



BE A CERTIFIED BREATHING EVALUATOR.

INTRODUCE A NEW INCOME MODEL INTO YOUR PRACTICE.

Learn to do 20-minute breathing-behavior assessments.

Prescribe learning-packages provided by *CapnoLearning™ Centers*.

EARN OUTSTANDING INCOME IN A NEW WAY.

- Breathing regulates pH, electrolyte balance, and blood flow.
- pH balance is regulated through **proper allocation of CO₂**.
- **CO₂ deficit**, i.e., **hypocapnia**, triggers serious symptoms and deficits.
- Effects of hypocapnia are invariably incorrectly attributed to other causes.
- **Learned overbreathing** results in **behavioral hypocapnia**.
- People everywhere suffer the effects of behavioral hypocapnia.
- **CAPNOLEARNING™** is about behavioral principles applied to hypocapnia.
- Evaluators learn to use instrumentation to assess CO₂ allocation.
- Evaluators identify behavioral hypocapnia with the CapnoTrainer®.
- Evaluators prescribe learning packages provided by CapnoLearning™ Centers.
- Evaluators earn excellent income, up to \$450.00/session.
- Evaluators earn \$100,000.00/year based on one learning prescription/day.

JOIN **SET**, AN ALLIANCE OF PROFESSIONALS WHO OFFER SERVICES FOR EVALUATING AND LEARNING BREATHING BEHAVIOR.

SERVICE: CAPNOLEARNING™ CENTERS **EDUCATION:** BEHAVIORAL PHYSIOLOGY INSTITUTE **TECHNOLOGY:** BETTER PHYSIOLOGY LTD

MILLIONS ARE INTERESTED.

People everywhere are interested in learning good breathing behavior, and already know that its regulation is vital to health and performance. There are more than 1200 books about breathing published in the United States, and more than 500 in Japan.

MILLIONS ARE AFFECTED.

Sixty percent of ambulance runs in the larger USA cities are a direct consequence of symptoms precipitated by overbreathing behavior, depletion of arterial carbon dioxide (CO₂). **10 to 25 percent of the US population suffers from the serious but unrecognized effects of overbreathing.**

MILLIONS ARE MISINFORMED AND UNINFORMED.

Unfortunately, few people know that they overbreathe and what its effects might be. Very few know what good breathing is about and how to relearn it. And, what's really unfortunate is that most "breathing training" practices are rooted in misinformation, misconceptions, pseudoscience prescriptions, and ignorance about the physiology and psychology of breathing.

MILLIONS SIMPLY DON'T KNOW.

Few people, lay or professional, know that good breathing is about proper allocation of carbon dioxide (CO₂). Allocation of CO₂ is about regulating acid-base physiology. CO₂ regulates the **pH level** of extracellular body fluids, like blood and cerebrospinal fluid; **electrolyte balance**, like sodium and potassium; **blood flow**, like to the brain and to the heart; **kidney physiology**, like bicarbonate regeneration; and delivery of **oxygen** and **nitric oxide** (for vasodilation) by hemoglobin. The presence of CO₂ and its proper allocation are absolutely essential to health and performance.

MILLIONS PULL A TRIGGER EVERY DAY, WITHOUT KNOWING IT.

Exhaling too much CO₂ through overbreathing may have immediate and long-term effects that trigger, exacerbate, perpetuate, and/or cause a wide variety of emotional (anxiety, anger), cognitive (attention, learning), behavioral (public speaking, test taking), and physical (pain, asthma) changes that may seriously impact health and performance. These effects typically go "unexplained," or are mistakenly attributed to other causes, and are often managed with prescriptive medications. As a result, these symptoms and deficits, and their origin, are rarely effectively addressed.

MILLIONS CAN HELP THEMSELVES.

Breathing is a behavior. It is subject to the same principles of learning as any other behavior, including the role of motivation, emotion, attention, perception, and memory. Overbreathing behavior is usually learned and restoration of good breathing behavior through learning can bring about immensely beneficial physical, mental, and behavioral changes. The application of biological learning principles to the physiology of breathing may mean profoundly affecting the lives of millions.

MILLIONS CAN BENEFIT FROM OUR PRACTICAL SOLUTION.

We offer a solution that is grounded in basic textbook science, one that speaks to the practical integration of the biological and behavioral sciences:

- **Better Physiology Ltd.** manufactures an instrument that measures the allocation of CO₂, the **CapnoTrainer®**. ("Capno" means CO₂.)
- **Behavioral Physiology Institute** trains Practitioners and Evaluators who provide **CapnoLearning™** services with CapnoTrainers®.
- **CapnoLearning™ Centers** provide CapnoLearning™ Service Packages to their own clients and to the clients of Certified Evaluators.
- **CERTIFIED EVALUATORS** provide breathing-behavior assessments and prescribe CapnoLearning™ Service Packages to their clients.

CapnoLearning™ Centers provide **CapnoLearning™ Service packages** based on the application of the principles of behavioral analysis, behavior modification, cognitive learning, biofeedback, and awareness training to breathing behavior. CapnoLearning™ is about optimizing CO₂ levels through breathing self-exploration with breakthrough technology, **THE CAPNOTRAINER**, a powerful combination hardware-software system that provides real-time information about good and bad breathing.

Independent Certified Evaluators provide breathing behavior assessments accomplished with the **CapnoTrainer®**, and prescribe **CapnoLearning™ Service Packages** provided by **CapnoLearning™ Centers**, e.g., a one-month CapnoTrainer® rental with six learning sessions provided over the Internet. While in their offices, Practitioners control the instruments of their clients in the field and observe their live physiology while conducting sessions.

MARKETPLACES ARE IMMENSE AND DIVERSE.

- traditional healthcare, medicine (e.g., asthma, 20 million people)
- chiropractic, rehabilitation, and physiotherapy (millions of people)
- mental health, psychotherapy, counseling, social work (millions of people)
- education (e.g., attention deficit & learning disabilities, 5 million people)
- fitness/sports (e.g., endurance, muscle fatigue, attention, anxiety)
- performance training (e.g., public speaking, test anxiety)
- corporate coaching and consulting
- meditation and yoga (millions of followers)
- anger management, (1 out of 5 employees)
- relationships and communications
- alternative healthcare (2 out of every 3 patient hours)
- stress management (300 billion dollars lost per year)
- anxiety, phobia, and panic disorders (20 million people)
- hypertension (50 million)
- migraine (28 million)
- pregnancy (4 million), most pregnant women overbreathe.
- peak performance (golf, aviation, driving)
- learning and attention

THE CAPNOLEARNING™ EVALUATOR PACKAGE

The **CapnoLearning™ Evaluator Package** includes the **Certified Breathing Evaluator (CBE) program** provided by Behavioral Physiology Institute, and a **CapnoTrainer®** provided by Better Physiology Ltd. The package also includes supplies, an extended warranty program which includes replacement of the instrument if damaged or misused, and a CD with forms and a brochure for clients (that you can generate at any time with your own printer).

Evaluators learn how to: select those who may need an evaluation, make evaluations based on 9 specific behavioral criteria, use the CapnoTrainer® instrumentation for making assessments, determine who needs a learning package, prescribe a learning package, and operate the CBE business. The 15-hour 2-day Certification program includes lecture, demonstrations, practicum work, and discussion as follows:

DAY 1	2:00-2:30: Breathing measurement	DAY 2	2:00-2:30: Practicum: ABA
9:00-9:30: Overview	2:30-3:00: Practicum: Instruments	9:00-9:30: Capno Testing	2:30-3:00: Practicum: Interventions
9:30-10:00: Breathing chemistry	3:00-3:30: Discussion	9:30-10:00: Practicum: Challenges	3:00-3:30: Discussion
10:00-10:30: Hypocapnia	3:30-4:00: Evaluation criteria	10:00-10:30: Discussion	3:30-4:00: Case histories
10:30-11:00: Breathing mechanics	4:00-4:30: Evaluation interviewing	10:30-11:00: ABA design testing	4:00-4:30: Behavioral Prescriptions
11:00-11:30: Breathing behavior	4:30-5:00: Practicum: Checklists	11:00-11:30: Breathing interventions	4:30-5:00: Educating the public
11:30-12:00: Practicum: Educate	5:00-5:30: Practicum: Interviewing	11:30-12:00: Demonstration: ABA	5:00-5:30: Business management
12:00-12:30: Discussion	5:30-6:00: Discussion	12:00-12:30: Practicum: ABA	5:30-6:00: Discussion

The **CapnoTrainer®** is a combination hardware software system that requires a computer for its operations. The instrument is USB-powered and weighs 7 oz. Breathing physiology (CO₂ and breathing rate data) is displayed in real-time on the Computer monitor and is recorded for data report printouts.

What will it cost me? The Package may be purchased or leased for \$5,000.00. Or, if desired, the Certification, initial supplies, and the CD with forms and the brochure may be purchased separately for \$1,400.00, and a CapnoTrainer® instrument rented for \$550.00 per month.

THE MECHANICS OF THE BUSINESS

1. Clients complete the Breathing Interview Checklist as a standard part of your intake process.
2. Based on the Checklist, client reports, and your own observations, you may recommend a 20-minute assessment.
3. Your business charges \$150.00 for the evaluation, or what you might normally charge for other assessments that involve instrumentation.
4. Based on the assessment outcome, you prescribe a learning package, i.e., your client meets any one of the nine behavioral criteria.
5. Your office assistant signs up the client for a learning package by logging into a CapnoLearning™ Center website.
6. Your business earns \$250.00 to \$300.00 per learning package (or as arranged with a CapnoLearning™ Center).
7. Your business earns \$400 to \$450.00 (or more) per 15 minute session (your evaluation session plus the prescription income).

What is a CapnoLearning™ Service Package? It is a behavioral prescription. Your clients learn to manage behavior hypocapnia through establishing good breathing behavioral patterns based on normalizing CO₂ levels. The resulting learned breathing behaviors may have a significant impact on health and performance as a consequence of normalizing reflex regulation of pH, electrolyte balance, and blood flow. CapnoLearning™ Centers assign one of their Breathing Practitioner to your clients who receive one behavioral analysis session, a specific set of learning sessions over the Internet (six or eight), a specific time frame with a CapnoTrainer® instrumentation rental (one or two months), supplies, and a tutorial CD. Breathing Practitioners coach client breathing behavior through remote operation of client CapnoTrainers® in the field. Clients complete behavioral assignments in the field where effective learning can truly take place. Your clients have their own logins on CapnoLearning™ Center websites where they manage their accounts, including the setting of their appointments and payment for services.

What is your potential income? The Income Tables below are based on five to 15 evaluation sessions per week by a Certified Evaluator, and prescription of five learning packages per week (based on the least expensive package), provided by CapnoLearning™ Centers.

INCOME TABLE I: (a) 5 evaluations per week, and (b) 5 CapnoLearning™ Packages

<i>Income source</i>	<i>Fees</i>	<i>Units/week</i>	<i>Gross inc/wk</i>	<i>Gross inc/yr</i>
Evaluations	150.00/session	sessions: 5	750.00	37,500.00
Packages	250.00/package	packages: 5	1,250.00	62,500.00
			2,000.00	\$100,000.00

INCOME TABLE II: (a) 10 evaluations per week, and (b) 5 CapnoLearning™ Packages

<i>Income source</i>	<i>Fees</i>	<i>Units/week</i>	<i>Gross inc/wk</i>	<i>Gross inc/yr</i>
Evaluations	150.00/session	sessions: 10	1,500.00	75,000.00
Packages	250.00/package	packages: 5	1,250.00	62,500.00
			2,750.00	\$137,500.00

INCOME TABLE III: (a) 20 evaluations per week, and (b) 5 CapnoLearning™ Packages

<i>Income source</i>	<i>Fees</i>	<i>Units/week</i>	<i>Gross inc/wk</i>	<i>Gross inc/yr</i>
Evaluations	150.00/session	sessions: 20	3,000.00	144,000.00
Packages	250.00/package	packages: 5	1,250.00	60,000.00
			4,250.00	\$212,500.00

