FOCUS
In February 2019, MONQ released FOCUS MONQ—the world's first breathable nootropic essential oil blend. With 20 synergistic essential oils, including bergamot, black pepper, caraway, cardamom, cinnamon, clary sage, coffee, frankincense, holy basil, juniper berry, lemon eucalyptus, nutmeg, peppermint, red grapefruit, rosemary, and spearmint, FOCUS is designed to enhance clarity, productivity, and vision.
What are Nootropics?

Nootropics are brain-boosting compounds that improve memory, protect the brain, and stimulate cognitive function, and they are both naturally occurring and synthetically derived. Naturally occurring nootropics, such as those derived from plants (like nootropic essential oils) and minerals not only have the ability to build and protect the brain, but they do so without the adverse side effects often associated with synthetically-derived nootropic compounds.

Some of the most commonly known, naturally occurring nootropic herbs include Ginkgo biloba, American ginseng (Panax quinquefolius), Asian ginseng (Panax ginseng), brahmi (Bacopa monnieri), clove (Eugenia caryophyllus), cardamom (Elettaria cardamomum), cinnamon (Cinnamomum zeylanicum), and black pepper (Piper nigrum). Certain vitamins and minerals, such as Vitamins C, K, and B-complex vitamins, iron, calcium, magnesium, and zinc have nootropic properties as do certain amino acids. Nicotine and caffeine are also naturally occurring nootropics, though both have been synthetically derived to add to a variety of products.¹
Why FOCUS?

FOCUS is a patent-pending all-natural nootropic essential oil blend that helps users experience and achieve the body’s natural ability to focus and reach Flow State. Flow State, or being “in the zone” was first described by Mihály Csíkszentmihályi, a Hungarian-American psychologist, in 1975. Individuals in Flow State are more alert, perceptive, and focused, and according to EEG studies, experience more alpha- and theta-wave brain activity.

Studies performed in the MONQ laboratory have proven that when users breathe in FOCUS, they experience enhanced cognitive abilities and visual acuity when compared to a placebo. Results from these tests show improved arithmetical speed and verbal fluency, better defined edge discrimination, and EEG-detected increases in alpha- and theta-wave activity. Additionally, FOCUS users reported increased productivity characterized by enhanced creativity, timelessness, lateral thinking, more efficient workflow, improved problem-solving abilities, greater attention to detail, and more epiphanies.
FOCUS Results

MONQ laboratories performed several tests measuring the effects of FOCUS on users. These tests were conducted in addition to individual case studies and anecdotal evidence. In all cases, FOCUS was shown to provide nootropic benefits on focus, cognition, vision, and productivity.
COGNITION

Changes to participants' cognitive ability, processing, memory, and concentration were tested using a variety of different measures, including arithmetic tests, verbal fluency metrics, and performance indicators.

**Arithmetic Fluidity**

One study showed that when individuals use FOCUS, their ability to accurately add and subtract single-digit numbers during a timed test improves as much as 15% compared to the placebo. These results occurred within minutes of breathing in the nootropic blend.

During this test, participants had 60 seconds to answer as many of the 100 elementary addition, subtraction, multiplication, and division questions as they were able. Questions could be answered in any order. The test requires that participants maintain focus throughout, switch between operations, and make rapid decisions regarding skipping or attempting questions.

**Cognitive Flexibility and Executive Function**

In addition the arithmetic test, participants were asked to complete the Stroop Test, a common option for measuring cognitive flexibility and executive function, or one's ability to process, organize, and respond to cognitive stimuli.

![Cognition: Focus increased Arithmetic Fluidity](image-url)
The Stroop Test requires participants to state as fast as they are able the color of the text, not the color spelled in the text. The test requires cognitive flexibility to correctly identify colors over words. The Stroop Test was chosen for a variety of factors including that it is sensitive to altered states of consciousness and is an objective measure of executive function and changes in mental processing. Further, the test is more reliable than self-reported measures.

After breathing in FOCUS, participants performed 8% better on the Stroop Test than compared to testing without FOCUS.

---

**Cognition: Focus improved cognitive flexibility as measured by the Stroop Test**

The Stroop test is a common test for measuring cognitive flexibility and executive function.

**Example:**

- **Question:** The task is to state the color of the text as fast as you can, not the colors that the text spells.
- **Answer:** RED, BLUE, GREEN, YELLOW.

This requires cognitive flexibility to correctly identify colors over words.

**Why Stroop?**

- Sensitive to altered states of consciousness
- Used to measure executive function
- Is an objective measure of changes in mental processing
- More reliable than self-reported measures

**Response time improved by 8%**

\[ N=17; \ p<0.05 \]

---

**Performance**

Using electroencephalogram (EEG) technology, MONQ scientists measured *alpha* and *theta*-brainwave activity before and after participants used FOCUS. Results showed increases in both, which are indicative of Flow State.

To test the activity practically, the participants engaged in online gameplay during the EEG. Gaming performance also improved with FOCUS.

**Verbal Fluency**

FOCUS has also been shown to improve linguistic abilities. When given 60 seconds to verbalize as many unique words as possible starting with a specific letter, test subjects were able to articulate more words immediately after using FOCUS compared to using a placebo.

The verbal fluency assessment requires parallel mental tasks, including sifting through one's vocabulary to find permissible words and working memory to keep track of those already said.
FLOW STATE

FOCUS promotes Flow State in users. While Flow State effects varied by participant, trends emerged that support FOCUS’ ability to promote this heightened state of cognition.

After taking both the arithmetic and Stroop cognitive tests, participants were asked to complete the Flow State Scale, a self-reporting measurement tool. This assessment consists of 36 statements measuring the nine dimensions of Flow State: challenge-skill balance, action-awareness merging, clear goals, unambiguous feedback, concentration on task at hand, sense of control, loss of self-consciousness, transformation of time, and autotelic experience or, sense of intrinsic reward. Each statement was followed by a 5-point Likert scale, where 1 corresponded to “strongly disagree” and 5 corresponded to “strongly agree.” Participants showed an 8% improvement in autotelic experience as well as slight improvements in sense of control and unambiguous feedback.

To further investigate the effects of breathing in FOCUS, the Flow State Scale was administered as an e-study, allowing greater participation among FOCUS users. Participants were asked to choose a task to complete that requires focus. Then, they were instructed to breathe in FOCUS, according to package directions, and perform the task. They were asked to report on their performance of the task using the Flow State Scale, described above. The e-study results were consistent with lab testing. After using FOCUS, 73% of participants experienced phenomena indicative of entering the Flow State. Only 7% of respondents had a negative experience using FOCUS according to the Flow State Scale metrics.
VISION ENHANCEMENT

When using FOCUS, individuals experienced improved vision with greater focus, more distinct edge discrimination, and greater contrast sensitivity, such that colors appeared more vibrant and items more defined. Further, after breathing in FOCUS, respondents were able to more clearly focus on their environment and better process visual stimuli.

**Visual Acuity**

MONQ tested vision with and without FOCUS using the LogMAR metric. The LogMAR test measures visual acuity and is similar to the more common Snellen eye test. This test is often used with athletes. Participants are asked to read letters from top to bottom on an eye chart. With FOCUS, study participants read on average one to two lines farther down the eye chart than without, for an average 19% improvement in visual acuity.

**Visual Focus and Contrast Sensitivity**

To measure focus and contrast sensitivity, the Pelli Robson test metric was used. For this test, participants are asked to read an eye chart from left to right, top to bottom, with each triplet decreasing in contrast by 0.08 log units. After using FOCUS, contrast sensitivity improved by 18%, or more practically 0.17 log units, and participants were able to read between one and two extra triplets.
Conclusion

FOCUS is a revolutionary, scientifically-proven breathable nootropic essential oil blend—and the first of its kind! FOCUS provides clarity, enhances vision, and improves productivity, while changing the way we see the world and how we approach tasks. FOCUS is safe and effective, offering limitless opportunities to improve our focus and enhance our world.

Use FOCUS today and experience Flow State—cultivate a better you for a new day—with FOCUSed results.
"As a busy entrepreneur, I’m always looking for ways to elevate my performance. Whether I’m looking for mindfulness in the midst of chaos or just achieving optimal focus on the task at hand, I have found that proper breathing can help to alleviate the physiological symptoms of stress as well as to enhance my mood and energy level.

I was very enthusiastic to embrace the original MONQ products when they were first introduced to me. They had all the benefits of smoking – a physical reminder to take a break, to breathe slowly, and to live in the moment – without the deleterious side effects. The added bonus was that the doctor who formulated the products included essential oil blends that not only tasted great but provided the additional soothing effects known to many as natural herbal medicine. When he asked me to sample the newest blend, I was happy to oblige.

A more sophisticated and complex mixture, FOCUS was specifically designed to engage the brain and promote a flow state. I wholeheartedly agree that this is the new preferred way to work and play. I feel a sense of clarity and a reduction in brain fog when I use it prior to beginning one of my writing tasks. The flavor is clean and not overpowering. I would recommend this device without reservation to anyone seeking a similar supplement. The delivery system is fun and classy enough to bring for a night out. Looking forward to enjoying FOCUS MONQ into the future and continuing to reap the benefits of smart aromatherapy."

- Amber P.