



Awoken Life Founder Mary McPherson (R) and Michelle Newell, Brainwave Optimization Technician

**BRAINWAVE OPTIMIZATION™
IS A HOLISTIC NON-INVASIVE
PROCEDURE USING EEG-BASED
TECHNOLOGY WITH CLINICAL
PROVEN RESULTS IN AS
LITTLE AS 5 DAYS.**

cally proven EEG-based technology (research conducted at Wake Forest School of Medicine) consisting of a week-long intensive program which leaves you centered, balanced and recharged. "Some of the things we help people with are anxiety, ADD/ADHD, addictions, anger, depression, brain injuries, panic attacks, PTSD, obsessive thinking and insomnia or sleep disorders."

For my part, I am convinced the best testament to what Awoken Life is and the program's ability to truly "awaken your brain's limitless potential" is Mary herself. While interviewing Mary for this editorial feature, I discovered her to be an inspirational example of self-empowerment and what we as individuals are capable of achieving when we refuse to be defined by labels that others - and more often that we put on ourselves. I found Mary to truly be the modern face of a renaissance women.

Mary, who holds a degree in Chemical Engineering, spent her early career as a very successful Materials Science Engineer working for world-leading companies like DuPont and Himont Advanced Materials. She has published several technical reports and holds patents for original research such as; changing of molecular structures of plastics and optical thin film production using gas plasma technology. It's easy to see why someone might think of Mary as an "engineer."

Clients who met Mary in another career incarnation as the owner of Elegant Wall Painting" Where Mary's original art hung in galleries across the county and she provided fine wall finishes and murals (she apprenticed at the age of 15 with Master Mural Painter Ricardo Estrada), understandably think of Mary as an "artist."

For the many clients she has helped overcome a variety of conditions ranging from anxiety, anger and addictions to insomnia, migraines and depression, Mary is simply "amazing." Through Awoken Life and Brainwave Optimization, Mary is able to combine her education, skills, talent and training with a deep desire and passion for helping people live their best lives.

Awoken Life

AWAKENING YOUR BRAIN'S LIMITLESS POTENTIAL

by JODY ROBINSON • photography by LISA BAKER, LISA RENEE PHOTOGRAPHY

When I sat down to chat with Mary McPherson, founder of the San Juan Capistrano-based Awoken Life, it was immediately evident that Mary's true desire is to help people.

As I entered Awoken Life to the sound of a waterfall and a sweet fragrance in the air, it felt as if I had walked in to a sanctuary. Michelle Newell (office manager and brainwave optimization technologist) greeted me and asked if I would like some water or tea. "We want our clients to feel at home, relaxed and safe, this is a place welcoming those who are ready to get past the conditions of an imbalanced brain," says Mary McPherson, a Certified Brainwave Optimization Specialist.

Awoken Life offers a variety of services but specializes in Brainwave Optimization (something you might have heard about on Oprah, read in the pages of People magazine or in science journals). "Brainwave Optimization (scientific name "HIRREM") is for people who would like to get back to living a happy and more balanced life with a natural, holistic approach. Brainwave Optimization is a clini-

SOME OF THE CONDITIONS BRAINWAVE OPTIMIZATION HELPS INCLUDE ANXIETY, ADD/ADHD, ADDITIONS, DEPRESSION, PANIC ATTACKS AND INSOMNIA.

If you ask Mary, she'll tell you that all of these descriptors - and more - are accurate. Which is exactly the point - "when you are able to awaken your brain's true potential, there is virtually no limit to what you can believe and achieve."

"Your brain is the control system for your body," says Mary. "Brain balance and harmony are essential to overall well-being and optimal cognitive, emotional and physical performance," says Mary. "Once the brain is balanced, the body follows. This condition of balance and harmony for the brain is known as homeostasis. Once you've achieved homeostasis, you'll enjoy new states of self-regulation and relaxation, leading you to think more clearly, perform more successfully and experience a higher degree of hope and happiness."

Brainwave Optimization is a unique highly scientific, yet holistic approach to brain balance. Over 70,000 people have successfully participated, and the number grows every day. "We start with an intensive scientific evaluation of your brainwaves, called an Assessment using a very advanced computer program," she says. "We determine where the imbalances and frequency levels are and from that we are able to tell if you've experienced trauma. We can 'draw a picture' of what you may be feeling or living through just by looking at the assessment results. For anyone interested in finding out more about why they feel the way they do, an assessment on its own can be very revealing and helpful.

"We can then create a plan customized to your specific needs. The five day process of Optimization is always centered on your goals and helping you achieve overall balance and harmony. You can relax in our zero-gravity chair while listening to audio feedback being created by your own brainwave frequencies and mirrored back through this advanced technology (this clinically proven process can be viewed at www.awokenlife.com, under "What is Brainwave Optimization?")."

Brainwave Optimization is one of the many tools that Awoken Life utilizes in order to bring about a more fulfilled and enriched life for all of their clients. Its unique technology is like exercise for the brain. "We focus on the parts of the brain that may not be functioning at their peak because of traumas or injuries sustained throughout the course of ones' life," Mary explains. "When our brain is balanced, our bodies and our lives can achieve well-being and a higher degree of performance and happiness."

Awoken Life is dedicated to helping people achieve their potential, through Brainwave Optimization, in addition they offer packages including guided visualization as part of the process. "Guided visualization helps the client to consciously work through their challenges, while Brainwave Optimization works on the subconscious and below subconscious levels."

Awoken Life also offers a variety of services such as Life Coaching, Hypnotherapy and The BioMat - an infrared mat with NASA created technology used to improve circulation, relieve pain and more.

Scrolling through the many client testimonials on her website, it's clear that Mary has found her true calling.

"I cannot put into words how much Awoken Life has changed my life," says Vince, Dana Point. "Alcohol dependency, depression, spelling and even my fear of heights suddenly became manageable. I went in to this a total skeptic and was made in to a believer. Thank you for giving me a life I never thought possible."

Another client, Penny from Mission Viejo echoes Vince's sentiment and adds "Two longtime friends from separate parts of my life said 'The old Penny is back!' and our three adult children claim there is a 'night and day difference' and that I am "so much calmer, so centered.' I'm thinking so much more clearly. What a blessing! The depression, anxiety, OCD and ADD are virtually gone." (Note: Penny underwent two intensives to achieve these results).

"My goal is for my clients to walk away with a greater sense of self-empowerment and a clearer vision of themselves and the world around them," says Mary.

Mary is also available for speaking engagements, workshops and private coaching sessions.

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



For a new approach to total brain wellness, call Awoken Life at (949) 661-6909 or visit www.awokenlife.com