



Centerpointe
RESEARCH INSTITUTE

HACK YOUR BRAIN FOR WEIGHT LOSS

6 Easy Ways to Look and Feel Your Best

By Bill Harris, Founder
Centerpointe Research Institute

Best-selling Author of
The New Science of Super Awareness

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[NOTE: The therapeutic information presented here is of a general nature and is not a substitute for an evaluation or treatment by a competent medical or mental health specialist, nor is anything presented here designed to treat any disease or medical condition.]

Centerpointe Research Institute Presents:

Hack Your Brain for Weight Loss

6 Easy Ways to Look
and Feel Your Best

By Bill Harris, Founder

Why Diets Don't Work...And What Does Work!

If you've been trying to lose weight for years, on a yoyo of disappointment and failure, you're not alone! And, here's what may surprise you:

It's not your fault.

Diets don't work. That's why you're not losing weight and keeping it off, for good.

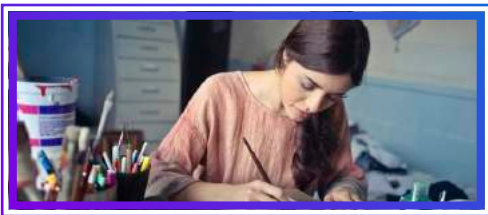
Everything starts with your brain. When your brain is fixed,





Three Fundamental, Paradigm-changing Brain Discoveries

1. The Genesis Discovery: Everything About You Begins in Your Brain



- Your ability to bounce back from failure, loss & disappointment
- Your skills, talents, and superpowers
- Your ability to set and achieve goals
- Your ability to focus and concentrate
- Your relationship success or failure
- Your confidence and motivation
- How much willpower you have
- Your emotional responses
- Your financial success
- How creative you are
- Your happiness

- Your moods...

...and much more!

The abilities and qualities you want more of, and the negatives you want to eliminate, all come from your brain.

If you change your brain, you will change your life.

2. The Brain Map Discovery

Scientists now know what parts of the brain are involved in the problem areas you want to get rid of, and the desirable qualities and abilities you want more of. Most of what you want to improve or get rid of involves two main parts of the brain, your limbic system and your prefrontal cortex.

3. The Change Your Brain and Keep the Change Discovery

Scientists also know many ways to change those parts of the brain. Many who follow this research have used it to create amazing tools and approaches that allow you to develop more of the qualities and super powers you want and get rid of the negative challenges you don't want.

One of these tools is Centerpointe Research Institute's Holosync®



audio technology, based on research at the world famous Menninger Clinic and Mt. Sinai Medical Center in New York.

Holosync has been used by over 2.2 million people to create amazing brain changes in a short period of time.

Holosync, which is effortless to use, changes the electric patterns in the brain to those of a 30-year veteran meditator, the first and every time you use it, creating the same brain changes and the same benefits as traditional meditation, but 8x faster.

The Marshmallow Test

At Stanford University in the late 1960s, researcher Walter Mischel conducted a test on preschool children, in what has become known as The Marshmallow Test. These children were given a choice between one treat (such as a marshmallow) immediately, or to wait for 15 minutes in order to get two treats.



This test of willpower, and the ability to delay gratification, showed extraordinary life outcomes experienced by test subjects who could delay gratification:



- Greater resilience and adaptability in the face of setbacks
- Higher SAT scores (an average increase of 210 points)
- Less drug use and other addictive behaviors
- Ability to pursue and reach long-term goals



- Better cognitive function and intelligence
- Less easily rattled and disorganized
- More friends, better relationships
- Lower BMI (Body Mass Index)
- Ability to resist temptation
- Trust in their own judgment
- Greater self reliance
- Less distractibility
- More self-control
- Higher income
- Better grades

Those who could not delay gratification experienced problems in the areas listed above.

[**Click here to optimize your brain with Holosync**](#)

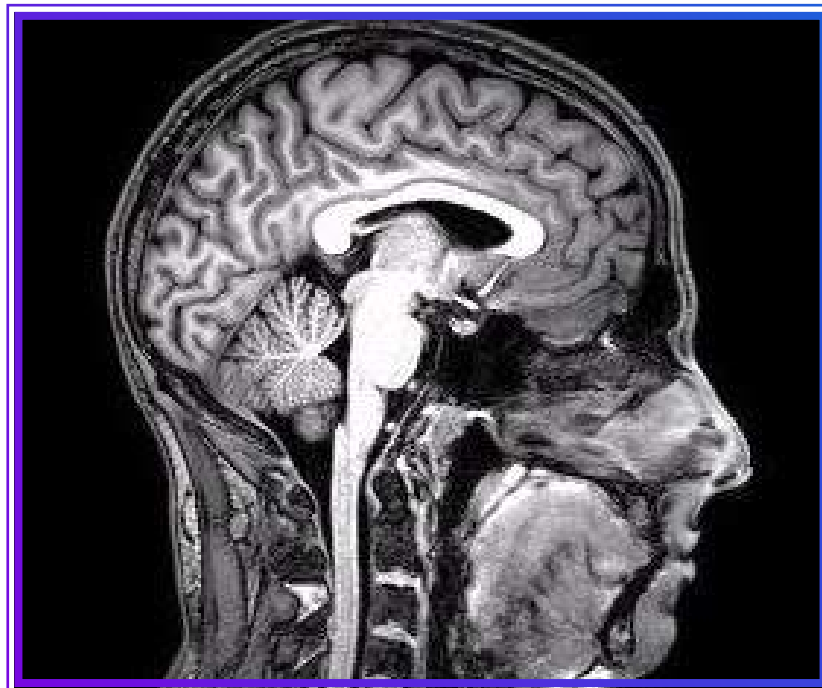
Brain Scans Show How the Brain Creates Willpower

In 2011, subjects' brains were scanned using functional magnetic resonance imaging, (fMRI). Those who could delay gratification (and who have enjoyed the benefits listed above during their lives) had:

- a) A strong prefrontal cortex
- b) A calm limbic system

Those who could not delay gratification (and who had lifelong problems in the areas listed above) had...

- a) A weak prefrontal cortex
- b) An overactive limbic system





The War Inside Your Brain

There's a war going on between these two major parts of your brain: the limbic system and the prefrontal cortex. Which side wins shapes nearly everything in your life.

The Limbic System, which is involved in motivation, emotion, learning and memory, is strongly activated in life-threatening situations.

Two destructive results of an overactive limbic system:

1. Chronic fight or flight stress response

- a. Production of cortisol, adrenaline, and other stress hormones creates inflammation leading to many health problems, many of which are life-threatening or accelerate aging



- b. Blood flows away from the brain to your limbs so you can fight or flee. You lose IQ points, experience brain fog, make bad decisions

- c. The hippocampus (involved in memory) shrinks

- d. You experience unpleasant emotions, including anger, fear, anxiety, depression, etc.

2. You make “I want it now and I don’t care about the consequences” bad decisions

- a. Destructive emotional reactions and outbursts you later regret
- b. Buying things you don’t need with money you don’t have
- c. Eating what you resolved not to eat



- d. Blowing off working on your goals
- e. Blowing off dietary resolutions
- f. Eating more than you should
- g. Bad habits and addictions
- h. Blowing off exercising
- i. Blowing off meditation

These bad decisions are all driven by a powerful neurotransmitter, dopamine.

While under the spell of dopamine:

- a. Drawn to and captivated by the latest “bright shiny object”
- b. No consideration of future consequences
- c. No ability to delay gratification

When rats were given a squirt of dopamine for pulling a lever, they did

so continuously, without stopping to eat, sleep or have sex.

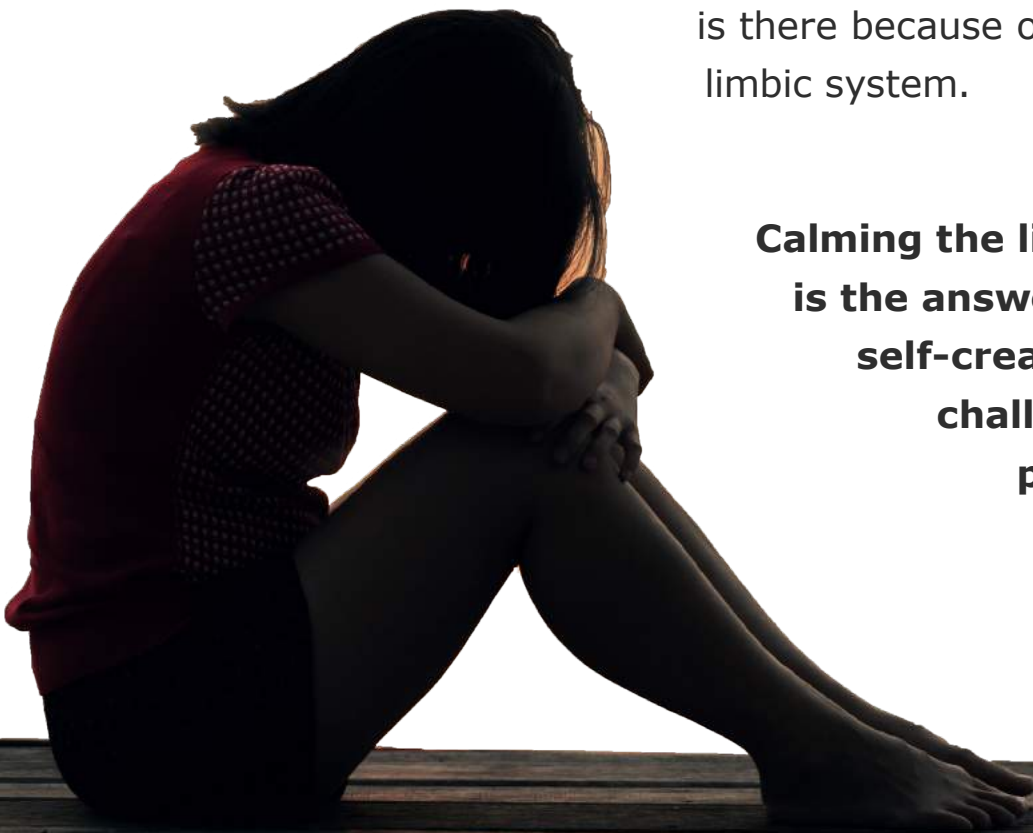
When researchers required the rats to cross an electrified grid to get to the lever they continued to pull it over and over until their little rat feet were burned off.

[Click here to optimize your brain with Holosync](#)

Humans respond to dopamine in the same way, making one bad dopamine-inspired decision after another until they've "burned off" their bank accounts, relationships, arteries, lungs, or any other area of life touched by their bad decisions.

Pretty much every person in prison is there because of an overactive limbic system.

**Calming the limbic system
is the answer to most
self-created human
challenges and
problems.**



The Prefrontal Cortex is the Source of:

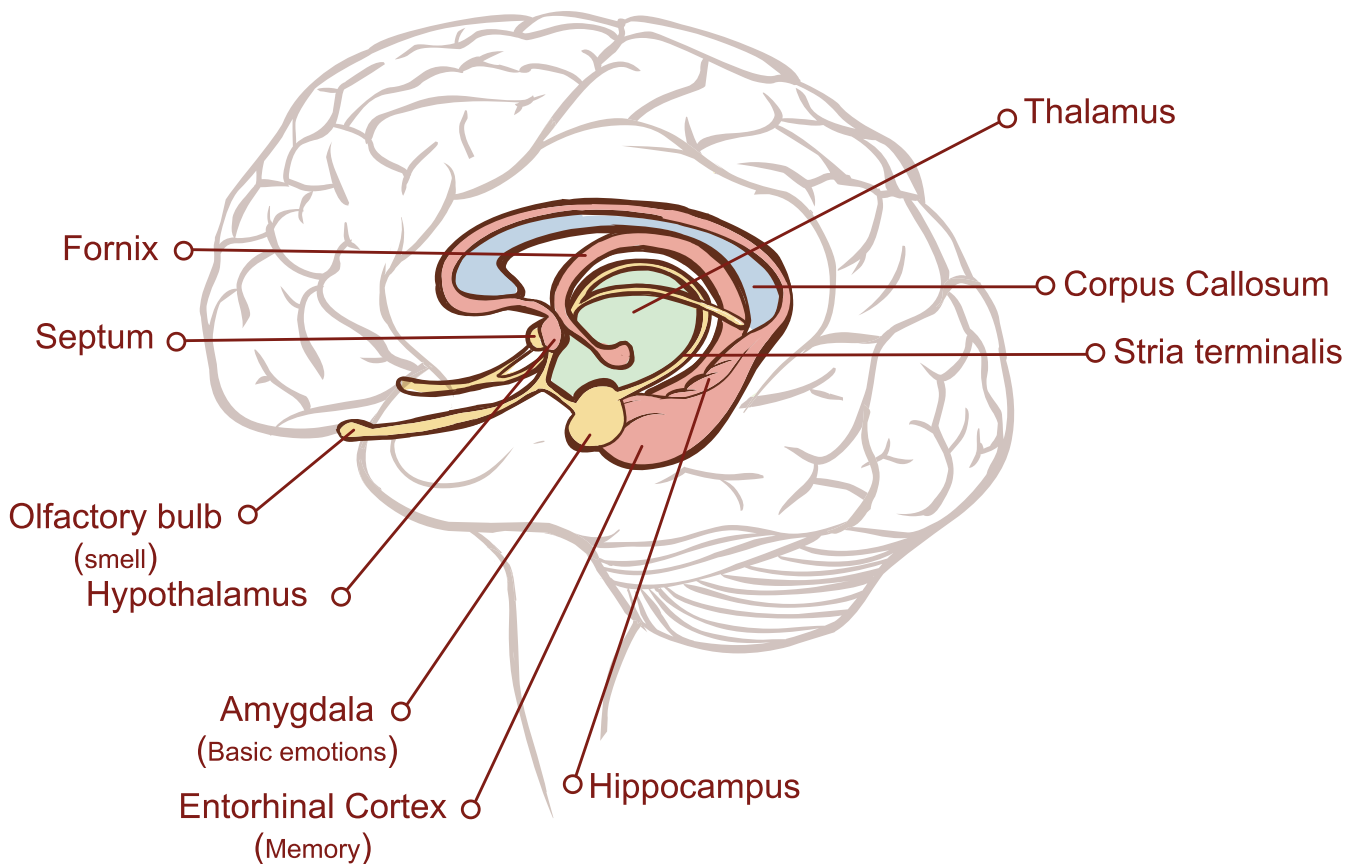
- Forethought, goal setting, persistence
- Ability to feel and express emotions
- Learning from experience
- Concentration, focus
- Executive function
- Rational thinking
- Problem solving
- Impulse control
- Organization
- Creativity
- Empathy

If strong enough, the prefrontal cortex oversees the limbic system (overriding stupid limbic system decisions).

The Big Solution

1. Calm the limbic system
2. Enhance the prefrontal cortex

The Limbic System



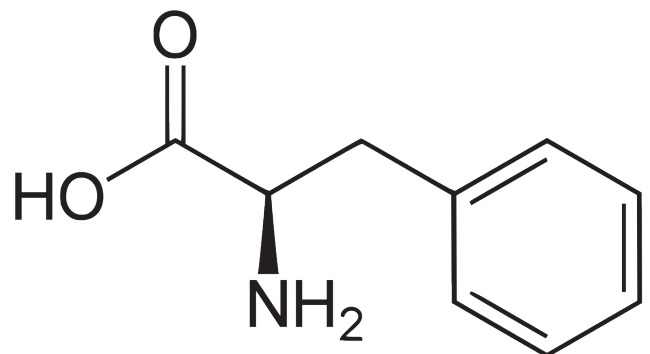
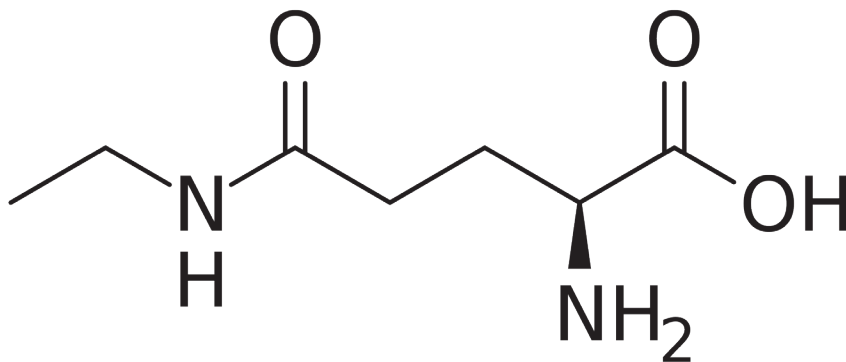
Calming the Limbic System

Avoid stress. Stress causes the limbic system to become overactive.

Here are six ways in which you can reduce stress and help calm your limbic system:

1. SUPPLEMENTS

- GABA
- L-Theanine
- 5-HTP
- L-Tryptophan
- Tyrosine
- D-phenylalanine
- SAMe (200 to 400 mg 2-4x/day)
- B Complex vitamins
- Omega 3 fatty acids, especially those with a higher EPA content (200 to 2,200 mg/day of EPA)



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2. BREATHING EXERCISES

Slow breathing calms the limbic system.

All of these exercises are done by breathing into your belly first, and then finishing the breath by breathing into your chest. If you aren't used to breathing this way (most people breath in through the chest, not the belly), it may take some practice. Lie on your back with a book on your belly and as you breath in, move the book up on the in breath, and down on the out breath.



- **6-7-8 Breathing:** Breath in for 6 counts, hold for 7 counts, breath out for 8 counts. Pursing the lips helps when trying to breath out slowly.
- **Box Breathing:** This one is used by Navy Seals prior to combat. Breathe in for 5 counts, hold for 5 counts, breathe out for 5 counts, hold the breath out for 5 counts (repeat for at

least 5 minutes; stop if you become light-headed).

According to SealFit.com, Box Breathing reduces performance anxiety, controls the arousal response (created by the limbic system) increases brain plasticity, enhances learning and skill development (because a calm limbic system allows the prefrontal cortex to do its job), and increases capacity for focused attention and long term concentration.

- **The Relaxation Breath:** This is used by Navy Seals in combat, since in combat situations they don't want to hold their breath. Inhale to a count of five into the belly, then fill the chest, and finally the top of your chest, adding a final sip of air. Immediately begin to exhale in the opposite manner, starting at the top and ending with a puff to get the last bit of air out of your lungs.
- **One of My Own Favorites:** Breathe in for four counts, breathe out for 16 counts. To slow down the exhale, pinch your throat a bit, or purse your lips if exhaling through the mouth. This and the relaxation breath, which are similar, can be done while you read, drive, or watch TV. With some practice you can do it without thinking about it. This type of breathing relaxes tense muscles, calms anxiety, and also lowers blood pressure (though not permanently).

3. EXERCISE/FITNESS

Research shows that short 1-4 minute bursts followed by a rest period, repeated several times (called High Intensity Interval Training, or HIIT), are more effective than longer periods of less intense exercise.

Here are three examples (thank you, Wikipedia):

- **Tabata Regimen**

A version of HIIT was based on a 1996 study by Professor Izumi Tabata. Initially involving Olympic speed skaters, the study used 8 cycles consisting of 20 seconds of 7 ultra-intense exercise (at an intensity of about 170% of VO₂max) followed by 10 seconds of rest, repeated continuously for 4 minutes. The exercise was performed on a mechanically braked cycle ergometer. Tabata called this the IE1 protocol.

- **Gibala Regimen**

Professor Martin Gibala and his team at McMaster University in Canada have been researching high-intensity exercise for several years. Their 2009 study on students uses 3 minutes for warming up, then 60 seconds of intense exercise



(at 95% of VO₂max) followed by 75 seconds of rest, repeated for 8–12 cycles (sometimes referred to as “The Little Method”).

A less intense version: 3 minutes of warm-up, 10 repetitions of 60-second bursts at 60% peak power (80- 95% of heart rate reserve) each followed by 60 seconds of recovery, and then a 5-minute cool-down.

- **Zuniga Regimen**

Jorge Zuniga, assistant professor of exercise science at Creighton University, set out to determine how to fit the highest volume of work and oxygen consumption into the smallest amount of time. He found that intervals of 30 seconds at 90% of maximum power output followed by 30 seconds of rest allowed for the highest VO₂ Consumption and the longest workout duration at specified intensity.

4. NUTRITION

Moderate protein, low carb, high “good fat” diets are best (good fats include coconut oil, avocado, grass-fed butter, Omega 3s, MCT oil, extra virgin olive oil).

Those who give brain-healthy dietary guidelines based on the latest research include Dr. Daniel Amen, Dr. Mark Hyman, Dave Asprey, Dr. Jonny Bowden. Though the cookbooks by all of these are great, I most highly recommend Jonny Bowden’s book, *Living Low Carb*, which begins with a great overview of the history and biochemistry (written for the layperson) of low-carb, high “good fat”, high protein diets, and

then describes dozens of versions of such diets, with his (quite expert) opinion about the pros and cons of each.

Dr. Daniel Amen recommends that those with low serotonin levels (often associated with depression) add low glycemic carbs to their diet. These would include:

- Many vegetables, including leafy greens, asparagus, cauliflower
- Sesame seeds, peanuts, chia seeds, flax seeds
- Legumes, including lentils, chickpeas
- Reduced fat yogurt
- Steel-cut oatmeal
- Sweet potatoes
- Ezekiel bread
- Skim milk
- Quinoa
- Farrow

See Dr. Daniel's Amen's wonderful book, *Change Your Brain, Change Your Life* for more information about diet as it relates to different brain problems. This book is, in fact, a virtual encyclopedia of information about the different mental, emotional, physical, and even spiritual

problems, which parts of the brain are involved, and methods for treating each situation. Dr. Amen has been recommending Holosync for many years.

[Click here to optimize your brain with Holosync](#)

5. SLEEP

Seven to eight hours of sleep each night is recommended. It is during sleep that the brain cleans out metabolic poisons, which is one reason why your brain doesn't function well when you have been sleep deprived. These toxins, when not eliminated during sleep, eventually lead to many serious "diseases of aging": heart disease, diabetes, senility, and many others.



6. MEDITATION

Much research shows that meditation is the most powerful method for calming the limbic system.

The Problem with Meditation: Few actually follow through and do it regularly; it takes a long time to see significant results, and there is a long learning curve.

Holosync is a technological solution to this problem. Holosync uses combinations of pure sine wave audio tones, delivered to the brain through stereo headphones so as to discreetly target specific tones to the right and left brain hemisphere, create the brainwave patterns of an experienced 30-year meditator.



The Many Benefits of Holosync:

- Eliminates the long learning curve required for traditional meditation.
- Creates the same brain changes as meditation
 - Calms the limbic system
 - Enhances the prefrontal cortex
 - Creates tremendous awareness
 - Reduces stress
 - Increases willpower
 - Heals emotional trauma
 - Decreases negative thinking,

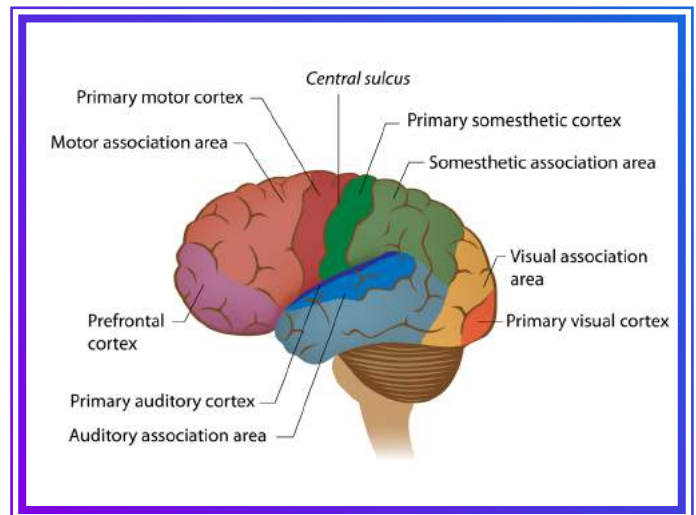
negative feelings, negative behaviors

- Enhances learning
- Increases memory
- Increases the ability to experience flow states
- Creates coherence between the left and right brain hemispheres
- Creates results 8x faster than traditional meditation.
- Effortless – All you do is listen
- May be used during the last hour of sleep, taking zero time from your day.
- Used by over 2.2 million people all over the world

Holosync has also been endorsed by hundreds of prominent personal growth teachers, thought leaders, doctors, and therapists.

Enhancing the Prefrontal Cortex

Enhancing your prefrontal cortex involves many of the same practices used to calm the limbic system, such as nutrition (see page 8), exercise and fitness (see page 7-8), sleep (see page 9), and meditation (see above).



As well as the guidelines previously stated for nutrition, exercise/fitness and sleep...

...I recommend the following specifically to enhance your prefrontal cortex:

- **Supplements**

- Acetyl-L-carnitine
- Alpha-lipoic acid
- Omega 3 fatty acids, especially those with a higher EPA content (200 to 2,200 mg/day of EPA)
- Zinc (15-230 mg per day)
- Green tea
- Rhodiola
- Ginseng
- Ashwagandha
- Phosphatidylserine
- Super multiple vitamin with high-dose B vitamins
- Vitamin E (mixed tocopherols)
- Vitamin C 250 mg twice a day

- **Rehearsal/Practice**

Practicing techniques for optimizing your brain is critically important. The brain learns via conditioning and can literally change certain parts of its functioning and structure by repeating certain tasks. For more, be sure to check out www.brainhq.com (with lots of great brain trainings by the grandfather of neuroplasticity, Dr. Michael Merzenich). Also see Dr. Daniel Amen's work such as his book and online course, *The Brain Warrior's Way* (www.brainmdhealth.com).

- **Meditation**

I can't stress meditation enough! Undisputed research shows that meditation is the most powerful method for calming the limbic system.

The Problem with Meditation: As I detailed above, meditation has incredible benefits. Among others meditation improves your brain and helps you create a better life. Few actually follow through and do it regularly; it takes a long time to see significant results, and there is a long learning curve.

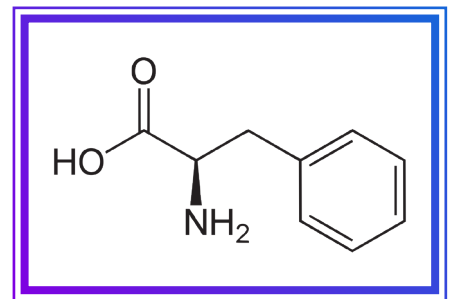
Holosync is a technological solution to this problem. Holosync uses combinations of pure sine wave audio tones, delivered to the brain through stereo headphones so as to discreetly target specific tones to the right and left brain hemisphere, create the brainwave patterns of an experienced 30-year meditator.

[Click here to optimize your brain with Holosync](#)

To Summarize:

The 6 Easy Ways to Change Your Brain and Create a Better Life are:

1. SUPPLEMENTS



2. EXERCISE/FITNESS



3. NUTRITION



4. SLEEP



5. MEDITATION



6. BREATHING EXERCISES

(for calming the limbic system and
Rehearse/Practice for enhancing
the prefrontal cortex)



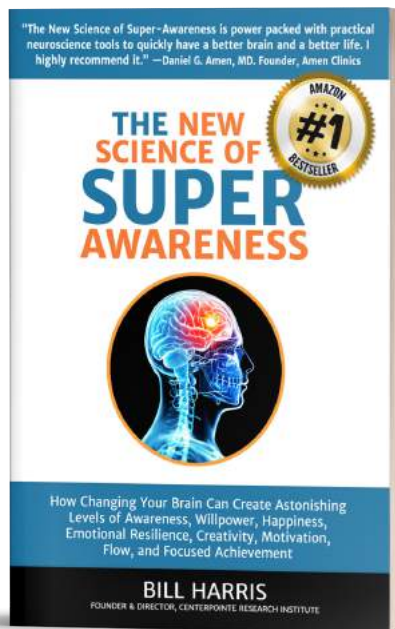
I hope you found this information helpful. If you have questions, we have a team of highly-trained Accelerated Results Coaches who can help. Email support at support@centerpointe.com any time.

[Click here to optimize your brain with Holosync](#)

FREE BONUS

Thank you for reading this special report, *6 Easy Ways to Change Your Brain and Create a Better Life*. Please accept a free copy of my latest book, **The New Science of Super Awareness**.

Learn how optimizing your brain can create astonishing levels of awareness, willpower, happiness, emotional resilience, creativity, motivation, flow states and focused achievement.



[Click here to optimize your brain with Holosync](#)

Please feel free to share the link for a FREE copy of *The New Science of Super Awareness* with friends or family.

Praise for The New Science of Super Awareness

"*The New Science of Super Awareness* is power packed with practical neuroscience tools to quickly have a better brain and a better life. I highly recommend it."

~**Daniel G. Amen, MD, Founder, Amen Clinics**

Bestseller author of *Change Your Brain, Change Your Life*

"Your brain shapes your awareness, moods, emotions, relationships, energy level, mental abilities, resilience, and many other human qualities. Thank goodness for people like Bill Harris who comb the research and then explain how it can be used to improve human lives in ways once thought to be impossible. I loved this book, and you will, too."

~**Jack Canfield, New York Times bestselling co-author of the *Chicken Soup for the Soul* book series, *The Success Principles*, *The Aladdin Factor*, and many other books, and founder and chairman of the Canfield Training Group**

"I've taught millions of people how to have a 'millionaire mind'. Now, Bill Harris has written a book describing the brain changes that support the creation of a millionaire mind. Calm the parts of the brain that lead you astray and strengthen those that create confidence, motivation, creativity, and good decisions, and you'll be on your way! *The New Science of Super Awareness* is an innovative and scientific look at the brain fundamentals that underlie your success."

~**T. Harv Eker, NY Times No. 1 Bestselling Author of *Secrets of the Millionaire Mind*[™]**

"*The New Science of Super Awareness* is a must-read! The scientific research and technology that Bill reveals here have completely changed my life, even helped save it. Your life is simply a compilation of choices that (contrary to what we're

led to believe) are indeed fully in your control! I love this book and would highly recommend it to everyone!”

~**Anik Singal, bestselling author, internet entrepreneur**

“*The New Science of Super Awareness* is like a chocolate ice cream cone on a hot summer day. You won’t want it to end, and what you’ll learn about your brain will help you create more happiness, more focus, more productivity, and more success. Terrific cutting edge information everyone needs to know.”

~**Bob Proctor, Star of the movie *The Secret*, bestselling author of *You Were Born Rich***

“For centuries, monks and sages have been exploring human consciousness and pushing our potential. Bill Harris is a modern monk armed with potent technology and an incessant drive to help people. His first book was amazing. *The New Science of Super Awareness* is even better.”

~**Dr. Pedram Shojai, President, Well.org**
Producer of the hit documentary movies *Origins* and *Vitality*

“A few farsighted people are using the latest brain research to create extraordinary personal qualities once thought to be rare or even impossible. *The New Science of Super Awareness* shows you how you can be one of them. A 21st Century “must read” for anyone who wants to craft a better life.”

~**Jeff Radich, Vice President and CoFounder**
Natural Health Sherpa

“The newest brain research has opened up a whole world of possibilities for us “normal” human beings, most of which were science fiction just a few years ago. Cutting edge tools based on these discoveries can increase creativity, focus,

happiness, emotional health, productivity, and a lot more. *The New Science of Super Awareness* will open your eyes to amazing new possibilities. Get it, read it—and then do what it says!

~**Glen Ledwell, Founder of Mind Movies and Flight Club**

“As we enter a new age of awareness Bill’s book comes along at the perfect time. His explanation of why it is essential to become Super Aware is simply excellent. Knowledge has always been considered the crown jewels. Today we’re surrounded by knowledge, yet awareness is in very short supply. As you learn to turn on your awareness, life’s secrets are revealed. Learn and apply what Bill teaches here and your reality will change, just as it has for the millions of people Bill has already helped.”

~**Andy Shaw, Bestselling author of *A Bug Free Mind***

“From one of the most renowned experts in ‘changing your life by changing your brain’ comes a powerful life-changing book. Bill shares the most astonishing insights—things you can apply RIGHT NOW—to create a leap into creativity, presence, focus, clarity, achievement, and just plain happiness. This book is the ticket to the next level of a life fulfilled. What are you waiting for, read it right now.”

~**Jennifer McLean, Host of Healing With The Masters
Creator, Living Success Signature Business**

“As someone who’s new to meditation, I love how Bill takes it from weird to wonderful & explains it in a way that’s easy to understand. Whether you’re new to meditation or a seasoned pro, I highly recommend checking out this book!”

~**Chandler Bolt, Self-Publishing School**

"*The New Science of Super Awareness* is truly a must read for anyone who wants to change anything in his or her life. If you want to create 'having it all', read this book. Bill Harris truly is a master teacher and his new book truly is a gift."

~**Christy Whitman, New York Times Bestselling author**

"Bill Harris was an ordinary Joe who figured out the secrets to being happy and successful in life. In this highly prescriptive and engaging book he shares his simple and effective steps to an extraordinary life. This is the book I wish I had read forty years ago!"

~**Arielle Ford, Author, *The Soulmate Secret***

"*The New Science of Super Awareness* gives you a practical solution to the problems of day to day living. Hundreds of thousands of Bill's clients have already shown that it works, and from my own personal experience, I agree. Shelve the other books and read Bill's. It's based on his 30 years working with hundreds of thousands of clients. He's a master. Learn from him."

~**Pete Bissonette, President, Learning Strategies Corporation**

"If you think you're stuck or want to get to the next level of happiness, success and potential, this book is for you. Bill inspires and shows you the science and the 'how-to'" that will allow you to be the best you possible! A must read for anyone seeking a richer life."

~**Tami Meraglia, M.D., Bestselling author of *The Hormone Secret***

"Bill, thank you for your advice. I must tell you that this subject has always fascinated me and I feel so grateful to you for sharing this information as a gift to humanity, Thank you so much. I appreciate your hard work and studies over the years. My deep regards."

~Don Miguel Ruiz, Author of *The Four Agreements* and other books

“Take a ride inside your brain with an explorer who knows the territory. You’ll improve your willpower, happiness, creativity, motivation, learn how to get into flow states, improve your emotional resilience, and a lot more. Get *The New Science of Super Awareness* and read it. You won’t be disappointed.”

~Mike Koenigs, 8-time #1 bestselling author and CEO of Mixiv.com

“Bill is living breathing proof of what you can achieve when you join the top 1% of the super aware. *The New Science of Super Awareness* will stretch your mind far past anything you believe you’re capable of. It’s the “how to” of happiness, flow, and abundance...and a shortcut to your limitless potential.”

~Alexandra Cattoni, online entrepreneur

“Bill Harris brilliantly reveals a new science that empowers us with the ability to create the reality we choose . This truly is a powerful book. If you want more choice about how you feel, behave, and what you create, I highly recommend that you read this truly powerful book.”

**~Cynthia Kersey, Founder and CEO, Unstoppable Foundation
Bestselling author of *Unstoppable* and *Unstoppable Women***

“Scientists have verified that meditation positively affects how you feel, how you behave, who and what you attract, and how you feel about what happens to you. This book will show you how to get those benefits in a fraction of the time! Bill takes scientific data and crunches it down in an engaging, conversational way. You’ll enjoy yourself as you learn to improve your life in a more ways than you can count. Want an unfair advantage? Buy and read this book today!”

~David Gonzalez, Founder of Simply The Coolest Joint Venture and Affiliate Management Agency and The Internet Marketing Party™