



h y p n o x

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w e l c o m e

Hypnox was developed at our studios in Dundas, a small town in South-Western Ontario. It is a powerful new approach to anti-aging, the result of seven years of research uniting the latest advances in skincare technology with state-of-the-art hypnotic technique. The process is enhanced with a proven psychological approach for promoting healthy self-esteem. The recording has now been thoroughly tested and the name trademarked. Hypnox became available world-wide March 1st, 2008.

I do hope you'll see this as the valuable and timely idea we believe it to be. Botox has not been getting the most positive press lately, and people are actively seeking alternatives.

Best regards,



Joan Krygsman C.Ht.
NGH Certified Hypnotherapist
Creator of Hypnox



a f t e r t h i r t y a b o d y h a s a
m i n d o f i t s o w n

Bette Midler

i n t r o d u c t i o n

Hypnox™ is a 25-minute hypnotherapeutic audio recording developed as a natural alternative to Botox. Where Botox uses injections to paralyze the facial muscles (making it nearly impossible to frown) Hypnox targets and re-trains those same muscles. The process stops frowning, and allows wrinkles to fade away, permanently.

Absentminded frowning or furrowing of the face (while working or concentrating) WILL cause the skin to begin to wrinkle. The more persistent and habitual the frown, the more aggressively the wrinkles will take hold.

Guided by the voice of a trained therapist, Hypnox enables a form of focused concentration with a proven capacity to fight unwanted habits. Hypnotherapy has been used successfully by millions of people to quit smoking, and to curb over-eating. Think of persistent frowning as a habit. Now, prepare to break that habit.

Hypnox offers an alternative : your unique face; healthy, relaxed - and free of unnecessary lines and wrinkles.

That is true beauty.



a g i n g s e e m s t o b e t h e o n l y a v a i l a b l e
w a y t o l i v e a l o n g l i f e

Daniel Aubert

t h e n a t u r a l a l t e r n a t i v e

The pursuit of beauty in the 21st century has been compared to a walk through a minefield. Cosmetics companies take full advantage of loopholes in the legal system, using products during the manufacturing process which compromise both our own physical health and that of our environment. The industry preys upon our fear of aging, and our issues with self-esteem, and boosts its bottom line riding upon the coat-tails of our incurable longing for beauty and youth. Hypnox addresses each of these concerns, and in return offers the true natural alternative.

Toxic Ingredients

Beauty products commonly contain neurotoxins like lead, mercury and Botulinum Toxin Type A, carcinogens like formaldehyde, paraben and dioxane, and hormone disruptors like phthalates which cause cancer, reproductive problems and birth defects.

"Chemicals have replaced bacteria and viruses as the main threat to health. The diseases we are beginning to see as the major causes of death in the latter part of (the 1900's) and into the 21st century are diseases of chemical origin."

Dr. Dick Irwin, Toxicologist, Texas A&M University

The Environmental Working Group, based in Washington, D.C. says that 89 percent of the 10,500 ingredients used in personal care products have never been assessed for safety by any publicly accountable organization. Many of these chemicals never cause obvious signs of toxicity on the skin, but they contain potent systemic toxins which can remain in the body for a terribly long time. We have no idea what these chemicals do when they interact.. quite simply, we are daily creating a toxic soup *within our own bodies.*

Environmental Impact

And then there is the ubiquitous plastic packaging. According to the U.S. Environmental Protection Agency, only 5.7% of total plastic solid waste in the U.S. was recycled and diverted from landfills in 2005. Although laws are trying to reduce the amount of packaging waste and to promote recycling, plastic remains by far the favourite packaging material for cosmetics and toiletries. Metal packaging, meanwhile, is suffering in comparison. Paperboard prospects are relatively good but, considering the expected rise in supply costs, innovation strategies will become essential for it to remain competitive.

Psychological Concerns

Finally, not only does the cosmetics industry prey upon our environment, and upon our physical health.. but also upon our psychological sense of well-being. Deploying a constant and hypnotic media bombardment of imagery portraying perfect beauty and endless youth, the cosmetics industry then targets our yearning for that unattainable imagery they have created. In addition, they seem to trust that our hunger for youth and beauty will make us blind (or else simply not care) about the dangers their products present to our health and to the environment.

There is an alternative.

Physically

Although the main focus of Hypnox is reducing frown lines, crows' feet, and the vertical lines around the mouth caused by habitually negative expressions, the recording also incorporates the added benefit of a soporific effect. No toxic ingredients, no chemical soup.. just a relaxing and regenerative good night's sleep.

Environmentally

Each Hypnox CD is packaged in a sleek white metal CD tin emblazoned with a vibrant Hypnox flower. Plastic materials have been kept to a minimum and the CD is shipped in simple kraft-paper packaging (and of course, unlike other anti-aging products, Hypnox needs to be purchased only once). The recording is also available as an MP3 download – an alternative that is easy on your wallet, and even easier on the environment.

Psychologically

Hypnox is, before anything else, a product which encourages beauty from the inside out, relying solely upon personal strength, will and positivity. Botox and other anti-aging products insist we should feel better inside by focusing on our outer appearance. This seldom works - our inner world doesn't transform because we look better. We don't feel calmer or happier because we look better. At best, this is a temporary solution. Hypnox invites us to improve our outer appearance by transforming us from the inside. This is the best of all possible worlds. By starting inside, our physical transformation is real - and we feel genuinely better, in so many respects.

In addition to the retraining of the facial muscles, Hypnox employs a series of psychologically proven self-affirmations near the end of the recording. These promote and strengthen a healthy and positive self-image in the listener – and of course.. the happier you feel, the less you frown.

Look younger. Feel happier. Sleep better.

Hypnox offers the true natural alternative : your unique face, glowing with the full range of human emotion.

That is true beauty.



life is pleasant. death is peaceful.
it's the transition that's troublesome.

I saac Asimov

h y p n o x a t t h e s p a

Hypnox is the ideal complementary therapy for spa clientele.

When Hypnox was launched at the International Anti-Aging Show in Toronto in March 2008, we were approached by the representatives of a number of spas, and in the process discovered something we had not previously considered. Hypnox can act as a valuable companion to any number of other body therapies.

Spa clientele can listen to the deeply relaxing 25-minute program while enjoying a pedicure, manicure, peel, laser treatment, body wrap, tan, sauna or hydrotherapy – or even while waiting for their hair-colour to process.

Overnight guests can listen to the program as they fall asleep. Hypnox incorporates the benefit of an additional soporific effect, easing the listener naturally toward a regenerative good night's sleep. The technique also works hard to promote and strengthen a healthy and positive self-image - after all, the happier you feel, the less you frown.

If the client enjoys the Hypnox experience, they can then, of course, purchase a copy from the front desk for use at home.

Hypnox is being marketed as a high-end product. The packaging is clean and expensive, and the disc is sold in a sleek white metal CD tin emblazoned with the beautiful Hypnox Sunflower.



f e w p e o p l e k n o w h o w t o b e o l d

François de la Rochefoucauld

p h i l o s o p h y

Hypnox wants you to love yourself. Anger, frustration, depression, worry, disappointment - these feelings exist in all of us. If they become habitual, they begin to age the face every bit as much as gravity, sun damage or the passing of the years. Hypnox can help, in three ways :

COSMETICALLY

This is the main focus of Hypnox - reducing frown lines, crows' feet, and the vertical lines around the mouth caused by habitually negative expressions.

PHYSICALLY

Hypnox eases you naturally toward a regenerative good night's sleep.

SPIRITUALLY AND EMOTIONALLY

Hypnox works hard to promote and strengthen a healthy and positive self-image - after all, the happier you feel, the less you frown.

Look younger. Sleep better. Feel happier.. Hypnox. Why on earth WOULDN'T you?



just because you are blind and unable to see
my beauty does not mean it does not exist

Margaret Cho

s c i e n c e

Hypnox is a tool specifically designed to target, relax and retrain the following facial muscles :

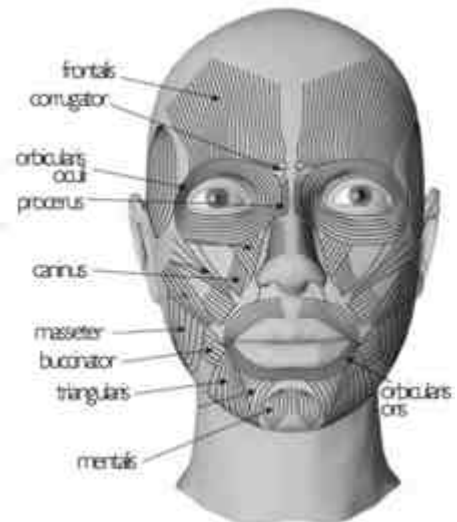
FRONTALIS :
causes horizontal creases across the forehead

CORRUGATOR :
causes vertical lines between the brows

ORBICULARIS OCULI :
cause wrinkles around the eyes

PROCERUS :
causes wrinkles across the bridge of the nose

ORBICULARIS ORBIS :
causes wrinkles around the mouth



We are creatures of habit, frowning for hours while concentrating on work, or during exercise - or even while we sleep. Anger or frustration lead to habitually knitted brows, clenched jaws, squinted eyes, crinkled noses and tightened mouths. Our faces begin to take on disappointed, negative expressions, inevitably leading to wrinkles.

Hypnox will prevent the negative stress which manifests in your face during sleep (ie tooth grinding, jaw clenching, tongue thrusting, scowling and frowning) while your subconscious teaches you to become more aware of - and to release – any unnecessary tension in your face during the day.

Utilizing state-of-the-art hypnotic technique, your subconscious will initiate, support and finalize the entire process. A comfortable, rested, relaxed, pleasant, positive look will become your natural expression. It is welcoming, youthful and expectant. Your brows are relaxed and high, your eyes bright, and your lips relaxed and ready to express any emotion.



i'm tired of all this nonsense about beauty
being only skin deep. that's deep enough.
what do you want, an adorable pancreas?

Jean Kerr

p r o c e s s

The Hypnox system is designed to be used regularly before sleep. There is no background music - Hypnox is not specifically designed to be a relaxation device.* You will listen to a 25-minute hypnotic audio track, beginning with a progressive muscle relaxation, moving gradually from feet to head. This section finishes with a series of movements designed to focus and relax the facial muscles targeted in the later work (there is an added benefit to this set of exercises: every time you work with your facial muscles, you increase circulation to your face by a factor of ten.)

Once you are completely physically relaxed, the focus shifts to the calming and retraining of the five main groups of facial muscles. Next a post-hypnotic suggestion is planted, to ensure that the work continues to be effective throughout the night and throughout the following day. And then finally sleep, naturally and easily.

The progressive muscle relaxation is included primarily for those clients who find it difficult to relax deeply enough to experience the full effect of this hypnotic product. If you find you are falling asleep during the progressive muscle relaxation cycle, and you would like to be more aware of the process which follows, you may want to consider beginning the playback at the 11:33 mark. This will start you with a short hypnotic induction and then move directly into the facial muscle relaxation sequence.

** relaxation and an improved night's sleep are pleasant side-effects nonetheless - effects which happily will also help you to look and feel years younger.*



t h e r e a r e o n l y t h r e e a g e s f o r w o m e n i n h o l l y w o o d :
b a b e , d i s t r i c t a t t o r n e y a n d d r i v i n g m i s s d a i s y

Goldie Hawn

h y p n o x a n d b o t o x

Hypnox™ is a particularly valuable alternative to Botox for those working in the performing arts, where the ability to express a full range of emotion with the face is vital.

Like Botox, Hypnox can also be used as a preventative measure, in the years before habitual wrinkling has a chance to take hold.

The two products are not even mutually exclusive – by extending the results of the injections, Hypnox can reduce the need for repeated follow-up visits.

Botox IS a neurotoxin : the official prescribing information compiles a long list of known possible side-effects. The long-term effects of these injections are still unknown. The procedure can potentially blunt the ability to express subtler emotions, it involves repeated (sometimes painful) injections, and the costs begin at approximately \$1200 per year.

Hypnox is a 25-minute hypnotherapeutic audio recording which mimics the effects of the Botox. It is completely safe, natural and non-invasive.. and you need purchase the CD only once.



t o e x i s t i s t o c h a n g e , t o c h a n g e i s t o m a t u r e ,
t o m a t u r e i s t o g o o n c r e a t i n g o n e s e l f e n d l e s s l y

Henri B ergson

h y p n o x a n d b o t o x

BOTOX	HYPNOX
results are temporary	results are permanent
cost approx \$1000/ yr indefinitely	single one-time payment
procedure can cause discomfort or pain	procedure is pain-free and relaxing
treatment can potentially blunt the ability to express subtler emotions	technique allows (and encourages) full unhindered range of emotional expression
product is a known neurotoxin	product is completely natural
process is invasive	process is totally non-invasive
long-term effects of repeated injections of this toxin are unknown	hypnosis has been used safely and effectively in medical applications for thousands of years
process must be repeated every two to three months to maintain results	results are cumulative, and become increasingly effective as therapy continues
possible side effects : <i>heart problems, allergic reactions, difficulty swallowing, difficulty speaking, difficulty breathing, eyelid droop, nausea, localized pain, infection, inflammation, tenderness, swelling, redness, bleeding/bruising. Patients with neuromuscular disorders such as ALS, myasthenia gravis, or Lambert-Eaton syndrome may be at increased risk of serious side effects.</i>	possible side effects : <i>a good night's sleep</i>



o l d a g e i s n ' t s o b a d w h e n y o u
c o n s i d e r t h e a l t e r n a t i v e .

Maurice Chevalier

t e s t i m o n i a l s

I tried the CD last night, and it REALLY worked! I was surprised at how dramatic the experience was. I know the visual results will take effect over time. But all you need is that first listen to see how well it will work.

gen m, 32 – entrepreneur

It was so easy - and I truly saw results the very first morning. Also, I am a life-long insomniac, and I fell asleep more easily than I had in ages! Whether I use Hypnox before bed, or just before a nap, I invariably wake up feeling positive and calm - no matter how much or little sleep I've actually had.

anna s, 68 – teacher

Not only have I noticed an obvious reduction in the fine lines and wrinkles around my eyes and brow, but I have been sleeping better than I have in years, and wake up feeling well-rested and energized!

eric h, 45 – musician

I use Hypnox for an afternoon relaxation period. It put me into a deep state of relaxation right from the start. My body tingled all over, and I "awoke" after 45 minutes feeling refreshed and relaxed. It works better than a nap! The hypnotic suggestion worked in another way. I carry a lot of tension in my jaw – I always tend to clench my teeth while I sleep. The power of suggestion kept my jaw relaxed, teeth apart, during the night, and it feels so much better. The directions on the CD are very clear. The voice is so soothing and conducive to relaxation, and the message is very affirming.

patricia k, 60 - retired civil servant

I do a lot of traveling in my line of my work - recently I've started listening to this CD during long flights. It is extremely restful, and blocks out the sounds of the other passengers. Often I'll listen to it more than once over the course of a trip - I arrive at my destination feeling rested and rejuvenated.. I can't wait to see the longer term results!

lyn r, 47 - corporate trainer

My wife has your Hypnox recording on her iPod and listens to it every night. She loves it, and she already sees the benefits (as do I, in her). Charlene is ready to spread the word to everyone she knows.

steve p, 39 - musician



youth is the gift of nature
but age is a work of art

Stanislaw Jerzy Lec

o n e m o r e t e s t i m o n i a l

I live right beside one of the most air-polluted cities in Canada, and my eyes have had fairly severe reactions to whatever it is that floats around in the air out here. Two operations in the past year, and things don't seem to be improving. It apparently will only get much worse over the next few years. The constant stress is causing the tear glands to drop down into my eyelids, and get permanently puffy. So on the advice of my eye doctor I went to see a plastic surgeon.

The women working in the surgeon's office were stretched tight as drums, with a false warmth that felt like it cut right through me. The office smelled like death. No, not like death. Like preservative. Like a mortuary. My style may be a bit unorthodox - most likely I didn't much look like the type of client they were comfortable dealing with. In any case, they made it quite clear that they found me somewhat distasteful. I was charged an unexpected one hundred dollars for the consultation. Then, in a little under two minutes, the doctor told me that he could not fix the tear glands, but that he could fix a number of other things which were wrong with my face. Until that moment, I had not consciously thought that there was anything wrong with the rest of my face.

I cried as I drove home. I felt taken advantage of. I felt cold, and old, and hopeless. I felt less than adequate. I felt unacceptable, offensive in some intangible way. I felt ugly and unwanted. I felt not good enough, like I would never fit in. Sub-standard. I was out of my depth. I felt poor, stupid and ill-advised. This is what they do to you. On purpose. I pulled over and looked at my swollen red eyes and puffy face in the rearview mirror. I felt the horrible irony in those hollow promises of self-confidence and newfound beauty.

And then I got angry. I have never had all that much confidence in my looks - but I have always at least felt that I could work with what I had. But now it felt like even this was going, and I felt lost. To have these fears confirmed and compounded by a doctor - a highly respected professional in the field of cosmetic surgery, and a (self-proclaimed) expert on beauty and aging faces - this was difficult to swallow.

And so, Hypnox was born. I cannot make the air cleaner in my home town, and I will have to live with the consequences of this. But I do not want to live with a perpetually angry, sad, worried or disappointed expression, or a habitually wrinkled face. Thanks to Hypnox, I won't have to.

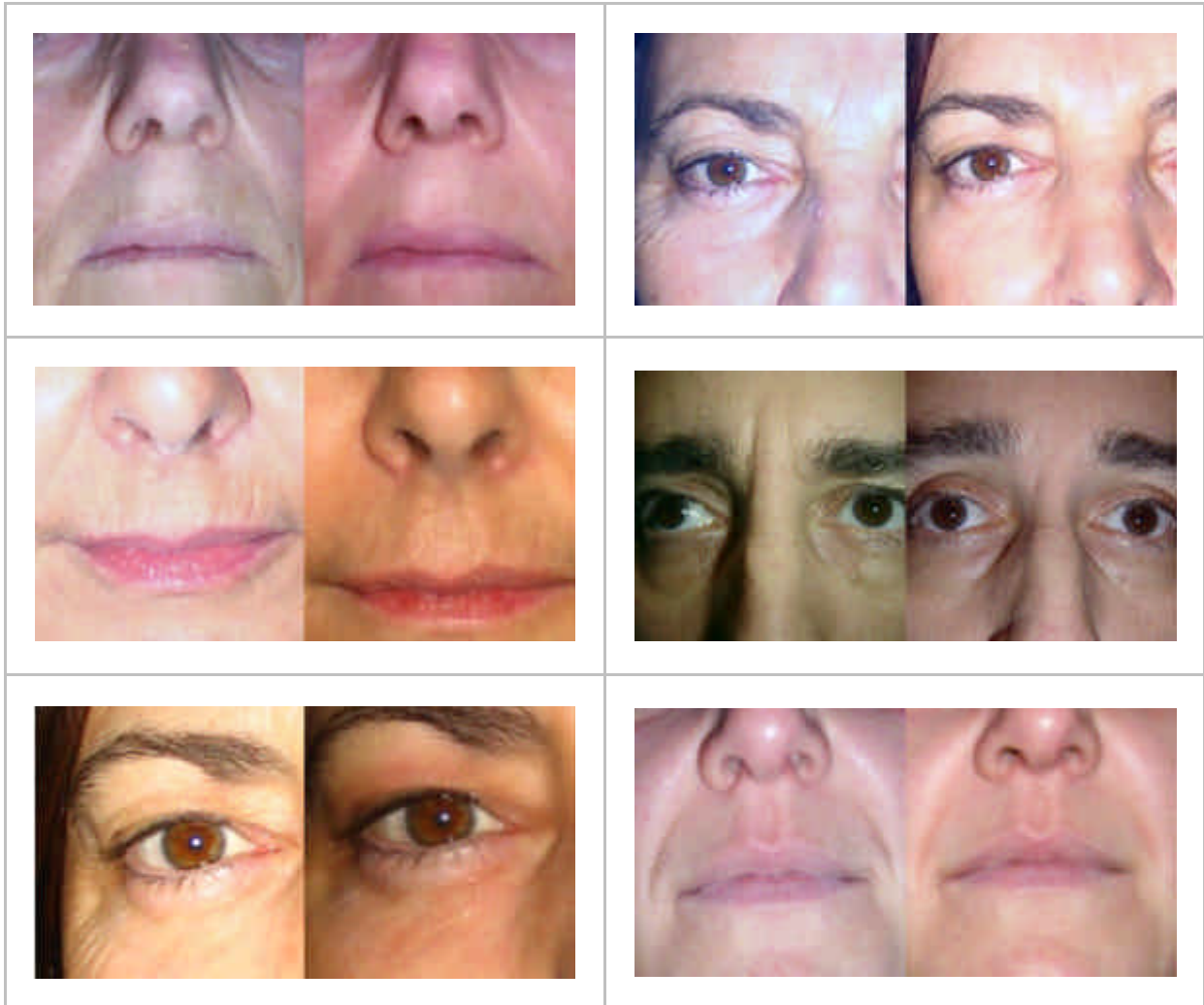
*Joan Krygsman, 40
Creator of Hypnox*



age is not a particularly interesting subject. anyone
can get old. all you have to do is live long enough.

Don Marquis

photos



wisdom doesn't necessarily come with age.
sometimes age just shows up all by itself.

Tom Wilson

g i v i n g b a c k

The vast majority of Hypnox customers are women over thirty; breast cancer is a very real concern to them . Combining extensive research with input from field interviews, we are using the Hypnox platform to develop a hypnotherapeutic recording designed to work on two levels : **pain relief** and **immune enhancement** . Psychological affirmations and soporific benefits are integrated as well, to promote both emotional and physical wellness.

Hypnotherapy is a proven and valuable tool when addressing pain and immunity, but there is surprisingly little of this type of support material available. Although every woman approaches and experiences breast cancer differently, there are specific commonalities which will be fully addressed during the creation of this recording.

Once the track is complete (projected launch date is October 1st, 2008) it will be made available free of charge to the breast cancer support community as an MP3 download from our website. It will also be available in CD format for distribution through breast cancer support groups and organizations.



there is a fountain of youth: it is your mind,
your talents, the creativity you bring to your life
and the lives of people you love. when you learn to
tap this source, you will truly have defeated age.

Sophia Loren

r e t a i l d i s p l a y

The Hypnox retail display is small and tasteful. It consists of an elegant dark wood table, and photo-sized dark-framed signage. Hypnox CDs (with a variety of flower insignia) are displayed, along with a small selection of brochures, flyers and business cards.

For in-store demonstrations, the Hypnox Sales Associate is dressed in a white lab-coat marked with the Hypnox Sunflower. The Hypnox track is played on a loop, so that potential customers are able to listen to a sample of the recording, via headphones.

pricing

Each Hypnox CD is packaged in a sleek white metal CD tin emblazoned with a vibrant Hypnox flower. Plastic materials have been kept to a minimum.

- Estimated production turnaround : 300 per day
- 3-day advance notice requested on orders over 50 pieces

Pricing (not including shipping) :

- | | |
|-------------------------------------|------|
| • Hypnox CD (Retail) : | \$25 |
| • Hypnox MP3 Download : | \$15 |
| • Hypnox CD (Wholesale 1 -5 copies) | \$20 |
| • Hypnox CD (Wholesale 6+ copies) | \$15 |



in old age you must put up with the face, friends
health and children you have earned ..

judith viorst

c o n t a c t

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b i o g r a p h y

Joan Krygsman is an NGH Certified Hypnotherapist and the creator of Hypnox, a powerful new alternative to Botox. She researches and advocates natural and eco-friendly alternatives to traditional cosmetic procedures and products.

In 2000, Joan Krygsman, C.Ht. completed her studies at the Ontario Hypnosis Centre in Toronto, Ontario, and become a fully Certified Hypnotherapist. Unsatisfied with the more traditional applications of hypnosis, Joan began experimenting with previously unexplored possibilities for this type of therapy. A thoroughly negative experience with a local plastic surgeon (see testimonials) led to concentrated research in the field of anti-aging. And finally, Hypnox was born.

Joan currently lives with her 2½ year old daughter Fritha in Dundas, a small town in south-western Ontario. The Hypnox studios (where all recording, editing and testing take place) are housed in a converted guest-cottage on the grounds. All renovations to the facilities were performed by Joan herself (using a combination of google and some slightly unorthodox management of power tools.)



t h e r e ' s o n e a d v a n t a g e t o b e i n g 1 0 2 . .
t h e r e ' s n o p e e r p r e s s u r e .

Dennis Wolfbergr