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powered by  
**Brain State**  
**TECHNOLOGIES**  
*The Leading System for Brainwave Optimization with RTB™*

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### **Medical society changes definition of ‘addiction’: It’s ‘a brain disorder, not bad behaviour’**

The American Society of Addiction Medicine (ASAM) announced today that they have changed their definition of addiction to focus on the root cause of the addiction: “a primary, chronic disease of brain reward, motivation, memory and related circuitry.” This moves the traditional definition from one based on behaviour and process to one based on brain function.

“This, essentially, affirms what our work has shown for the past 10 years,” said Lee Gerdes, founder and CEO of Brain State Technologies®, a company that has developed and makes available “Brainwave Optimization™”, and advanced neuro-technology that measures brain function and provides a non-invasive modality that brings brainwaves into balance and harmony.

[www.brainstatetech.com](http://www.brainstatetech.com)

“Whether it’s alcohol, drugs, shopping, eating, gambling or sex, an individual’s need for a particular substance is driven by brain function,” explained Lee Gerdes, founder and CEO of Brain State Technologies®. “Addictions are not a result of bad behaviour. They are a craving that comes directly from an imbalanced brain that is seeking the substance or the action to balance itself out.”

“At Dynamic Brain Technologies, we use Brainwave Optimization to measure brain patterns and determine how we can best bring those brain patterns back into balance and harmony so that the individual no longer is driven by their addictions,” said, Soren Hildebrandt, a certified Brainwave Technologist.

A client testimonial:

One client, a 47-year-old male from Kelowna, British Columbia, who wrestled with addiction, depression, dyslexia and other issues experienced all the popular therapies, with little result. After Brainwave Optimization, he said, “I can simply tell you my results: I am sleeping better than ever, my digestion has improved and changed dramatically, my vision is more clear and sharp, my sense of smell is off the charts, I’ve lost weight, I don’t beat myself up and have day long pity-parties; unwanted urges for a drink have simply vanished.”

Dr. Nora Volkow, director of the National Institute of Drug Abuse (NIDA) was quoted as saying, "The behavioural problem is a result of brain dysfunction," She explains further that "the pathology in the brain persists for years after you've stopped taking the drug."

Gerdes has developed an advanced neuro-technology called Brainwave Optimization that has been used by nearly 34,000 clients at 150 centers in 16 countries throughout the world.

"At latest count, we've worked with more than 2,500 addicts who report that after Brainwave Optimization™, they no longer crave their substance of choice," said Gerdes.

Gerdes developed the technology after experiencing post-traumatic stress disorder as a result of an assault in 1994 by four youth, one carrying a baseball bat. He writes about his experience – and also how this relates to imbalanced brainwave patterns of those who wrestle with addictions in his book, *Limitless You: The Infinite Possibilities of a Balanced Brain* (Namaste Publishing, 2008)

<http://www.amazon.com/Limitless-You-Infinite-Possibilities-Balanced/dp/189723841X>

"My hope is that this important announcement from the addictions community will help more people understand the reality behind addictions and point them in the direction of help that gets at the root cause: brain function," said Gerdes. "We know there are many more people we can help. It isn't about willpower; it's about brain power - changing the way the brain functions."

"How many times have you heard an addict say that they want to stop eating, drugging, shopping or drinking?" said Gerdes. "Addicts typically don't want to be held captive by their substance; they fight to stop; but what they are fighting against essentially, is their own brain patterns."

The National Institute of Drug Abuse (NIDA) estimates that 23 million Americans need treatment for substance abuse, but only about 2 million get that help.

*Brainwave Optimization with RTB™ is not intended to treat, cure, heal or diagnose any disease, mental illness or symptom. Brainwave Optimization with RTB™ is intended to balance and harmonize brainwaves. Individual results vary.*

References:

Associated Press article:

<http://www.google.com/hostednews/ap/article/ALeqM5ileBiXpDz9zZaBqwyvmJx-5Mzlmw?docId=cf6b85bae54c43ea8624c8bd257752b7>

Definition by the American Society of Addiction Medicine:

<http://www.asam.org/DefinitionofAddiction-LongVersion.html>

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