

Sign Up for Training Now!

If you would like to be able to use this important assessment tool in your practice, simply sign up for a training session. We currently offer a Home Study course. Please contact Robertson Wellness on how to get started.

Send us an email at:

rwtraining@robertsoninstitute.org

Indicate that you are interested in training, continuing education or to be added to our mailing list along with your contact information.

Or complete the information below and mail it to us at:

Robertson Wellness - Training
4215 Fashion Square Blvd, Suite 3
Saginaw, MI 48603

Check all that apply:

- Please add me to your mailing list
- I am interested in BCOP training
- I am interested in continuing education sessions on brain chemistry

Name: _____

Credentials: _____

Mailing Address: _____

City/State/Zip: _____

Phone: _____

Fax: _____

Email: _____

For more information on our programs visit:

<http://wellness.robertsoninstitute.org>

Finally...

A Scientific Tool to Assess Brain Chemistry Issues.

The Brain Chemistry Optimization Program (BCOP) is designed to help your client...

- ◆ Think more clearly and accurately
- ◆ React more positively
- ◆ Overcome stress and anxiety more successfully
- ◆ Address compulsiveness and addictive behaviors without addiction transfer

Programs developed by Robertson Wellness (RW) are designed to address unique brain chemistry issues that may be inhibiting healthy living. Designed after 20 years of research and applied to over 14,000 individuals, RW programs also incorporate genetic and environmental influences, health history, and individual preferences in order to design workable, actionable plans. Written for the non-psychiatric patient, RW programs are HIPAA compliant.

About our Founder

Joel Robertson, Pharm.D. is a neuropharmacologist and health care visionary with over 25 years of experience in clinical practice and research. He is an internationally known author, lecturer and consultant and a pioneer in the science of brain chemistry. His books "Natural Prozac" and "Peak Performance Living" were among the first to identify the impact of behavior on brain chemistry.

The BCOP is for general information only and is not intended to supplant medical or psychological advice, diagnosis or treatment by a personal physician or mental health professional. BCOP plans do not make any recommendations as to the use or non-use of medication for a particular individual and do not promise that baseline levels of neurotransmitters will change or that diet and exercise plans are effective for everyone.

Robertson Wellness

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Brain Chemistry Optimization Program



Why Address Brain Chemistry?

Brain chemistry is the major determinant of behavior.

Behavioral changes will only be temporary if brain chemistry is not balanced.

Physiological rewards take precedence over psychological rewards. The brain has no morals!

Behaviors that produce a chemical reward to the brain will be repeated -even if there are negative psychological consequences.

Brain chemistry affects our ability to perceive truth accurately.

Balanced brain chemistry + insight = optimal performance

What Does the Brain Chemistry Optimization Program (BCOP) Offer the Individual?

An actionable, research-based plan involving a brain-healthy diet and activity plan and life balance recommendations specific to the individual's personal brain chemistry issues.

A plan that is based on what the individual **will** do rather than on what they **should** do. Only behaviors that the brain finds rewarding will be repeated and sustained.

How Can Brain Chemistry Be Changed?

Through diet...

Amino acids are the building blocks of brain chemicals and are found in food. Foods considered healthy for the body may not be healthy for a specific brain.

Through exercise...

Too much exercise can cause retention of "gas pedal" chemicals which may heighten insecurity and anxiety; too little can contribute to slow nerve transmission, promoting negativity, low self-esteem, and depression.

Through activity.

Time to relax, the type of music we listen to, and the type of activities we choose to do when stressed all affect brain chemistry.

Through insight...

Brain chemistry affects thoughts, attitudes and behavior – but thoughts attitudes and behaviors also affect brain chemistry.

Through medication...

Medication doesn't change behaviors; it changes brain chemistry. Addressing diet, exercise, activity, insight and life balance can change brain chemistry and may eliminate the need for medication for some people.



How is BCOP Unique?

Scientific...

BCOP technology correlates self-reported peripheral signs and symptoms associated with high and low levels of five principal brain chemicals, taking into account more than 287,000 variables per individual. By evaluating peripheral signs and symptoms that an individual can "feel" or "describe" through a 180-point true/false questionnaire and supplemental history survey, symptoms are counted and weighted using a highly sophisticated computerized compilation. Based on scientific studies that link measurable peripheral signs and symptoms to specific central neurotransmitter excesses or deficiencies, the individual's brain chemistry issues that are indicated are identified and addressed.

Individualized...

The action plans are specifically designed for each unique individual to help improve and balance the individual's brain chemistry. Gender, age, physical conditioning, supplemental history and various other documented factors are considered in the formulation of each of these plans resulting in unique brain chemistry profiles and individualized action plans.

Comprehensive...

The Brain Chemistry Optimization Program variables come from a compilation of medically accepted studies on how brain chemicals can be altered to promote healthier thought patterns and behaviors. It is the most comprehensive state of the art tool available. It allows the clinician to utilize available established findings to assess symptoms indicating probable brain chemical imbalances and recommend an action plan that works. 87% of people who have gone through the BCOP with support have reported improvement in symptoms.