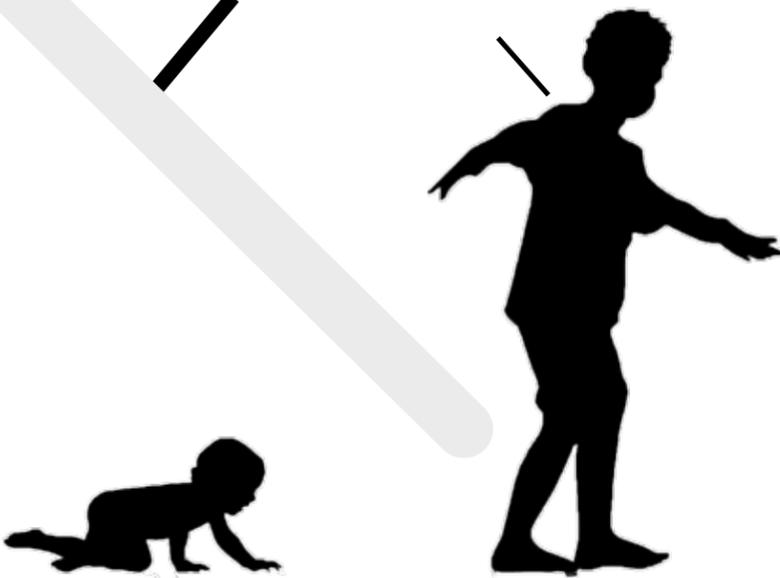




**DR. ROBERT  
MELILLO**

**BRAIN BALANCE & PRIMITVE REFLEXES**

**DR. ROBERT MELILLO &  
ANNETTE VERPILLOT**



# WHO WE ARE

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Posturepro's approach is based on improving the brain-body connection by working on the key sensory areas of the body that play a profound role on stability, posture and health.

We offer innovative tools and techniques based on neuroscience to improve the functionality and performance of the body.

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2019

We're at the cutting-edge of rehabilitation and performance science. Posturepro conducts research studies to continually offer the best techniques and the quickest results. Our current research projects are focusing on specific target populations: Individuals with Parkinson's Disease (in conjunction with the University of Montreal), children with Developmental Coordination Disorder (in partnership with UQàM), and athletes (in collaboration with UNC Charlotte). Ultimately though, the work we do benefits athletes, children, men and women of all ages.



## MISSION



To spread awareness about the importance of posture for health and fitness so as to positively impact as many lives as possible.



## VISION

A strong and capable body must have solid foundations. We ensure that the body is aligned and communicating properly with the brain so that it can function at its best.

## VALUES



Evidence-based practice  
Interdisciplinary thinking  
Using technology for health and fitness





**Dr. Robert Melillo**

Dr. Robert Melillo has been helping children and adults overcome learning disabilities for over 25 years. His areas of expertise include autism spectrum disorders, PDD/NOS, ADD/ADHD, OCD, dyslexia, Asperger's, Tourette's, bipolar disorder, and other mental, attention, behavioral and learning disorders. He is also an expert in diet, nutrition, and neuroimmune disorders in children and adults.

Dr. Robert Melillo is a world-renowned expert in developmental functional neurology, brain imbalances, hemispheric integration and the diagnosis and correction of most neurobehavioral disorders and learning disabilities. He has graduate degrees in clinical rehabilitation neuropsychology, neurology, neuroscience, and chiropractic. Dr. Melillo is a prolific brain researcher, having authored five best-selling books, including *Disconnected Kids*, 50 peer-reviewed papers, and a major textbook *Neurobehavioral Disorders of Childhood: An Evolutionary Perspective*. He created Brain Balance Achievement Centers, which has approximately 150 centers and has helped tens of thousands of families.

Dr. Melillo has presented at numerous clinical and scientific conferences around the world and has taught his own course in a post graduate level for over 20 years. He is an adjunct professor of Developmental Disabilities at National University of Health Sciences, as well as cofounder and past president of the International Association of Functional Neurology and Rehab. Due to Dr. Melillo's authority in the field, he has been featured in documentaries, appeared in thousands of radio and TV interviews, and hosts a TV show, radio show, and webseries.





**Annette Verpillot**

Annette Verpillot is the founder of Posturepro, a health company specializing in Postural Recalibration. Annette has developed some of the world's most advanced rehabilitation and injury prevention training protocols, while also creating an international Posturepro Training Program. Her unique postural evaluation system is recognized throughout the world for addressing chronic pain, increasing strength, and helping those with neurological disorders.

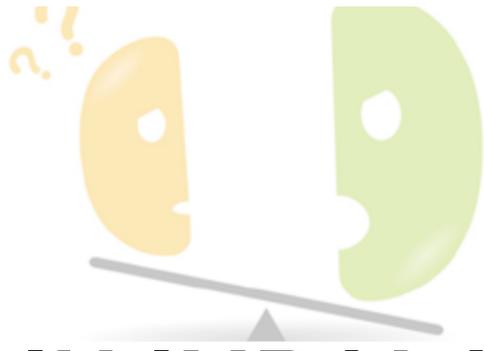
Today, she is regarded as one of the most experienced Posture Specialist in North America and has had numerous opportunities to teach her method to professionals in various fields. She has presented her methods at TEDx Montreal Women, on Breakfast Television, ICI Television, and Collectively Beautiful.

She has worked with renowned strength coaches, elite athletes and team coaches from professional leagues and NCAA Division I sports.

In the past two years, she has presented her methods to the coaching staff of the New Jersey Devils, the 49ers, the University of New Mexico men's basketball team, the Florida Gator's men's basketball team, and the UNC Charlotte men's basketball team.

Most recently, she presented at SWIS 2018 in Toronto and at the International Association of Functional Neurology and Rehabilitation (IAFNR) Annual Meeting in Phoenix. Annette is changing the way we figure posture into the equation of good health.





## **BRAIN IMBALANCES**

The foundation of growth, development, and learning starts with sensory and motor interaction with the world. The brain is built from the bottom up and this starts with movement and sensory exploration.

Sensory stimulation and feedback drive the brain, but the motor system drives sensory stimulation—you can't have one without the other. The more accurate the information being sent to the brain, the better and faster the brain can process that information and react to it. Faster processing is massively important in sports where there is a constant influx of information coming in.

Motor activities involve a number of different skills, including:

### **Muscle tone, strength, and coordination**

Clients with movement difficulties (joint hypermobility, low muscle tone, ASD and developmental coordination disorder) often have weak core muscle strength and stability, and poorly developed postural response mechanisms.

### **Primitive and postural reflexes**

The postural reflexes support control of balance, posture, and movement in a gravity-based environment. Retained primitive reflexes affect our sensory perception causing hypersensitivity in some areas and hyposensitivity and others.

### **Vestibular balance and posture**

The vestibular system is both a sensory and a motor system. Vestibular information is closely integrated with somatosensory and visual information so that the central nervous system (CNS) can estimate the position and movement of the entire body as well as the surrounding environment.

### **Eye-muscle balance and coordination**

People with poor eye muscle control often subconsciously exert extra effort to maintain proper alignment of the eyes.



# NEUROPLASTICITY

A crucial fact to always remember is that change is achievable because we know that the brain is capable of remodelling itself, not just in childhood, but also throughout life.

At one time, scientists believed that the brain was hard-wired at birth and could not grow, change, or correct errant growth patterns. We know today this is simply not the case. Over the last several decades neuroscientists have found that the brain has the ability to change physically and chemically—if given the proper stimulation.

Until now, an array of spectrum disorders have been considered lifelong problems, without cure or correction. Today, we believe that these problems have a solution. The classic symptoms that we see fall into the following areas:

**Symptom 1:** Poor Body Awareness – Poor spatial orientation, or proprioception. Children do not know where they are in space. They do not feel grounded.

**Symptom 2:** Poor Gross and Fine Motor Skills – Problems with motor skills. Muscles do not move fluidly.

**Symptom 3:** Compromised Immune System – The brain is the control center of the immune response. Children with a left- brain deficiency experience lower immune defenses. Bacteria and viruses latch onto the least resistant areas like sinuses, lungs, respiratory system, or wherever they can easily set up residence. Right brain deficiency puts the immune system into overdrive. The immune system will move to defend the body, even in the absence of an enemy. This results in autoimmune conditions like asthma and allergies. It can also create chronic problems like food sensitivities. Right side deficiency children also seem to be immune to common childhood illnesses and infections like colds and sore throats.



# BRAIN BALANCE & PRIMITIVE REFLEXES

In the health and fitness industry we were taught to look at a problem from a biomechanical perspective, never considering at how an individual develops movement patterns. This is the ultimate key that will improve everything that you do. If you're a strength and conditioning coach, personal trainer, or fitness enthusiast who is passionate about maximizing your results in your practice then you'll want to know about this seminar.

Join us on September 14-15, 2019 in Montreal to learn this ground-breaking way of fixing brain and postural imbalances.

**BRAIN BALANCE & HEMISPHERIC FUNCTION**

With **DR. ROBERT MELILLO**

**POSTUREPRO METHOD**  
With Annette verpillot

The poster features two circular portraits: a woman on the left and a man on the right. The background is a colorful geometric design with orange, green, and blue sections. At the bottom, there is a logo for 'Posture' and a silhouette of a person walking a dog. The text 'DR. ROBERT MELILLO' is also present near the bottom center.





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