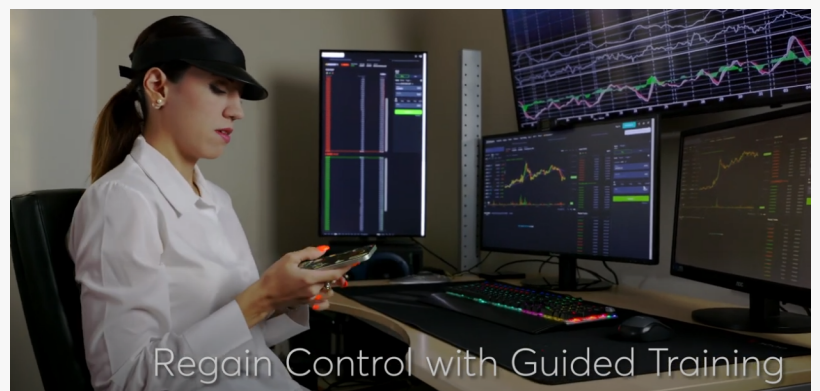


# Brain & Style unveils EEG sensor visors to empower traders for improved focus, stress reduction, and emotion management.

THESSALONIKI, GREECE, October 2, 2023 /EINPresswire.com/ -- Trading in the financial markets is a thrilling journey filled with opportunities, but it's also fraught with emotional challenges. The ups and downs of the market can evoke powerful emotions, and how traders manage these emotions can greatly impact their success. Brain and Style a spin off company between Toukitsou, known for its headwear, and BrainBit, a pioneer in EEG technology, recently introduced the world's first EEG sensor headwear collection. This collection aims to assist traders in managing emotions, enhancing focus, and reducing stress in the world of trading.



When stress levels rise...

“

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

*Emmanouil Manousakis,  
Managing Director of Brain &  
Style*

## A Clearer Mind for Better Decisions

One of the most significant challenges traders face is managing their emotions while making crucial decisions. In trading emotions can cloud judgment and lead to costly mistakes. [Brain & Style's EEG Smart Hats](#) offer real-time insights into cognitive states, providing traders with a valuable tool for decision-making.

Here's how:

**Real-Time Feedback:** EEG sensors directly measure brain activity, offering traders precise insights into their mental

states. By recognizing cognitive patterns, traders can intervene and make more rational decisions based on data rather than emotions.

Improving Focus: The Key to Trading Success

Focus is paramount in the world of trading. Even a momentary lapse in concentration can result in missed opportunities or costly mistakes. EEG Smart Hats are designed to help traders maintain a heightened state of concentration:

**Mental Concentration:** Traders can monitor brain activity during tasks that require intense focus and mental effort. The EEG feedback allows them to optimize productivity by identifying when they're in the ideal state for concentration.

[Neurofeedback-Guided Exercises:](#) The EEG Smart Hat offers neurofeedback-guided exercises and games that help traders enhance their focus instantly. These exercises become valuable tools in their daily routine.

### Stress Reduction

The trading world is inherently stressful, and prolonged stress can impair judgment and lead to rash decisions. Brain & Style's EEG smart headwear provide traders with tools to manage stress effectively:

**Stress Detection:** The EEG sensors in the smart hat can detect heightened stress levels. Traders receive feedback when stress levels increase, allowing them to take necessary steps to calm their minds.

**Mindfulness Practices:** The Smart Hat encourages traders to practice mindfulness, a technique known for reducing stress. Through neurofeedback mindfulness exercises, traders can regain focus and composure during turbulent market conditions.

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Smart Black Shade Visor

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