



## LEADING LONG ISLAND CHIROPRACTORS FORM NEUROFEEDBACK CONSORTIUM

### *Announcing the Official Launch of BrainCore of New York*

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FOR IMMEDIATE RELEASE

Long Island, New York (May 20, 2013) -- "[BrainCore of New York](#)," a newly-formed consortium of leading LI chiropractic wellness practices, announced today the official launch of their joint venture to deliver cutting-edge [neurofeedback therapy](#) services to the Long Island and metropolitan areas.

BrainCore of New York will use its pooled resources to promote awareness of the benefits of non-drug, non-invasive BrainCore neurofeedback therapy for neurological disorders. Members of the consortium include: [Back to Life Chiropractic](#) (Pt. Washington), [Eagle's Touch Chiropractic & Wellness](#) (Melville), [Lamboy Family Chiropractic](#) (Farmingdale), [New Life Wellness Center](#) (Smithtown) and [Northport Wellness Center](#) (Northport).

Backed by over 40 years of clinical research, neurofeedback effectively balances the nervous system to improve health conditions associated with Neurological Dysregulation Syndrome (NDS), a condition resulting from dysfunction in the nervous system due to poor nutrition, stress, drugs or trauma. NDS can trigger ADHD, Autism Spectrum Disorders, insomnia, anxiety, migraines, chronic pain and other neurological conditions.

Commenting on the new venture, Dr. Keri Chiappino, owner of New Life Wellness Center in Smithtown said, "As a Chiropractic Neurologist specializing in brain-based disorders, I have found BrainCore neurofeedback therapy to be an efficacious modality that provides long-lasting improvements in my patients who suffer from a wide range of neurological disorders, from ADHD and Autism to anxiety and depression. I am pleased to be part of a dynamic group of professionals that will help make this innovative technology accessible to our local communities."

BrainCore neurofeedback helps the brain heal itself naturally through operant conditioning, a reward-based system that helps correct abnormal brain-wave patterns that underlie neurological disorders. According to Dr. Alan Sherr, principal of Northport Wellness Center, "The BrainCore technology utilizes scalp sensors to report real-time visual display of the patient's brain-wave activity, typically via a video game or movie. With each session, the patient learns to control the video or movie with his or her brain; over the course of time, the brain modifies itself to begin producing the appropriate brain waves at the appropriate times, resulting in an alleviation of the symptoms."

“At the core of the BrainCore system is the quantitative electroencephalogram, or QEEG, a scientifically-reliable assessment of brain-wave patterns,” added Dr. Robyn Crouch of Back to Life Chiropractic. “Data from the QEEG brain map can provide vital information about neurological function. For example, the QEEG may reveal abnormal beta brain-waves in a patient with anxiety. In this case, we would utilize a neurofeedback protocol to decrease beta waves. It is an ideal modality to holistically balance the brain to not only relieve symptoms but also to train the brain for peak performance.”

Neurofeedback therapy provides an alternative to those seeking a non-medical approach to brain-based disorders. According to Dr. Ken Eagle, “80% of the world’s supply of painkillers are consumed by Americans; ADHD drugs are prescribed for 2.7 million U.S. children; insomnia medications are taken by 10 million Americans. Despite well-known side effects and unknown long-term implications, medications are often the first choice treatment from the mainstream medical profession. However, drugs merely mask the cause of the symptoms. Neurofeedback technology addresses the root of the problem. In fact, neurofeedback oftentimes can eliminate or reduce the need for prescription medications. BrainCore of New York is committed to raising the profile of holistic therapies and educating our community on the availability of effective, non-drug treatment options.”

BrainCore of New York will offer lectures, webinars and other educational resources to help educate patients on improving their health holistically. The group will kick off its lecture series at the Melville Marriott on Tuesday May 21st with [“Building a Better Brain with Neurofeedback”](#) presented by [Dr. W. Brent Reynolds](#) of New Life Wellness Center.

“Our mission is to provide the members of our community with high quality holistic health care,” said Russell Lamboy of Lamboy Family Chiropractic. “BrainCore Neurofeedback training has become an integral part of my own private practice as it helps improve overall cognitive functioning naturally, particularly when used in conjunction with chiropractic care. I’m confident that the combined strength of our resources and experience of our wellness professionals will help those suffering with brain-based disorders make the best decisions to improve their health naturally.”

*BrainCore of New York is a consortium of holistically-minded doctors dedicated to improving the lives of their patients by helping them to better regulate their brain waves through Neurofeedback Training. The group offers a safe, clinically-researched, drug-free approach aimed at increasing neurological function, thereby reducing symptoms without side effects. BrainCore of New York maintains offices in locations throughout Long Island and in Manhattan. For more information on BrainCore or the “Building a Better Brain with Neurofeedback” lecture on May 21, 2013 visit [www.braincoreny.com](http://www.braincoreny.com) or call 631.262.8505.*

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To locate a BrainCore of New York partner contact 631.262.8505, ext. 0