

Wearable Technology: Discover the World's First EEG Smart Hat that improves focus and reduces stress and anxiety.

THESSALONIKI, GREECE, September 28, 2023 /EINPresswire.com/ -- Brain & Style, a collaboration between two industry leaders, "Toukitsou", known for its premium headwear, and "BrainBit", a pioneer in EEG technology with over 25 years of expertise in medical equipment engineering, proudly introduces the world's first EEG sensor smart hat.

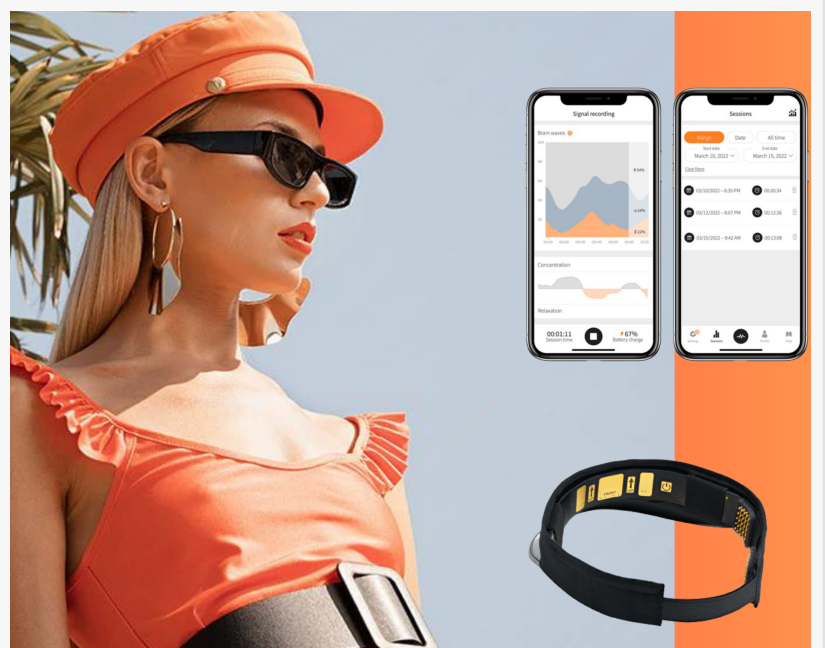
A stylish and discreet [neurofeedback](#) device

Brain & Style's smart hat is similar to a fitness tracker for the brain that monitors and interprets brain activity in real-time using [EEG sensors](#). This innovation provides valuable insights into cognitive states, potentially enhancing focus, reducing stress, and fighting anxiety.

Understanding neurofeedback

Neurofeedback is a technique that empowers individuals to take control of their brain's functioning. It's based on the concept that brain produce electrical patterns known as brainwaves, intimately linked to mental states, emotions, and cognitive abilities. Neurofeedback training allows individuals to observe their brainwave activity in real-time, presenting opportunities for self-improvement..

During neurofeedback sessions, users receive real-time information about their brainwave patterns. The goal is to guide the brain towards more desirable states, such as heightened focus or reduced stress, by reinforcing specific patterns. Over time, with practice and training, its possible to can gain better control over their brain's responses, leading to improved cognitive



Unveiling Brain & Style's EEG Smart Hat – Where Style Meets Mindfulness.

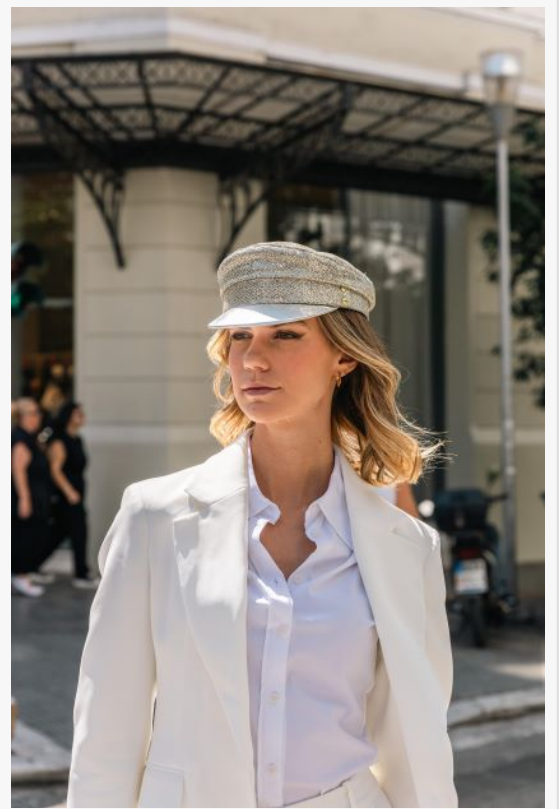
performance, emotional regulation, and overall well-being.

Beyond surface metrics

While wearable technology like smartwatches has made significant progress, they still provide only a limited snapshot of cognitive states.

Benefits of Brain & Style's smart hat:

- **Mental Concentration:** Monitors brain activity during tasks requiring focus and mental effort, optimizing productivity. Can train the user to enhance focus instantly with neurofeedback guided exercises and games.
- **Relaxation and meditation:** Tracks progress in relaxation and meditation techniques by detecting increases in alpha wave activity, associated with a relaxed state of mind. This feedback can help understanding how effective relaxation or meditation techniques are and track progress over time accurately.
- **Emotional Stability:** Neurofeedback helps the brain regulate itself, making emotional control easier, even during difficult experiences. It changes the brain's pattern of becoming stuck on negative thoughts (rumination) and helps with better mood regulation.



Cognitive Chic, Brain & Style's EEG Smart Hat – Where Style Marries Mindfulness.

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Unlike wearables that infer brain activity from physical metrics, EEG sensors directly measure brain activity, providing real-time, precise insights into your cognitive states.”

*Emmanouil Manousakis,
Managing Director of Brain &
Style*

How It Works

Wearing the smart hat is as simple as putting on any regular hat. Once placed on head, with the reference and common electrodes on the forehead, when activated, it starts monitoring brain activity in real-time. The hat utilizes four dry EEG electrodes, positioned according to the international 10-20 electrode placement system, capturing signals from the temporal and occipital regions of your brain, providing valuable insights into mental states.

Handcrafted elegance

All Brain & Style hats are meticulously handcrafted, reflecting the commitment of the company to quality and style. The collection features three distinct hat styles: captain hats and Greek

fisherman's hats, visors, and jockey military-style, available in various fabrics and colors.

Versatility

Another standout feature of Brain & Style's smart hat is the detachable EEG sensors, easily switchable between hat styles to match different fashion preferences, staying on-trend while optimizing cognitive well-being.

Unlocking full cognitive potential

Enhancing focus, reducing stress, and achieving emotional balance are now within reach. Visit [BrainandStyle.com](https://brainandstyle.com) to learn more and maybe embark on path to a more mindful and empowered self.

Emmanouil Manousakis

Brain & Style

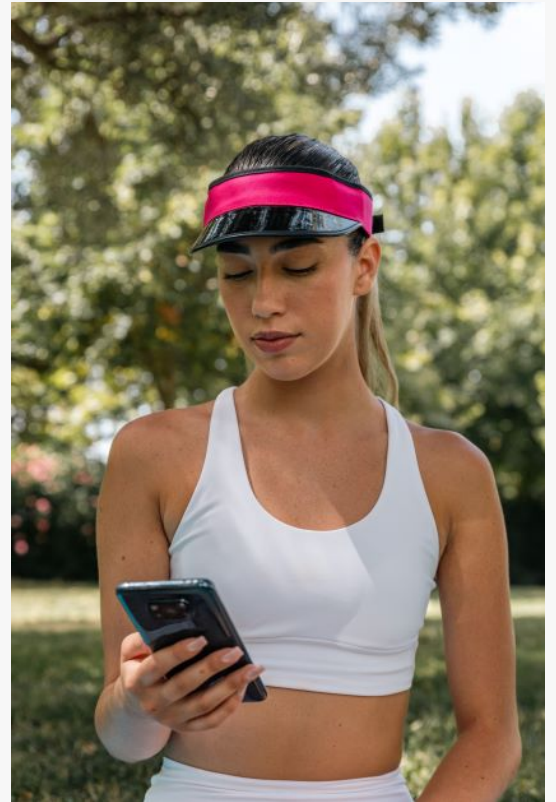
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Revolutionizing Meditation: Brain and Style Introduces EEG Powered Personal Meditation Tracker.

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