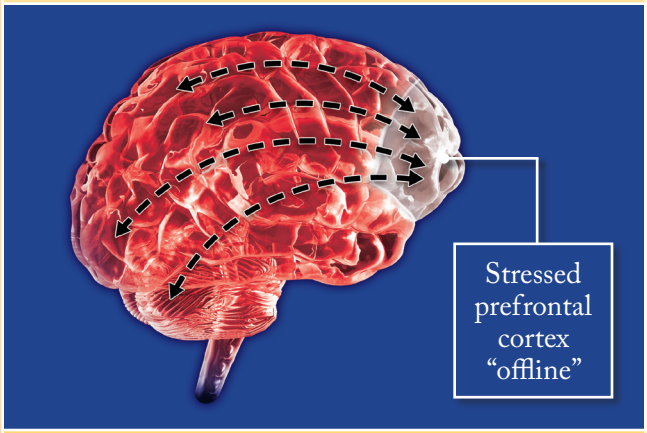
HEALTHY BRAIN / SMART DECISIONS

What you should know about the CEO of your brain

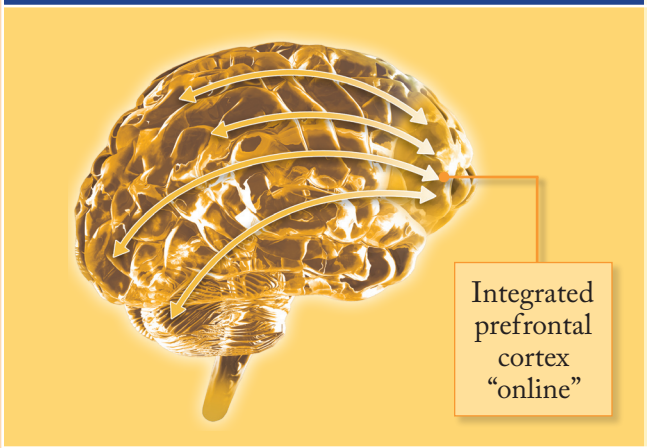
The "CEO" of your brain

The all-important prefrontal cortex—or "CEO"—of the brain is the large area that is located behind the forehead. The prefrontal cortex regulates the brain's higher, rational, executive functions, including the ability to effectively judge, plan, understand, and decide—as well as ethical thinking and behavior, and sense of self.



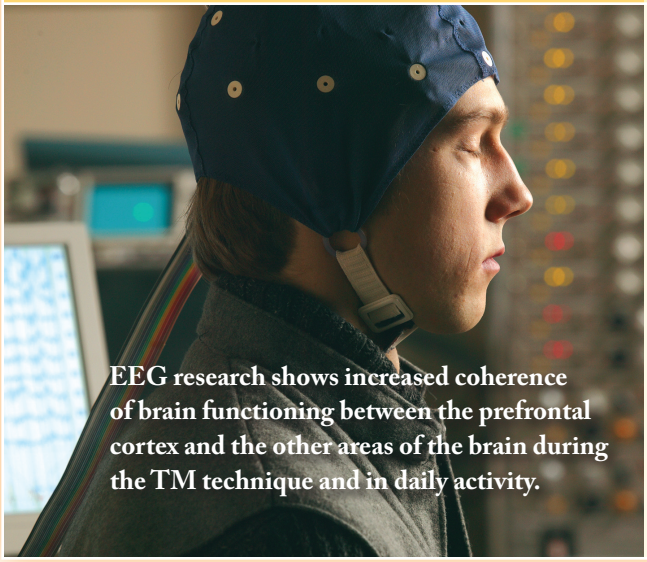
How stress damages the brain

Stress, pressure, fatigue, poor diet, alcohol, and drugs damage neural communications between the brain's prefrontal cortex and the rest of the brain. That is why an individual under prolonged stress has a tendency to be more negative, to respond to daily demands without thinking—and make impulsive, reactive, shortsighted decisions.



How the Transcendental Meditation technique promotes total brain functioning

The Transcendental Meditation (TM) technique provides the experience of "restful alertness," which reduces stress and strengthens communication between the brain's prefrontal cortex and different areas of the brain. This is why individuals practicing the TM technique naturally display stronger executive functions, with more purposeful thinking and farsighted decision-making.



EEG research shows increased coherence of brain functioning between the prefrontal cortex and the other areas of the brain during the TM technique and in daily activity.

Research on the Transcendental Meditation program

The National Institutes of Health has provided over $20 million to study the beneficial effects of the Transcendental Meditation program for health, including the prevention and treatment of heart disease, hypertension, and stroke. In addition, hundreds of other studies on the effects of the TM program for mind, health, behavior, and society have been conducted at over 200 independent universities and research institutions, and published in such peer-reviewed scientific journals as *Science, Scientific American, the American Journal of Cardiology*, and the American Heart Association's journal, *Hypertension*.

HOW HEALTHY IS YOUR BRAIN?

UNHEALTHY BRAIN CEO
Aggravated by stress and fatigue

HEALTHY BRAIN CEO
Produced by the TM technique

SYMPTOMS
Weak Executive Functioning

Tendency towards
- Fragmented, rigid thinking
- Impulsive, reactive behavior
- Shortsighted decision-making
- Poor working memory
- Distracted attention
- Drug and alcohol abuse
- Unethical thinking and behavior

SIGNS
Strong Executive Functioning

Trend towards
- Purposeful, flexible thinking
- Nonimpulsive, proactive behavior
- Farsighted decision-making
- Excellent working memory
- Settled, focused attention
- No substance abuse or addictions
- Ethical thinking and behavior

Stressed Physiology

Tendency towards
- Fatigue
- High blood pressure
- Eating and sleeping disorders
- Weak immune system

Healthy Physiology

Trend towards
- Energy and vitality
- Fit cardiovascular system
- Balanced physiology
- Strong immune functioning

Imbalanced Emotions

Tendency towards
- Low self-esteem and self-confidence
- Consumed by worries, anxieties, fears
- Shallow, divisive emotions
- Unstable, insecure relationships
- Depression

Balanced Emotions

Trend towards
- Self-confidence and secure self-esteem
- Feelings of safety and peace
- Compassion and empathy for others
- Healthy interpersonal relations
- Happy and optimistic

MORE INFORMATION ON THE TM TECHNIQUE

The Transcendental Meditation technique of Maharishi Mahesh Yogi is a simple, natural, effortless procedure, practiced for 15 to 20 minutes twice daily, sitting comfortably in a chair with your eyes closed. The TM technique has been learned by over 6 million people, and does not involve religion, philosophy, or change in lifestyle. The technique is taught through a seven-step course of instruction by a qualified teacher of the Transcendental Meditation program. For more information, please contact: