

PRÖZE FOCUSKIT

Focus and concentration can be difficult to master. Sure, most people want to learn how to improve focus and boost concentration. But actually doing it? We live in a **noisy world** and **constant distractions** can make focus difficult.

In a Harvard study, 67% of leaders describe their minds as cluttered, which means they have a lot of thoughts and a lack of clear priorities, and fail to complete their tasks as a result.



It's easy to become **frustrated** when you're trying to concentrate but just can't. The good news? There are several techniques that can help you zone in on the task in front of you. The **PRÖZE FocusKit** has collected research-backed methods to help improve your concentration so you can **focus like a pro**.

STEPS TO BETTER FOCUS

PAGE 2

HOW TO USE **YIPEEZ**

PAGE 8



Remove *distractions*

First things first: **You need to eliminate distractions.** While you can't do away with everything, you can make an effort to reduce or get rid of as many distractions as possible.

We live in an interruption-based culture that can be damaging productivity. Most of the time, notifications from electronic devices only add to the distraction. In fact, many people are so used to getting interrupted at work that when they don't, they actually go looking for one! Distraction and **constant multitasking can actually hurt performance.**

Multitasking reduces your efficiency and performance because your brain can only focus on one thing at a time. When you try to do two things at once, your brain lacks the capacity to perform both tasks successfully.

You may want to turn off all notifications from smartphones and desktops applications. Consider checking email only four times per day and handling each inquiry only once. Controlling your devices, and not having that technology control you, may help reduce distractions and increase your focus.



Reduce *caffeine/sugar*

Yes, we all love java. It gets us going in the morning. And the afternoon. And the evening. But is it really such a good idea?

The key to taking advantage of caffeine's cognitive-enhancing properties is to consume it in moderation. If you drink too much of it, you may end up feeling anxious or nervous, which generally reduces your ability to stay focused.

The effects of caffeine last for several hours, depending on the individual, so consuming coffee even within eight hours of bedtime can interfere with your ability to sleep that night.

Caffeine stimulates the production of **adrenaline** -- the **fight-or-flight** chemical in the brain that's usually produced as a result of **stress**. In small quantities, this can give us a boost of energy, but if you're prone to anxiety or have an anxiety or panic disorder, caffeine can exacerbate those problems.

For the most part, it's clear that caffeine will improve your productivity. However, **you can't neglect coffee's productivity-halting side effects**, including its ability to ruin your sleep schedule, increase your anxiety and create a physical addiction. So, become familiar with the good and bad effects of caffeine before you use it -- and be sure to consume it responsibly.



Take a *break*

In our always-on, 100% hustle, productivity at all costs culture, it's hard to justify taking a few minutes to yourself during the workday, let alone a full lunch hour.

But this style of working is unsustainable. We physically can't work at 100% capacity, 100% of the time. **We need breaks.** But how do you do it properly?

After analyzing 5.5 million daily records of how office workers are using their computer (based on what the user self-identified as “productive” work), it's been shown that the top 10% of productive workers all worked an average of 52 minutes before taking a 17 minute break.

Concentration and focus are our ultimate productivity weapons, and they **need to be protected**. Yet they're constantly under attack and used up resisting the “bad” choices that surround us. *You resist the urge to surf the web when you've got work to do. You resist ordering a burger at lunch. You resist checking emails when you're working on a project.* All these moments of resistance add up. And to keep our focus and concentration strong all day long, we need to treat our willpower like the muscle it is.



Get some *proper fuel*

When you're hungry, a hormone produced in the stomach called ghrelin signals the neurotransmitter **NPY** in the brain that your body's energy levels are low and you need food.

NPY lives in the **hypothalamus**—the section of your brain that controls **fatigue, memory, and emotion**—and essentially is always making sure you have enough energy to function. When you're hungry and your energy level dips, it takes over and reminds you to eat.

Unfortunately, choosing the wrong food or beverage can deplete our mental energy rather than restore it. Once you do eat, your food is broken down into glucose—fuel for your brain, *and your brain works best with a consistent level of glucose in your blood—25 grams, according to University of Roehampton researcher Leigh Gibson.*

A recent study from The American Journal of Clinical Nutrition found that protein not only gives you that quick hit of glucose, but is the only macronutrient to enhance cognitive abilities longer than 15-20 minutes after ingestion.

To keep your brain working at **peak performance**, opt for a snack on your break that includes a higher level of protein, such as a small serving of chicken, beef, or fish, nuts or nut butter, or a protein supplement. And remember to keep your portions small to reduce the risks of a post-snack crash.



CHEW **YIPEEZ** FOR AT LEAST 15 MINUTES

To get the most out of YIPEEZ, **chew on each piece for at least 15 minutes 10-15 minutes before activity**- this gives the product ample time to absorb into your system.

You can also use YIPEEZ throughout the day to increase concentration, or to **enhance performance** when you need it most by **chewing 10-15 minutes before gametime**.



YIPEEZ has focused dosages

Activating your brains ability to be alert and focused requires precision. Using a precise, researched dose for your Endocannabinoid System, YIPEEZ allows for optimal brain balance and control, resulting in immediate focus.



YIPEEZ initiates nitric oxide production

Nitric oxide promotes healthier blood flow to your brain. The specifically engineered density of YIPEEZ gum initiates natural Nitric Oxide production when chewed, **enhancing circulation and promoting clarity and focus**



YIPEEZ promotes oxygenation

Oxygen provides you mental endurance. The functionality of YIPEEZ allows for more oxygenation to the brain promoting long-term concentration.