



## PRESS KIT

**The Original, Revolutionary Neuroplasticity and Holistic Health Program To Support The Healing of Chronic Conditions Such As ME/CFS, Fibromyalgia, Post-COVID19 Syndrome, MCS, EHS, Anxiety and Associated Conditions.**

From Ashok Gupta MA(Cantab), MSc

**New Ground-Breaking Study Published In The Prestigious Journal of Clinical Medicine**

# THE PREEMINENT AND ORIGINAL NEUROPLASTICITY & HOLISTIC HEALTH PROGRAM FOR CHRONIC CONDITIONS



**Ground-Breaking Study Published in the Prestigious Journal of Clinical Medicine in 2020**

**Published in the Medical Journal, Medical Hypotheses in 2002**

**The Original and Most Comprehensive Neuroplasticity Program**

**Thousands of People Around the World Have Got Their Lives Back Using This Unique Program**

**The Program is covered by a One Year Money-Back Guarantee**

## EXPERTLY DESIGNED, FRIENDLY AND EASY-TO-USE

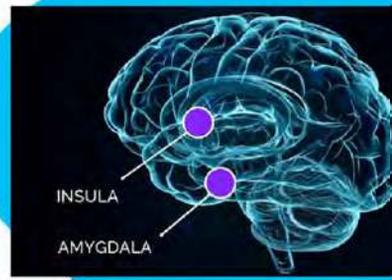
The Gupta Program Brain Retraining is a revolutionary course that supports the recovery of many chronic conditions. The course is mainly online, with a supporting book and floor-chart sent in the post. The Program has inspiration drawn from many areas of coaching and therapy, including NLP, Meditation, Timeline Therapy, Breathwork, Parts Therapy, Visualization, Inner-Child Work, and many more. These tools fit under the banner of "Amygdala and Insula Retraining" or AIR Techniques.

## THE AMYGDALA AND INSULA HYPOTHESIS FOR CHRONIC CONDITIONS BASED ON OVER 20 YEARS OF RESEARCH AND EXPERIENCE

**These conditions are real physical conditions with real physical symptoms.**

Ashok's Amygdala and Insula Hypothesis indicates that they are neurological in nature, and may be caused by abnormalities in a brain structure called the 'amygdala,' and the 'insula'. The revolutionary tools and techniques within the Gupta Program stop the amygdala and insula's hyper-reactions and allows the body to trigger the parasympathetic system, meaning the body's own healing mechanisms can bring it back to balance and homeostasis.

To learn more about the Amygdala and Insula Hypothesis, and how these conditions may be created, please watch the free, Session 3 videos here.



## DEDICATED TO SUPPORTING PATIENTS ON THE PATH TO HEALTH AND HAPPINESS

The Gupta Program and its team of worldwide coaches focuses on supporting the healing of what Ashok dubs "Neuro-Immune Conditioned Syndromes" (NICS). The conditions we treat include:

Chronic Fatigue Syndrome (CFS) | M.E. | Post-COVID19 Syndrome | Fibromyalgia | Multiple Chemical Sensitivities / Electrical / Mold Sensitivities / CIRS | MCAS | Pain Syndromes | Anxiety/Panic | Adrenal Fatigue | Irritable Bowel Syndrome | SIBO | Burnout | Lyme | POTS and any Related conditions.



## OUR GROUND-BREAKING STUDY PUBLISHED IN THE PRESTIGIOUS JOURNAL OF CLINICAL MEDICINE

The novel Neuroplasticity program known as "Amygdala and Insula Retraining" was combined with Mindfulness to create 'MAIR', also known as the Gupta Program, and was tested for 8 weeks against a control group engaging in an equivalent amount of relaxation techniques.

To find out more about the study, please click here.

To download our latest press release, please click here.

After just an 8 week intervention, the MAIR group had significantly greater reductions in symptoms and pain, and increases in overall health, compared to the control group:

**↑**  
**47%**  
Increase in Perceived Health (EQ-VAS)  
(16% in Control Group)

**↓**  
**37%**  
Reduction in Fibro (FIQ) Scores  
(0% in Control Group)

**↓**  
**46%**  
Reduction in Pain Catastrophizing  
(9% in Control Group)

**↓**  
**45%**  
Reduction in Anxiety (HADS-A)  
(15% in Control Group)

**↓**  
**41%**  
Reduction in Depression (HADS-B)  
(6% in Control Group)

Results  
(on average)



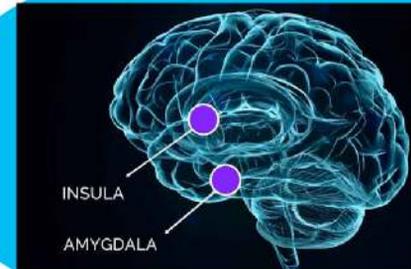
## NOW SUPPORTING WHAT WE TERM "CHRONIC POST-COVID19 SYNDROME (CPCS)"

Click here to find out more about how we are supporting patient's recovery from Chronic Post-COVID-19 Syndrome (CPCS).

There is growing evidence that 'Long Haul' COVID-19 patients are developing Neuro-Immune Conditions such as ME/CFS And Fibromyalgia. Guidelines released by health organizations such as NHS, WHO and CDC state that "mild" COVID-19 symptoms typically resolve within 2 weeks, with more severe cases resolving in 6 weeks. However, emerging accounts are showing that there is a percentage of patients who go on to experience chronic and debilitating post viral symptoms, such as fatigue, brain fog, concentration problems and heightened emotions. These symptoms are lasting for 3 or more weeks even if the patient experienced a mild version of COVID-19.

**10% of people are suffering from post-viral symptoms for at least three weeks and 5% can be debilitated for months** -The Zoe Covid Symptom Study

Like ME/CFS, Fibromyalgia and Post-Viral Fatigue, CPCS be another condition that can be explained by Ashok's Amygdala & Insula Hypothesis. Even once the virus has been fought off, the immune system and nervous system may have become traumatized, still stuck in hyper-response mode, still believing it is in danger. The brain and the body fall into this 'vicious cycle' that perpetuate neurological and immune over-stimulation, physiological dysfunction, and many physical symptoms.



### THE GUPTA PROGRAM IS A POWERFUL ADD-ON TREATMENT ALONGSIDE PHYSIOTHERAPY & PHARMACEUTICALS

Patients are encouraged to sign up to the free 28-Days, "On The Path To Health and Happiness Mini Course" in consultation with their doctor to see if this treatment is right for them.



# ASHOK GUPTA MA(Cantab), MSc

Ashok Is A Gifted Teacher and Speaker. His Authentic and Charismatic Presence Resonates with People Across All Demographics. Ashok Has Dedicated His Life to Improving People's Health & Well-Being and Helping Them Achieve Their Potential. Everything He Does Is Reflected in This Quest.

## LEADING RESEARCHER & CLINICIAN SPECIALIZING IN TREATING THESE CHRONIC CONDITIONS

The program was founded by Ashok Gupta MA(Cantab), MSc, who after suffering from ME/CFS around 25 years ago when he was studying at Cambridge University. Through neurological research and applying his techniques, he managed to cure himself of the condition.

He published medical papers on the basis of stress-related illnesses and then set up a clinic to treat others where he spent many years refining the therapies by working with a multitude of patients

This exciting recovery program is the climax of that research and experience. It was released in 2007 as a home study DVD course and was fully updated as an online & USB package in 2019 to treat more conditions.

## FOR PRESS & INTERVIEW ENQUIRIES

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Web: [www.guptaprogram.com](http://www.guptaprogram.com)

## ASHOK'S OTHER BRANDS



30-Day program of videos and meditations to discover more Happiness, Meaning, and your Life Purpose.

[www.themeaningoflife.tv](http://www.themeaningoflife.tv)



Free, 10- Day Video & Knowledge Challenge which is helping thousands of people to take the pledge to reduce the spread of the virus, through boosting the immune system, reducing anxiety, and saving lives  
[www.thecoronaviruschallenge.com](http://www.thecoronaviruschallenge.com)



Ashok also works with companies around the world, teaching courses in Leadership, Time Management, and Personal Development.  
[www.timemanagementsecrets.tv](http://www.timemanagementsecrets.tv)

ASHOK HAS APPEARED IN SEVERAL MEDIA AS AN EXPERT ON STRESS INCLUDING

