

# GOOD READERS LIVE IN BIGGER WORLDS

Studies say that 88% of the nation's reading problems are rooted in the way the brain is wired.

At the very root of reading success—or reading struggle—is an underlying brain skill called auditory processing. In fact, auditory processing is so critical for reading that, according to the Department of Education, weakness in this single cognitive skill accounts for more than 88% of the nation's reading problems!

Neuroscientists, however, tell us that the brain can be stimulated to physically grow and change throughout our entire lives, and that the brain's underlying skills can be strengthened.

At BrainRx, we harness the brain's neuroplasticity with a series of intense mental exercises that stimulate the brain to strengthen existing neural connections and even create new ones. Our one-on-one brain training programs are clinically proven to strengthen auditory processing and other cognitive skills, dramatically improving how the brain performs at reading, thinking, learning, remembering and even paying attention.

In fact, children and adults who come to us struggling to read (or struggling to comprehend or retain what they read) typically gain 2.9 years in reading skills after just one program of brain training. Plus, clients of all ages, on average, experience a gain in IQ by 15 to 20 points!

If reading (or comprehending or retaining what's been read) is a struggle for you or for someone you care about, our certified brain trainers can help. Call one of our brain training centers today and ask to schedule a complimentary brain training demonstration.

**Read well. Enlarge your world.  
BrainRx can help.**

*"Mekyla's personality has changed since training. Her self-confidence has increased 200%. Her reading has improved immensely. She no longer stops to sound out words. She sees and understands what she has read. I truly feel this experience has given her the tools to continue through life on any path she chooses. Thank you!"*

— Michelle, mother of a student

## Six Things BrainRx Brain Training Can Do (That Tutoring Can't)

### 1 TREAT THE ROOT CAUSE.

Intense mental exercise done with a personal trainer strengthens the weak cognitive skills responsible for 80% of all reading and learning problems.\* While tutoring treats the symptoms of weak cognitive skills, BrainRx finds and treats the cause.

### 2 APPLY TO OTHER AREAS OF LIFE.

Better mental skills aren't just about grades. They improve how you drive a car, perform athletically, and handle daily tasks. After brain training, our clients say they think faster, learn easier, pay attention longer and remember better in every area of life.

### 3 COST LESS.

BrainRx brain training is seven times more effective than tutoring, for less than half the price and in less than half the time. In fact, the largest study ever done on reading tutoring revealed that a year's worth of tutoring delivers one to four months gain in reading skills.\* But BrainRx delivers 2.9 years of reading gains in just one program of training!

### 4 PROVIDE TRANSFERRABLE GAINS.

BrainRx brain training improves learning and thinking in every subject and grade from now on. Compare this to hiring tutors for multiple classes, or paying for tutoring year after year.

### 5 DELIVERS UNMATCHED AND PERMANENT RESULTS.

We measure the cognitive skills of every client before training, after training and, when possible, a year later. Our results can be measured scientifically, they are dramatic, and they are permanent. Absolutely no other program today can match the improvements in mental performance that we get for our clients.\*

### 6 RAISE IQ, WHICH IS LINKED TO HIGHER LIFETIME INCOME.

BrainRx brain training is clinically proven to raise IQ an average of 15 points in 12 weeks. And because studies consistently link higher IQ to college scholarships, job advancement and higher income for life, dollars spent at BrainRx can result in impressive financial returns.

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