplasticity, the effects are long-lasting so the user won't need to use the device as often or, in certain cases, at all.

### **What is the frequency range used?**

The frequency range is from 0.5 Hz to 140 Hz. This is also the range of natural brainwave frequencies. If the frequency range falls within the natural range of brain, it is readily accepted by it.

### **What volume setting should I use for Bellabee?**

The volume of device should be set to maximum while using Bellabee.

### **Is it safe to use?**

It is absolutely safe. Because of the minute amount of electromagnetic power used it does not cause burn or electric fog, which can happen with high output machines. It's also FDA, NASA, and

Canada Health approved for specific conditions.

### **Are there any side effects?**

Side effects of PEMF therapy are mild, temporary, and very few people report them. Generally they go away after a few sessions. They include mild discomfort, headache, nausea/vomiting, and itching at the site.

### **What is the best course of action when side effects happen?**

You can shorten the session time to 40 minutes (from the 60 minute default) or decrease the mobile device volume setting to 75% (from 100%). Doing this for first few sessions will usually counter the side effects.

### **What if the side effects do not subside?**

Side effects may persist for people who are hypersensitive to electromagnetic waves. In these cases you can try other forms of treatment. There will always be a percentage of users who are sensitive to a treatment.

### **How do I set-up the Bellabee device?**

Initial set-up is easy:

1. Download the Bellabee apps from Google Play or the Apple store.
2. Connect the Bellabee headband to your mobile device earphone jack.
3. Turn the mobile device volume setting to maximum.
4. Put the Bellabee band around your head as instructed.
5. Run the desired app program on the mobile device.

### **How do I know if the device is working?**

Bellabee was designed to be completely non-intrusive so there is no light, sound, or vibration when it is in use. There are two ways to check if it is working. First, check the mobile device screen once you've activated the program. If the time is counting down, then it is working. You can also connect a headphone while the app is running. If it produces a clicking sound, the device is working.

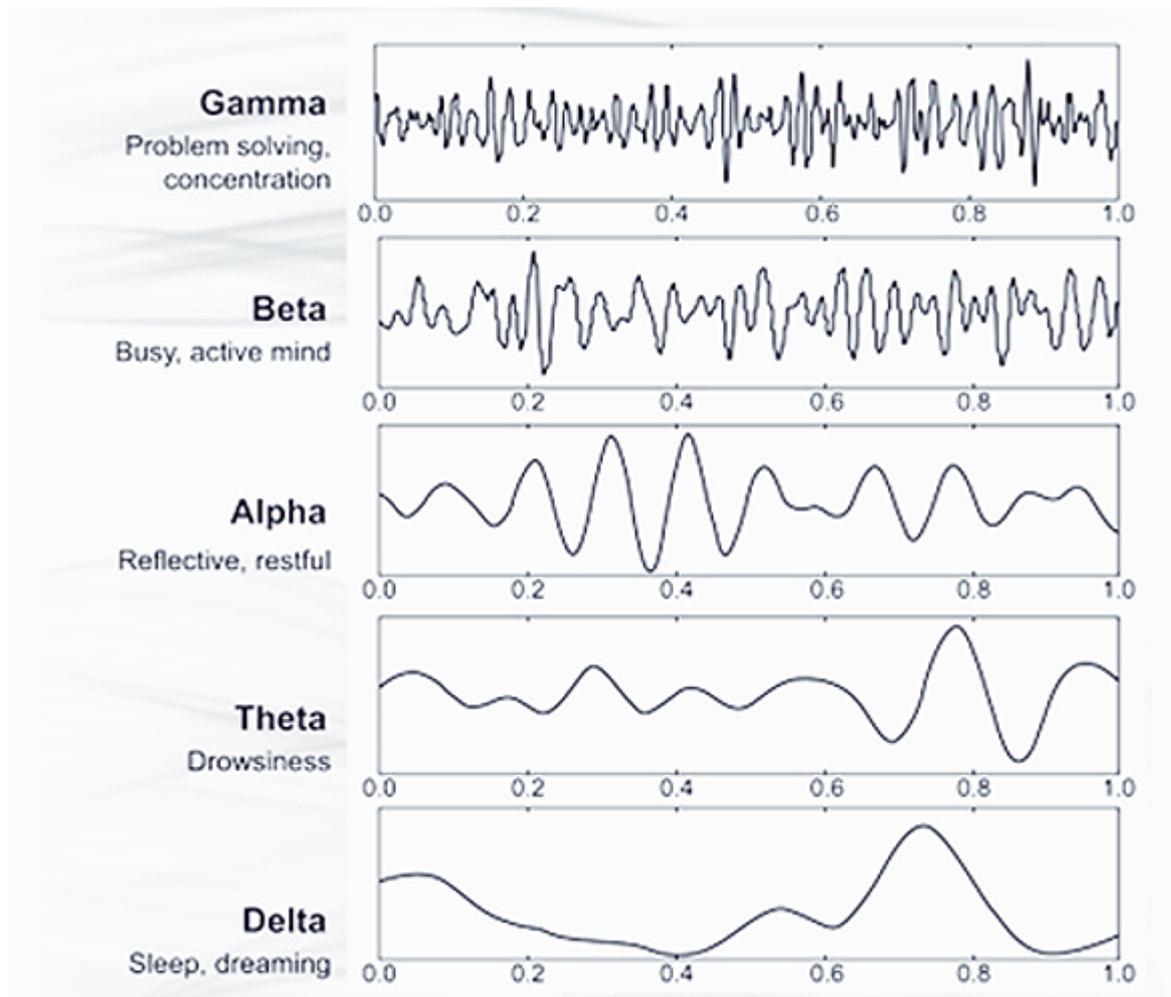
### **What are the frequency bands of human brainwaves?**

The most commonly used [Reference Values](#) are as follows:

- Alpha: 8-12 Hz
- Beta: 13-30 Hz
- Theta: 4.0-8.0 Hz
- Delta: 0.5-4.0 Hz
- Gamma: above 30 Hz

## What do human brainwave frequencies look like on an EEG (Electroencephalograph) recording

See the diagram below:



What is the amount of magnetic energy used in Bellabee?

The magnetic energy (strength of magnetic field) used is less than 200 micro-Tesla. By comparison, Trans Cranial Magnetic Stimulation (TMS) equipment uses between 1-2 Tesla, (1 Tesla (T) = 1,000,000 Microtesla ( $\mu$ T)). So the energy used by Bellabee is 5,000 – 10,000 times less than TMS.

### What is the amount of electrical energy used in Bellabee?

The electrical energy used is minimal and similar to what a headphone uses to play music, which is 10-100 mW (1 Watt power = 1,000 milliwatts).

### What are the contra indications for Bellabee use?

- Having a metallic or electronic implantable device, like a pacemaker, implanted defibrillator,

other metallic implants.

- Studies have not been done to see if it can be used safely for children.
- Studies have not been done to see if it can be used safely in pregnancy.
- If you are breastfeeding.
- Epilepsy or history of seizures.
- Bell's palsy or other cranial nerves dysfunction.
- On parts of the body other than as directed.
- While driving, operating machinery, or doing other focused tasks.
- While in contact with water, like showering, bathing or swimming.
- If casing of the device is damaged.
- In the presence of strong electromagnetic fields.

### **Which specialties/fields can use Bellabee?**

It can be used by:

- Neurofeedback specialists
- Biofeedback specialists
- Psychiatrists
- Psychologists
- Sports coaches
- Neurophysiologists
- Neuroscientists
- Nurse practitioners
- Family medicine specialists
- Complementary medicine specialists
- Acupuncture specialists
- Special education teachers
- Pediatricians
- Neurologists
- Other mental health professionals
- Primary care physicians
- Naturopaths
- Social workers
- Life and business coaches
- Fitness trainers
- Weight loss providers

### **What industries could put Bellabee to good use?**

- Mental health centers

- Holistic health centers
- Learning disability centers
- Rehabilitation centers
- Schools
- Prisons
- Health insurance companies
- Business enterprises (for peak performance)
- Professional sports
- Military (for PTSD)
- Pain centers (to relieve anxiety and stress in chronic pain patients).

### **What types of conditions can lead to brainwave abnormalities?**

There are several conditions that can lead to brain wave abnormalities:

- Hereditary
- Neurological
- Psychiatric
- Traumatic Brain Injury (TBI)
- Brain Tumors/ Space Occupying Lesions (SOL)
- Other Conditions

### **What conditions are associated with an over-aroused brain?**

- Anxiety
- Nightmares and other sleep problems
- Impulsivity
- Aggression

### **What conditions are associated with under-aroused brain?**

- Depression
- Chronic pain
- Insomnia

### **What conditions are associated with unstable brain waves?**

- Obsessive-Convulsive Disorders (OCD)
- Epilepsy
- Panic Attacks

### **What conditions are associated with excess Gamma brainwaves?**

- Schizophrenia
- Delusions
- Hallucinations

### **What conditions are associated with slow brain waves?**

- Coma
- Brain death
- Depression
- Autism
- Brain tumors
- Obsessive-compulsive disorder (OCD)
- Attention deficit hyperactivity disorder (ADHD)
- Encephalitis

### **What conditions are associated with fast brain waves?**

- Epilepsy
- Anxiety
- Post-Traumatic Stress Disorder (PTSD)
- Drug abuse

### **What are the benefits to using Bellabee in my practice?**

- Increased number of clients
- Decreased costs
- Maximized profits
- Gaining a new treatment modality
- Ability to offer a safe alternative to pharmacological agents
- Ability to use device as homework to increase retention
- Minimal investment with maximum benefits
- Can be used with many other treatment modalities
- Stay up-to-date on cutting-edge neurofeedback technology

### **Where can I find scientific journals and information about Bellabee?**

Click the following link to see recent scientific journals and resources about Bellabee: ([link to related published scientific literature](#))

### **What if I am not satisfied with Bellabee?**

There is a 45 days, no questions asked, money back guarantee.

## **Why are you offering this generous refund policy?**

Because we fully believe Bellabee can help you in more than one way.

## **What are the salient features of Bellabee?**

- Safe – the energy range is in micro-Tesla.
- Portable – it is just a headband connected to your mobile device.
- Customizable – “Create Therapy” mode lets you fully customize the duration and frequency.
- Proven Results – numerous studies support the results.
- Minimal Side Effects – unlike pharmacological agents.
- Versatile – use alone or as a part of your on-going therapy.
- Non-Invasive – does not require surgery, unlike deep brain stimulation and other therapies.
- Easy-to-Use - just download the software, plug the headband into the microphone jack (or connect by Bluetooth) and start the therapy.

## **What parts of the brain does Bellabee work on?**

It works on the entire body, focusing its electromagnetic energy where it's most required.

All parts of the brain (including the cerebrum and cerebellum)

Neural pathways going to and from the brain

The body: particularly the heart, through the neural pathways

## **What is similar about Bellabee and Neurofeedback (NFB)?**

Similar to NFB, Bellabee coaxes the brain to alter the frequency of brainwaves. Both produce results when the brainwaves start working with the desired frequency.

## **How is Bellabee different from Neurofeedback (NFB)?**

Bellabee is completely portable and automatic. Just put it on, connect to a mobile device, select the desired mode and let the therapy begin. Bellabee does all the work, leaving you free to do other things.

Bellabee doesn't require expensive equipment or supervision. With NFB, you need to connect EEG electrodes to the brain, monitor the brainwave frequency then try to guide it to the desired frequency with the help of audio-video programs.

NFB specialists teach their clients how to push the brain in the desired direction using audio-visual programs and other tools. Neurofeedback uses a reward & penalty model for brain patterns, known as [operant conditioning](#). It is like coaching/mentoring work. Bellabee immediately directs your brain oscillations in the desired direction without training, effort, or supervision. You can do this at home or on the go. Most users start switching to the desired frequency within 3-5 minutes.

Since Bellabee's technology is based on FFR instead of operant conditioning, the desired frequencies are achieved in a matter of minutes; so Bellabee can achieve the desired frequency states much quicker than traditional neurofeedback, which typically takes many sessions spread across several weeks or months

Bellabee is like riding an autonomous self-driving bike that trains the person to start riding the correct way from the start. Soon the person will be able to ride on their own due to the frequency following response, neuroplasticity and neuromodulation principles of neuroscience.

Bellabee is convenient and easy to use, but it cannot detect EEG signals yet (this feature will be available soon).

Comparison Chart	Bellabee	Traditional Neurofeedback
<b>Brain training location</b>	Anytime, anywhere	<b>NFB office sessions required</b>
<b>Average time for desired brain frequency changes to occur</b>	3-5 minutes, 1 session	<b>several months, multiple sessions</b>
<b>Average time for frequency changes to hold</b>	Less than 30 days of training	<b>4-6 months</b>
<b>Equipment required</b>	Neurofeedback headband & app (IOS and Android compatible)	<b>EEG machine &amp; electrodes/sensors</b>
<b>Protocols &amp; Programs offered</b>	Bellabee App offers a selection of preset & customizable protocols for improved sleep, anti-anxiety, meditation, anti-stress, concentration, PTSD, ADHD, Alzheimer's, Parkinson's, and Autism Spectrum	<b>NFB specialists develop customized protocols for clients based on findings from QEEG scans</b>
<b>Trainable brain frequencies</b>	1hz-135hz	<b>1hz-135hz</b>
<b>Training required to operate equipment</b>	No training required	<b>Several years</b>
<b>Cost of brain training equipment &amp; mentoring</b>	Less than \$200	<b>\$6,000 - \$25,000</b>
<b>Cost of ongoing brain training sessions</b>	FREE	<b>40 sessions over 5-6 months = approximately \$4,000-\$5,000</b>
<b>Neurofeedback Theory Used</b>	Frequency Following Response using Electromagnetic technology	<b>Operant Conditioning using a reward &amp; punishment model</b>
<b>Supervision</b>	Not required	<b>Required</b>
<b>Estimated cost to complete brain training therapy</b>	\$159	<b>\$5,000</b>

### **Where is it currently in use?**

It is very popular in Europe and parts of Asia and South America. It is gaining popularity in North America as well.

### **How long has electromagnetic therapy been in practice?**

Electromagnetic therapy was popular until the middle of last century. Interest in it has increased this century due to the advancement of neuroscience and technology, the fact that it is safe and can be used in combination with other therapies.

### **Why should practitioners and clinics consider using Bellabee?**

Keeping in mind the latest trends in neuroscience, it seems that traditional NFB will be obsolete within 5-6 years. If practitioners and clinics don't adapt to Bellabee or other app-based wearables they may go out of business.

### **Why do you feel NFB specialists are the torch-bearers for Bellabee?**

Their specific knowledge background puts them in the best position to use, introduce and explain the benefits of Bellabee.

### **Why would a NFB client need me if they have Bellabee?**

Every brain is different with different needs, so the expertise of an NFB specialist still helps the patient get the best results. The NFB specialist still needs to perform the initial patient intake, perform a QEEG, and provide customized programs for Bellabee protocols, NFB protocols, and other programs offered.

At least 10% of Bellabee customers will require continued assistance. This may include additional QEEG scans, monthly consultation on how patient is progressing, and continued assistance adjusting the custom frequencies in order to optimize recovery time.

### **What is the revenue earning potential of Bellabee?**

This is a US \$350 billion dollar market, mostly untapped, as there are few wearable Neuromodulation devices on the market; but their demand, and the conditions they treat, is growing, so you can see the immense business potential. By actively participating, you can get your fair share of the market.

### **How can Bellabee be combined with other therapy modalities?**

It can be used in combination with the following options to achieve better and faster results, with less adverse side-effects:

- Neurofeedback
- Biofeedback

- Psychotherapy
- Pharmacological products
- Meditation
- Yoga
- Sports training
- Naturopathy
- Other therapeutic approaches

### **What is the future of neuroscience?**

It is moving in the direction of AI (Artificial Intelligence) and BMI (Brain Machine Interface). Bellabee is on this path as well.

### **What is Bellabee's future?**

Bright. It uses cutting-edge technology and continues to explore new features and ways to treat a greater variety of brain conditions. Upcoming features include: Bluetooth functionality, an EEG reader and auto protocols that make the device even more useful for the customer.

### **Will I make more or less money using Bellabee in my practice?**

More profit can be made using Bellabee. You'll work the same number of hours, but have more patients with less required sessions, meaning you can charge a higher rate. The customer ultimately pays less and you make more money because you can take on more customers. It's a win-win situation.

	<b>Traditional Neurofeedback</b>	<b>Bellabee + Neurofeedback</b>
<b>Monthly fee</b>	<b>\$800</b>	<b>\$500 (includes Bellabee device)</b>
<b>Office time with 1 client per month</b>	<b>8 hours</b>	<b>1 hour</b>
<b>Total number of sessions per program</b>	<b>40 sessions</b>	<b>5 sessions</b>
<b>Cost for 5 month program</b>	<b>\$4,000</b>	<b>\$2,500</b>
<b>Number of clients per month at 40 hours a week</b>	<b>20 clients</b>	<b>160 clients</b>
<b>Monthly Profit at 40 office hours per week</b>	<b>\$16,000</b>	<b>\$68,800</b> <b>(\$80,000 - \$11,200 for Bellabee @ \$70 per unit)</b>
<b>Average Hourly Rate</b>	<b>\$100.00</b>	<b>\$430.00</b>
<b>Time clients save each month</b>	<b>None</b>	<b>7-8 hours in session and commute time</b>

### Help Improve This Article

Title

Content

Excerpt

Thumbnail

Formats

Image ▼

Categories

Anti-Anxiety ▼

Tags

Submit

Save Draft

