How it works

CES devices stimulate cranial nerves to engage the parasympathetic parts of the brain. The Vagus nerve system has long been used specifically. By stimulating these areas with light electrical current, it has been shown neurotransmitters release neuro-chemicals conducive to relieving the symptoms of anxiety and insomnia. With repetition of these releases a re-habituation of neuro-chemical stasis is established.

Treatment Regimen

Designed for in home use. CES is prescribed and monitored by a health-care professional and is typically administered once or twice a day for 30-45 minutes for a period of one month.

Positive results may be experienced on the first session. Generally, it is expected to take 5-9 days of twice daily use for results that hold. Some patients may require as much as 30 days. For ongoing benefits, treatment should be continued at irregular intervals, on an as-needed basis past the first 30 days.

Contraindications/Precautions

There are no known contraindications for use of CES. There are, however, circumstances in which its safety has not been tested. CES should not be used by recent stroke victims, those employing cardiac pacemakers, implanted defibrillators, or other internal electronic devices or those known to be epileptic or pregnant, without ongoing clinical supervision. It is recommended that CES not be used while operating dangerous or complex equipment or while driving.

Negative side effects are rare. A small percentage of CES users report light dizziness or slight headache. This is usually alleviated by simply turning down the current. If headaches or dizziness recur during ordinary use, cease using the unit and consult with your physician. Do not apply electrodes over sores or skin irritations.

Distributed by:

www.cesultra.com

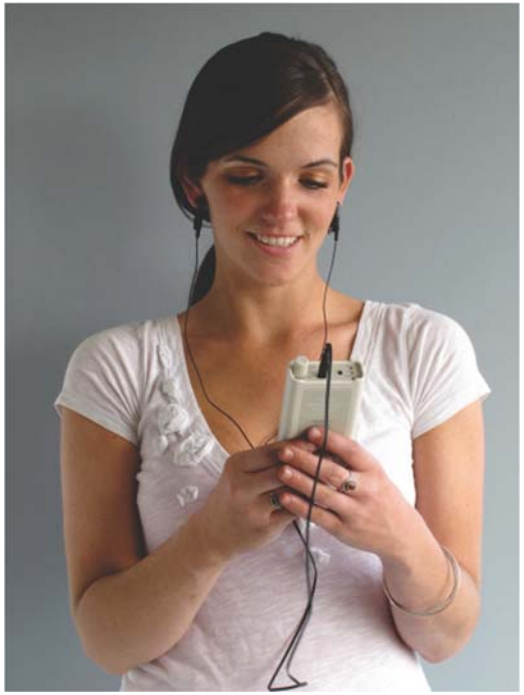
The CES Ultra

FDA Regulated Medical Device Since 2004

Allowable Claims for Anxiety and Insomnia

The CES Ultra

The CES Ultra is safe, non-invasive and non-addictive. It has minimal side effects and is user-friendly: Featuring ease of application, a single control setting, and personal timer. Has an automatic shut-off and low battery indicator. It is convenient to use. Compact and portable. It can be handheld or placed in a pocket during use.



What is CES?

CES (Cranial Electrotherapy Stimulation) is therapeutic procedure using minute battery-powered current for the treatment of anxiety, and insomnia.

Stimulation is applied through electrodes. Physicians may vary the site of treatment based on their own protocol or employ conductive rubber ear-clips in lieu of electrodes. The patient will experience a gentle tingling sensation during treatment.

The CES Experience

Initial Usage

- Pleasant tingling sensation
- Gradual relaxation
- Decreased nervous energy and frenetic behavior
- Faster onset of sleep

First two-three days

- More rested upon wakening
- Elevation of mood
- Fewer and shorter periods of waking at night

One week

- Diminished mood swings, lessened anxiety
- Fewer episodes of irrational anger and irritability
- Improved impulse control
- Greater sense of balance, centeredness, and calm

Weeks two and three

- Further alleviation of anxiety
- Onset of sleep pattern normalization
- Heightened clarity, alertness, and mental focus
- Better information recall
- Used as directed the CES Ultra is expected to have a cumulative beneficial result over the first 30 days of use

Technical Specifications

Output
Wave Shape: Rectangular
Amplitude: Adjustable 0-1.5 Ma
Pulse Duration: 2 Milliseconds
(20% duty cycle)
Frequency: 100Hz

History

CES was developed in the former Soviet Union during the 1950s, its primary focus being the treatment of sleep disorders, hence its initial designation as “electro-sleep.” Treatment of insomnia was soon overshadowed, however, by psychiatric application for depression and anxiety. East European nations soon picked up on CES as a treatment modality, and its use spread worldwide. By the late 1960s, animal studies of CES had begun in the United States at the University of Tennessee and what is now the University of Wisconsin Medical School. These were soon followed by human clinical trials at the University of Texas Medical School in San Antonio and the University of Wisconsin Medical School. More studies followed. The efficacy and safety of CES therapy can be attested to by approximately 1,000 articles, many of which are listed in four reviews put out by the Foreign Service Bulletin of the United States Library of Congress. There is additionally a wealth of physiological and bio-engineering data on electro-sleep and electro-anesthesia, including 18 experimental animal studies. Human research studies on CES currently number more than 100. Its efficacy has been clinically confirmed through 28 established psychometric tests, computerized EEGs and topographical brain-mapping. Metanalyses yielding positive results from the use of CES have been conducted at the University of Tulsa and at the Harvard University School of Public Health.

CES has been an international treatment modality for more than 60 years.