



Advanced Brain Retraining for Chronic Conditions

With Ashok Gupta



*Dedicated to my Mother,
who has always been a pillar of strength through adversity.*

Retrain Your Brain To Heal from Chronic Illness

By Chronic Illness & Neuroplasticity Expert Ashok Gupta, MA(Cantab), MSc

Published by Ashok Gupta - www.guptaprogram.com

Copyright © Ashok Gupta 2007 to 2022. All Rights Reserved. Ashok Gupta, Gupta Programme and Gupta Program are trading names of Harley Street Solutions LTD. No part of this publication or the videos may be reproduced, stored in a retrieval system, or transmitted, in any form or by any means, electronic, mechanical, photocopying, recording, or placed on the internet, without the prior permission of the copyright owner.

This e-Book, the website, the videos, the Webinars and the Audio exercises, and accompanying book are for informational purposes only. They are not to be treated as a substitute for medical diagnosis, advice or treatment. Please consult your doctor first, and check with them before you embark on any of the processes in the program.

Table of Contents

Welcome and Thanks..... 4

About Me..... 4

About the Gupta Program 5

Neuroplasticity: The Brain's Ability To Rewire Itself You Can Overcome Your Chronic Health Condition 7

The Insula and The Amygdala..... 11

How the Condition Starts & Develops 13

The Vicious Cycle 22

How The Symptoms of These Chronic Conditions Are Created 28

 Physical Symptoms..... 28

 Cognitive Symptoms..... 32

 Emotional Symptoms 33

 The Good News... 34

What's Included In The Gupta Program? 34

What Are The Next Steps? 36

One Year Money-Back Guarantee..... 36

Why We Are Unique And Different To Other Programs..... 37

Frequently Asked Questions 40

Internationally Renowned Specialists Recommend The Gupta Program To Their Patients:
..... 42

Welcome and Thanks

Thank you so much for downloading our [Retrain Your Brain To Heal from Chronic Illness E-book](#) and putting your trust in me!

In this E-book, I shall share my latest findings from science on how your condition may be caused by abnormalities in the brain. You will see how it applies to your specific personal circumstances and condition. Then I'll help you understand how you can use the latest developments in "Neuroplasticity" to help train your brain for health and happiness!

At the end of the book, you can read through our frequently asked questions (FAQs), and also ask questions by emailing info@guptaprogram.com

About Me



My name is Ashok Gupta and I am a well-known Neuroplasticity "brain retraining" expert who has spent the last 25 years researching the effects of the brain and the mind on illness.

I suffered from a condition similar to yours called ME, or Chronic Fatigue Syndrome, around 25 years ago when I was studying at Cambridge University. Through neurological research that I conducted, I managed to get myself 100% better. I then set up a clinic to treat others, and then published the well-known neuroplasticity "brain retraining" recovery program known as the Gupta Program in 2007.

I have published several medical papers and I am continually researching these chronic conditions. Recently, a randomized controlled trial was published showing the Gupta Program was highly effective compared to a control. The program now is used to support people with a wide variety of chronic illnesses,

I am on a mission to research and support people with chronic illness like yourself through this drug free & revolutionary, integrated and holistic approach.

I wish you all the best in your recovery journey!

Warm regards



Ashok Gupta

Founder of the Gupta Program

About the Gupta Program

Gupta Program Brain Retraining™ Is A Powerful Revolutionary Neuroplasticity, Mindfulness & Holistic Health Program For Chronic Conditions, Including Long Covid.

We are a Professional Global Clinic with Practitioners and Coaches all over the world. The Gupta Program is the original neuroplasticity (or “Limbic Retraining”) and Holistic Health Program and was first established in 2001, and specializes in treating many disorders such as

- Chronic Fatigue Syndrome (CFS)/ M.E.
- Long Covid
- Fibromyalgia
- Multiple Chemical Sensitivities / Electrical / Mold Sensitivities / CIRS
- MCAS
- Pain Syndromes
- Anxiety/Panic

- Adrenal Fatigue
- Irritable Bowel Syndrome
- SIBO
- Burnout;
- Lyme
- POTS
- or any Related conditions

This brain retraining or "Limbic Retraining" program has inspiration drawn from many areas of coaching and therapy, which we use in a unique combination, including:

- Neuroplasticity
- NLP
- Meditation
- Timeline Therapy
- Breathwork
- Parts therapy
- Visualization
- Inner-Child work
- Somatic Experiencing
- Vagus Nerve Approaches
- Holistic Health

We fit these tools under the banner of "Amygdala and Insula Retraining", or AIR Techniques. Find out more at www.guptaprogram.com

Neuroplasticity: The Brain's Ability To Rewire Itself You Can Overcome Your Chronic Health Condition



What Is Neuroplasticity?

Neuroplasticity, also known as brain plasticity or neural plasticity, is the brain's ability to reorganize itself, both functionally and physically through the process of forming new neural connections throughout life. Without this ability, the brain would not be able to develop from infancy to adulthood.

Neuroplasticity allows the neurons (the brain's nerve cells) to compensate for disease and injury and to adjust their activities in response to new experiences, environment changes, behavior, thinking and emotions.

What Does Neuroplasticity Look Like In Everyday Life?

Neuroplasticity makes the brain resilient. It is also the process in which all permanent learning occurs in the brain, for instance, learning a new language or an instrument.

Our Brain Is Shaped By New Experiences

We create new connections between neurons when we experience something new,

our brain is rewired to adapt to the new circumstance. With the repetition of every action, emotion or thought, we reinforce a neural pathway. Even with respect to our immune system. And with each repetition, we begin to form a new way of being.

When these small changes are repeated frequently enough, they change our brain works. This is a process that not only happens on a day-to-day basis but is something we can actively stimulate and encourage. In our hypothesis, we are taking advantage of the neuroplastic aspects of our brain, to directly retrain unconscious nervous and immune system responses, so you can recover from your condition.

The Evolutionary Background of Your Condition

Written by Ashok Gupta

Below we will go through an explanation of your condition and address the underlying causes of the symptoms. Many people find that they feel that sense of relief just by reading it... "Finally, someone understands how I feel!" You feel empowered! People breathe a sigh of relief because this explanation feels right to them and they intuitively feel that it applies to them, it is easier to be fully involved in their recovery and stay committed to this Neuroplasticity Retraining program.

The Evolutionary Basis for These Conditions

Let's start with the biggest question of all! "Why are we here?!" Now I do not mean it from a philosophical perspective, but from the scientific perspective! We are here because over millions of years of evolution, our bodies have evolved so we can survive in our environment.

Our body's number one priority is survival!

And there are threats that we face that can compromise our survival, and these can be of many different types.

If we face biological threats

like bacteria and viruses, then our immune system responds. That is when we feel that flu-like feeling, we might have a high temperature, or a headache etc.

If we have respiratory threats

like toxins, smoke, then we can have an allergic response involving the respiratory system and activation of the immune system.

If we have physical dangers,

for instance, a wild tiger running towards us, then that will trigger our “fight-or-flight response.” This is when we feel stressed, fearful, afraid, our heart rate increases, our muscles tense up because of the stress hormones – then we either freeze, fight or flight, to run away.

In biology it is called the **sympathetic nervous system response**. That is not a great description, is it? A sympathetic response to describe a stress response! Well, that is just the way it is. And the opposite of the stress or sympathetic system is called the parasympathetic nervous system. This is when the body calms down and heals, rests, and repairs itself.

In the modern world, most of our threats are actually not physical but more mental and emotional threats. But our body's keep responding as if they are real physical threats. So as an example, rejection or separation. We feel those emotions, we feel that stress in the body. And that makes sense from a place of evolution. Because if we are separated or rejected by our tribe, this could compromise our survival. There are other defense responses too like pain responses, where the brain focuses our attention on the source of that pain; then it magnifies those pain signals and triggers aspects of the immune system and causes inflammation. Our bodies create a unique pattern of defense response

depending on the need of the situation, and it is all so we can survive.

The reason why traditional medicine finds it hard to treat these conditions

is because traditional medicine separates these two branches of medicine. We have a separate immunology department, and a separate neurology department, and in fact a separate psychology department. But the brain makes no difference between all of these different aspects of the body. The brain simply says, "What do I have to do to survive?" and then the body triggers a unique pattern of defense responses to ensure survival.

For instance, when we have flu, our immune system is triggered but this also has an effect on our emotions and how we feel. We feel like we just want to take a rest. And biologically this is to ensure that healing occurs so that we survive

Neuroplasticity Can Be A Double-Edged Sword

that Can Make Certain Individuals More Prone To These Types of Chronic Illnesses

Neuroplasticity is one of the hottest topics in neuroscience and has far-reaching implications & potential for most aspects of our lives. However, the same characteristic that makes your brain resistant also renders it vulnerable to internal and external, often unconscious influences which can, unfortunately, result in people with certain risk factors developing these chronic conditions.

What does all of this have to do with the chronic conditions that we are treating?

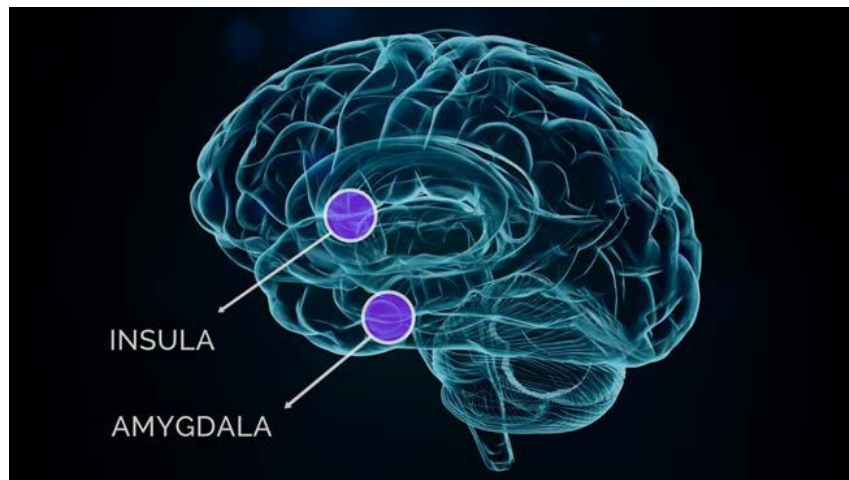
Well, I believe that all of these conditions are caused by an over-stimulation of these survival responses, these defense responses. They are like an army that is traumatized and over-defending the castle. The immune system and the sympathetic nervous system are over stimulated. And it all results in too much inflammation in the body.

Neuro-Immune Conditioned Syndromes (NICS)

I call this large group of conditions “Neuro-Immune Conditioned Syndromes” or “NICS.” Neuro because they involve the nervous system and the brain. Immune because we have an over triggering of the immune system. Conditioned because the brain learns to over react in this way, and Syndrome because the resulting effect is a collection of symptoms that is unique to each person.

These defense responses are all over the body, but I believe that they start off in the brain. These conditions are real physical illnesses in the body, and they are caused by the effects of a traumatic event on the brain. This causes the brain to go into an extreme survival mode. The brain becomes hypersensitive and hyper- reactive.

It is the brain which is over-triggering the sympathetic nervous system and the immune system. And this is due to something called “conditioning” – now what is conditioning? It is when our brains learn to do something new, again and again. In the brain, the conditioning may specifically occur in parts of the brain called the insula and the amygdala.



The Insula and The Amygdala

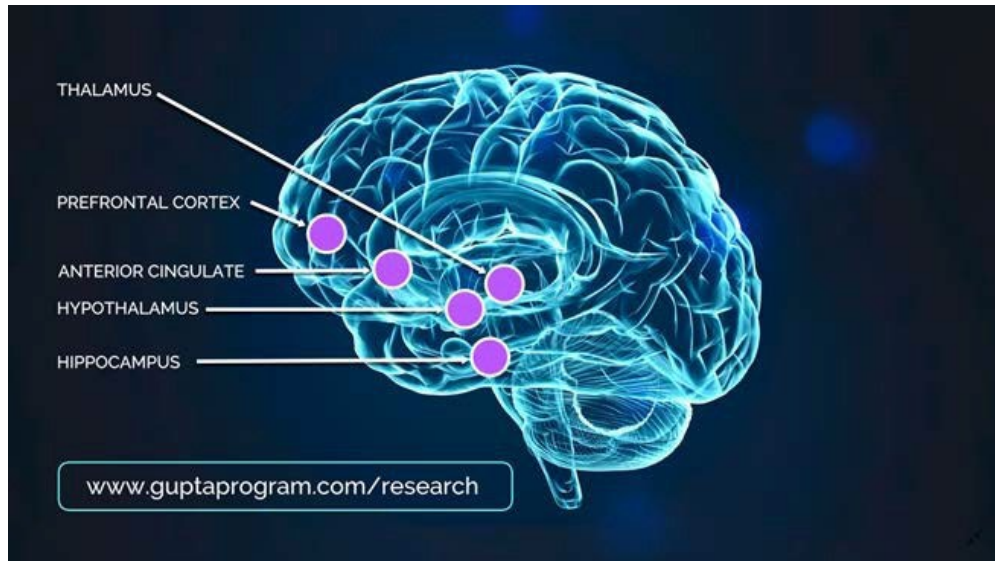
The insula and the amygdala are two parts of the brain which may be involved in over-triggering this hyper defense response, which then goes on to cause most of the symptoms. Now of course, the whole brain is involved in triggering the defense system, but it could be that the core conditioning, may have occurred inside these two structures.

We have 2 amygdalae, which are located in the limbic system part of the brain, and this is just behind the eyes. And we have an insula which is located between the limbic system and the cortex.

What is the role of the amygdala? Well, it is partly responsible for protecting us from dangers by triggering the fight-or-flight response, also called the sympathetic nervous system. And it is also involved in immune responses together with other brain structures.

What is the role of insula? The insula is responsible for taking in all incoming sensory data from the body and processing that information. And then triggering the right response in the nervous system and immune system. And the insula is also involved in managing pain signals.

There are various other parts of the brain which are involved in this condition such as the prefrontal cortex, the anterior cingulate that is involved in attention, the thalamus which brings together all our senses, the hippocampus which is involved in short-term memory, and the hypothalamus that regulates the autonomic nervous system. For more etailed information you can read my medical papers on our website.



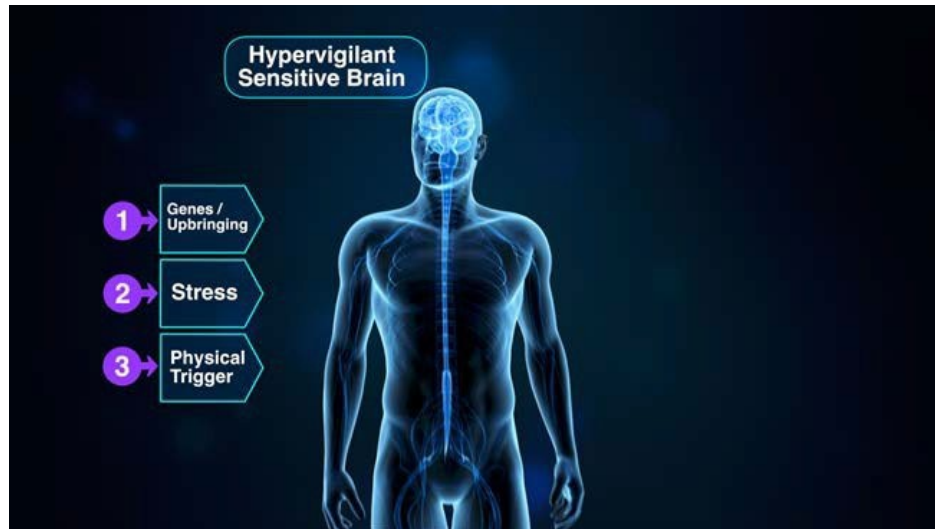
Like a light switch, our defense systems are designed to be triggered to the on position, deal with the danger, and then triggered back off, so we don't waste energy.

However, when we first get the condition, these defensive systems get over-triggered, because the events that occurred potentially threatened survival. So, the switch can stay in the "on" position.

The fight-or-flight system stays switched on, and the parasympathetic system does not get a chance to heal and repair our body. And of course, this uses up all our energy and leads to exhaustion. The whole brain becomes hypersensitive and hyper-reactive, the brain easily gets triggered, using up all our defense responses. This gives us a clue to how the condition starts.

How the Condition Starts & Develops

Let's explain how the brain may have become hypersensitive at the start of the condition and we will use this diagram:



There are 3 unique factors that might trigger one of these conditions:

We may have inherited some genes from our parents which might be a risk factor. Yes, I know, yet another thing we can thank our parents for! Other risk factors may include our childhood experiences. And this can affect how we respond to illness and to stress.

At the beginning of the condition, most people report experiencing acute or chronic stress in the buildup to the condition. Some people were working really long hours, or perhaps there was a bereavement, or some other source of stress. And when we are stressed, our immune system is not functioning at its full potential.

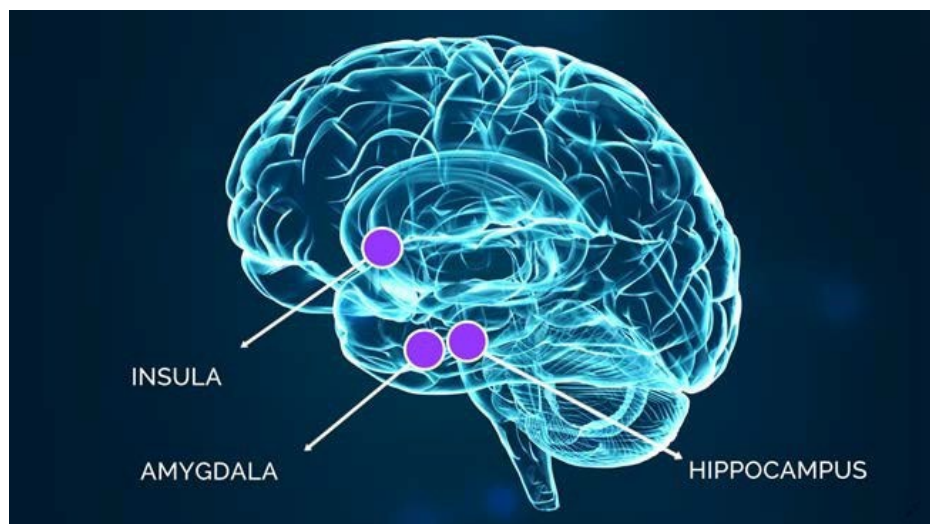
Most patients experienced some kind of physical illness or stressor in the buildup to the condition, but not always.

- **Long Covid**- this would be having the Covid-19 infection
- **ME and Chronic Fatigue Syndrome**- it tends to be a viral or bacterial infection that triggers it. This may cause overactivity of the immune response.
- **Fibromyalgia** -it tends to be some kind of injury, perhaps an accident, or a localized pain condition that then generalizes to the whole body.

- **MCS or Mold Illness** - the physical trigger tends to be exposure to a strong chemical or mold.
- **IBS and Food Sensitivities**- the trigger tends to be getting food poisoning or eating a food that creates a sudden sensitivity reaction.
- **EHS**- here may have been exposure to intense electrical fields.
- **Other conditions**- can be triggered in a similar way. E.g., In **anxiety or panic**, it can be a particularly stressful or traumatic event.

We can see that there can be different kinds of physical illness or physical threats which can trigger the condition. There are many more triggers than just the ones we have described here.

At Step 4, the combination of these three factors then probably leads to a trauma in the brain, which is likely to be in the amygdala, and in the insula, in combination with the hippocampus.



Now when I say trauma, I do not necessarily mean physical damage to the brain. I simply mean that these parts of the brain learn to become hyper-defensive – they easily

trigger the immune system, the nervous system. And they have become traumatized as a result of those 3 factors that we spoke about. They retrigger these responses to “err on the side of caution,” just to ensure survival.

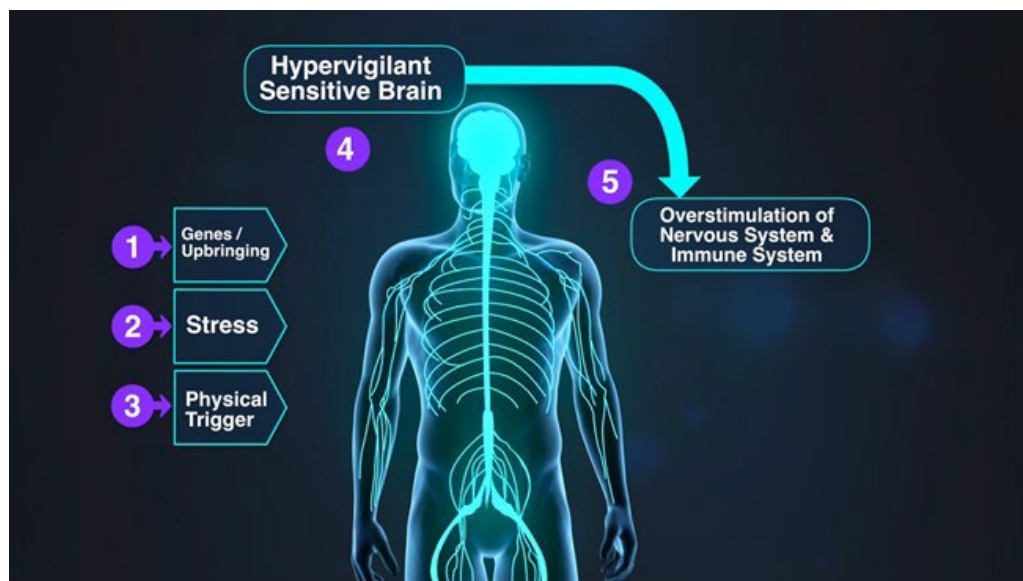
Now from an evolution perspective, it makes sense for our brain to make sure we survive and to over-protect if necessary.

This is called “Neurological Learning” or conditioning – basically our brain has learned to over-defend.

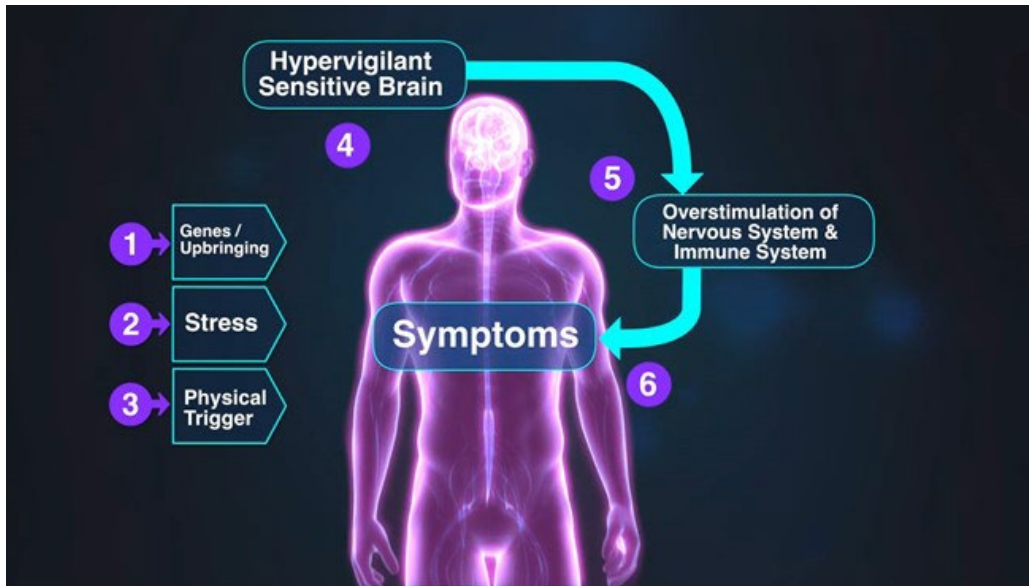
Now why does the brain get traumatized?

Remember we said that the brain’s number one responsibility is to ensure survival? Now in the case of ME/CFS, let’s say someone has flu at the beginning of the condition. Now every year, many people die from flu, especially the elderly, the infirm, because their immune systems are not strong enough to fight it off.

In the same way, if someone is feeling really stressed and weak, then their immune systems will be less effective. So, the brain thinks “Oh no, we are not going to be able to fight off the infection! This is dangerous. Let’s over-trigger our defense responses so we make sure we survive!”



And what do you think causes the symptoms of flu? It's not the virus itself! It is not the invader. The symptoms of flu are caused by the immune system and aspects of the nervous system being triggered. When we over-trigger these systems continually, it makes us have lots of symptoms and uses up our energy, uses up our resources really quickly.



From an evolutionary perspective, this is exactly the right thing to do! The issue is when it becomes chronic. When it becomes chronic, the brain gets stuck in that mode and has to be Retrained to get back to balance. Just like that army we talked about that gets traumatized, over stimulated and needs to learn that we are back at peace.

Reaction to Stress

On this diagram we can see the words "external stress."

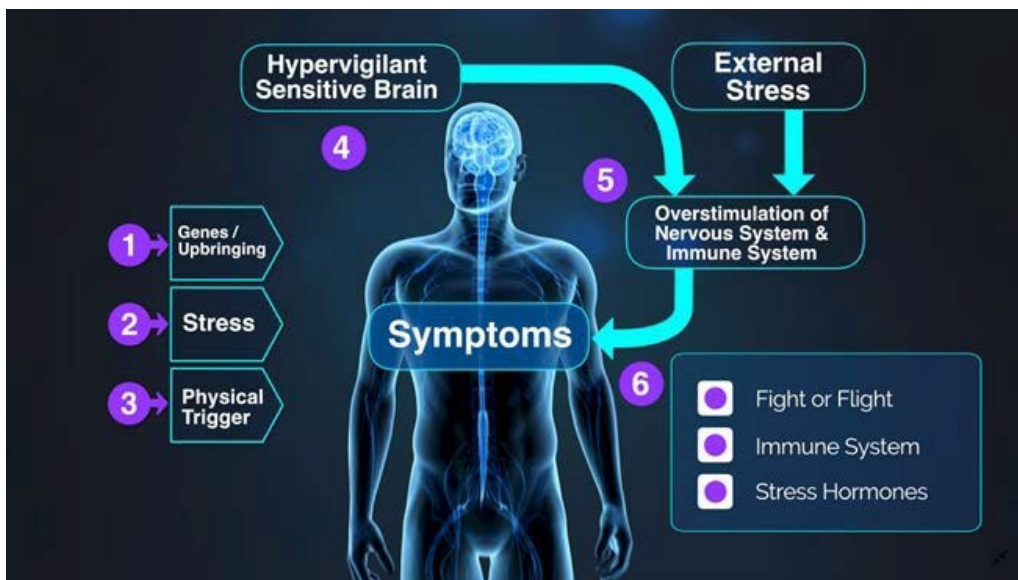


Let me ask you, with having this condition, do you find it more difficult than normal to handle stressful people or stressful situations?

This is happening because the stress system is over-reactive, and at the same time our stress system is exhausted, so it cannot handle too much more.

The Symptoms

At Step 5, we can see what systems have been overstimulated.



Our fight-or-flight response is hyper-stimulated, which in science is called the sympathetic nervous system. Aspects of the immune system are over-triggered. And this sympathetic over-arousal means we have too many stress hormones in the systems such as cortisol, adrenaline and many others.

If we have too many stress chemicals in the body, the front of the brain can actually shrink especially the areas around the pre-frontal cortex. And we also get reduced blood flow to the brain as well. The pre-frontal cortex acts as our rational thinking mind, so we might get brain fog, difficulty thinking, difficulty remembering things.

An area of the brain called the hippocampus also shrinks. The hippocampus is responsible for memories and can also act as a brake on the fight-or-flight system. But now the hippocampus cannot fulfil those two roles, causing more stress. And we may find it difficult to recall memories, and thinking in general can become a bit fuzzier.

When these systems become over-triggered, eventually the system become exhausted and depleted so that the body can no longer respond effectively to stress or to situations. We actually may have very low levels of stress hormones like cortisol and adrenaline, when we are trying to do a task or exercise, because the system has not got any resources left. We are running on empty.

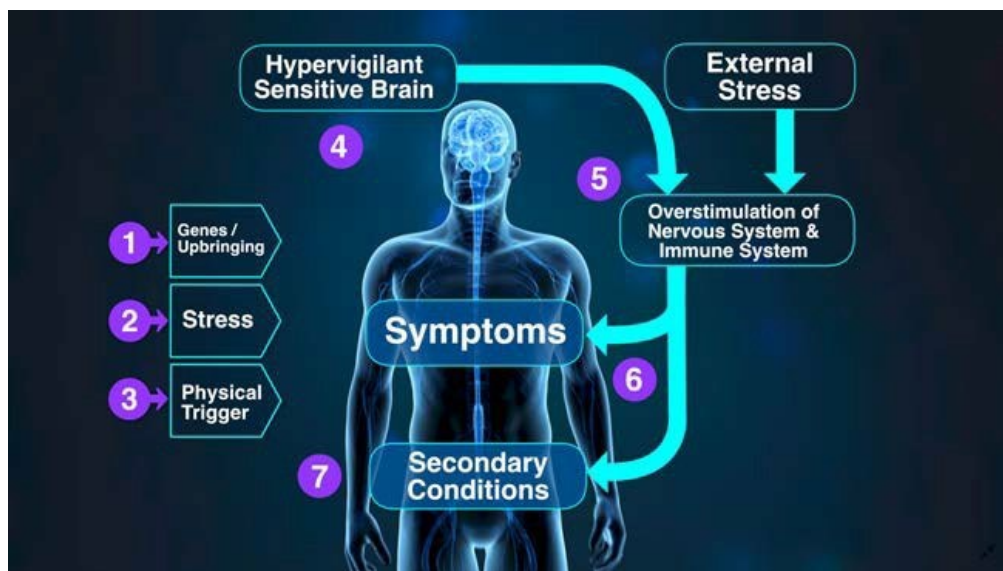
The adrenal glands which release adrenaline, also become exhausted, depleted, which is why many people get diagnosed with Adrenal Exhaustion or Adrenal Fatigue. Now that contributes to this deep feeling of tiredness, fatigue, exhaustion, where we feel we just cannot exercise or do not have the resources to be able to do things. And we feel much worse after exercise because there are no resources to cope with it.

This hyper-stimulation leads to symptoms at Step 6.

- **ME/CFS & Long Covid**- we experience muscle aches and pain, exhaustion, difficulty thinking, we may have sleep issues, brain fog, post exertional malaise which means we feel really exhausted after any exercise. We may experience Irritable Bowel Syndrome, our glands may swell up, and many other symptoms. Generally, there is also excessive inflammation in both the body and the brain. We also notice that our

digestion and detoxification systems actually shut down. When we are in fight-or-flight mode, these non-essential systems are not relevant anymore. And this may temporarily increase toxicity in the body.

- **Fibromyalgia**- a person generally has some of the symptoms that we have already mentioned, with more emphasis on pain in the body and those tender points in the body as well.
- **MCS**- the brain learns to overstimulate the immune system and the nervous system in response to chemicals, mold, and other stimulants.
- In **EHS or electrical sensitivities**- the brain learns to over-respond to electrical fields.
- In **IBS** the brain learns to overstimulate defensive systems in the stomach such as tightening the muscles of the gut, which can lead to constipation, diarrhea and pain. This also changes the delicate balance of the good and bad bacteria in the stomach.
- In **other conditions that we treat**- there can be unique patterns of symptoms depending on the original trigger that we face. Because of the over-stimulation which then leads to a lack of resources in the body, secondary issues can occur at Step 7.



The **adrenal glands** may stop responding because they are depleted; this leads to adrenal exhaustion.

The **mitochondria** which are the little energy creating machines in our cells, they may not function correctly.

And we may experience **more opportunistic viruses and bacteria in our blood**. This can also contribute further to symptoms.

People may also experience **further allergies and sensitivities**. And finally, one of the biggest contributors to excess inflammation is a **lack of deep sleep**. We may miss out on deep sleep which contributes to healing and repair in the body. That is why we may wake up in the morning but not feel refreshed.

Now I know some of these emotional symptoms can be challenging.

Because we have got this over-stimulation going on in the brain, we have less feel-good chemicals in the brain. So normally we feel happy, feel good because of serotonin, dopamine and endorphins. They are our feel-good chemicals. But we have less of those now. Therefore, we might find it harder to feel happy, relaxed and positive.

Secondary Illness Cycle - Vagus Nerve

The vagus nerve is a long nerve that runs the entire length of the body. And it is a nerve that carries signals from the brain, direct to the cells and organs to trigger the parasympathetic system, which is the opposite of the stress system. This is when the body goes into relaxation mode, and the body heals and repairs itself.

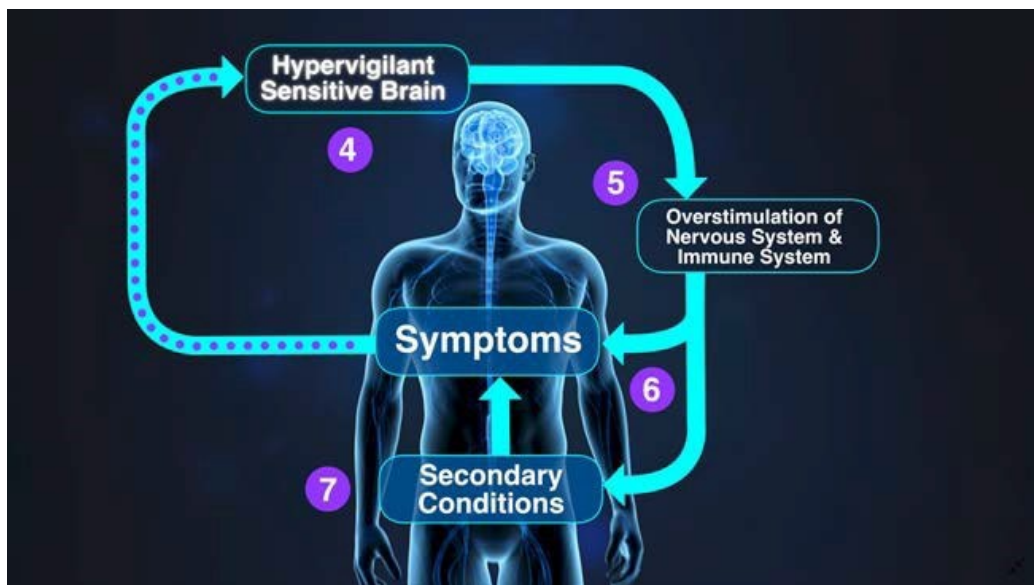
I believe that one key to recovery is to allow the brain and body to get out of this sympathetic mode and into the parasympathetic mode. It is known that regular breathing and meditation techniques can help trigger the vagus nerve, and that is why we incorporate that as part of our treatment.

Because every single organ and cell of the body is affected, many people are often diagnosed with hypothyroidism, where their thyroid gland is not responding enough. Now it is too early to say what the link is, but in my hypothesis, it could be that hypothyroidism is yet another symptom of this overstimulation by the brain.

The Vicious Cycle

Why doesn't our defense system go back into the off position once the infection has been removed? There is something else that happens during this traumatic experience.

Because the brain is already on high alert, it is easy for it to learn to perceive new threats, new dangers, and it can learn new defensive responses.



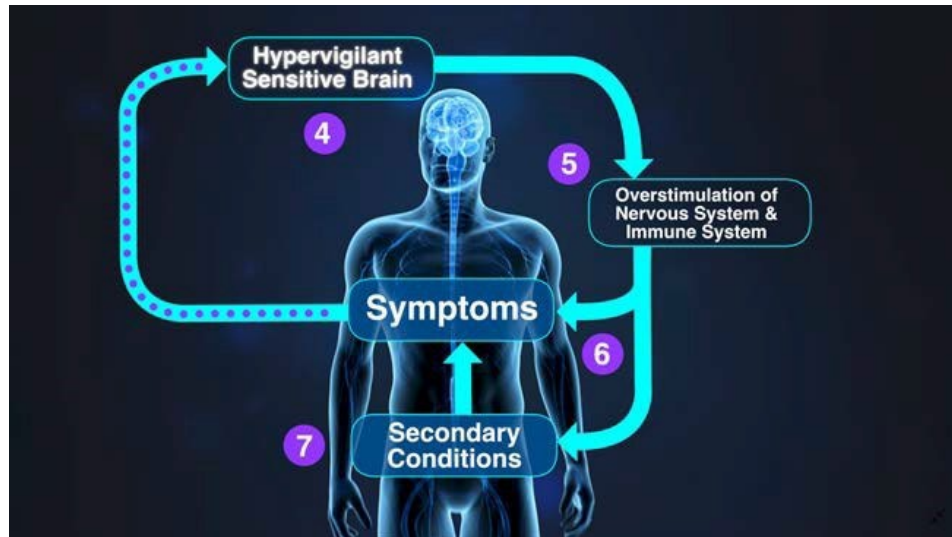
- In **ME/CFS & Long Covid**, those signals such as exhaustion and immune symptoms suggest to the brain that the body is still in danger from a potential virus or bacterial infection.
- In **Fibromyalgia** those signals such as pain, might be interpreted by the brain as

evidence of ongoing danger, so it magnifies the alerts and triggers more inflammation.

- And in **MCS and Electrical Sensitivities**, the signals of immune reactions indicate that a chemical may still be present, or we are about to have a strong reaction, and so it becomes a snowball of triggers and reactions.
- In **IBS and food sensitivities**, those gut reactions indicate that that food is still dangerous, or that our gut is about to react.
- In **Anxiety or panic**, the physical sensations of anxiety suggest we are in danger, and the brain then triggers further signals to trigger more anxiety, and so on.

In a Nutshell...

In summary, our brains have learned to over-defend against threats, even if the threat is gone. And for some people it also learns to over-defend against symptoms. It now perceives the symptoms in the body as dangerous. And because of that, it over-stimulates the nervous system and the immune system creating those very same symptoms, and again those symptoms double back to the brain and the brain over responds and creates those very same symptoms again.



The brain is stuck in a loop and keeps reacting to itself. And the severity of the illness depends on how vicious this cycle is and how we respond.

A Couple of Analogies...

Here are some analogies that can really help us understand what is going on in the brain.

Let's take the example of a smoke alarm. Can there be smoke without fire?! Well, perhaps! Don't we do this sometimes? We burn some toast and the smoke goes up and triggers off the smoke alarm. And so, we get out a tea towel and start madly waving it at the smoke alarm trying to get rid of the smoke. And we think, "Oh there is no fire, it is just a little bit of smoke!" That smoke alarm has gone off unnecessarily. And that particular reaction is the same reaction going on in our brains. The brain is reacting when actually there is not any real danger.

Another analogy I would like to share is that of Japanese soldier.

When do you think the last Japanese Soldier was taken off duty after the Second World War? 1945, 1947? Believe it or not, he was taken off duty in 1974!

Now this soldier had been fighting even when the war was over. He did not believe the war was over because he had become traumatized by the experience. He felt he had

to defend against anybody approaching the island. It was only when the formal Commanders came to say to him that the war was over for sure, he believed that he could go off duty.

In the same way, we can persuade and re-educate our brains that we are not in danger, and we really are on the road to recovery.

What Causes the Symptoms?

How can such severe symptoms be caused by our own system? Well, when we have flu for instance, the symptoms are not caused by the flu virus, but by our own defenses. At the end of the chapter in this book, I list the main symptoms that many people experience, and then a short explanation of how they are caused.

It's the Software, Not the Hardware!

I believe that these are real physical illnesses, however the good news is that I do not believe there is any permanent organic damage in our bodies. Because the illness comes and goes in cycles, just like in the diagram. People have good days, bad days, good weeks, bad weeks, so I believe the hardware of our body is fine, it is just an issue with the software. Now I am a bit of an IT geek so I really love that analogy!

As an example, if you break your leg, your leg is broken. You do not have better leg days – it is permanently the same. But with these conditions there are a lot of variances. Now this is positive news because it means that if we could just reprogram the software, the hardware of your body would function correctly.

Our Faith in This Explanation

I am sure it feels like you want to do more research, trying to understand what is causing your condition. But I have learned over many years that continuing that research does not help our recovery, because it comes from a place of fear. You know, we ask questions like what if my cells are not working properly!? What about my mitochondria?

What if I have viruses in the body!? There are so many other theories out there, but what we can focus on is just that intuition, our body signals telling us that we are on the right track.

You may well have some other physical issues in the body, and this is normal. Because the condition can affect every single cell and organ in your body, so it is likely there might be some secondary effects. But that does not mean it is the root cause.

And so, our minds can hang on to this idea that we cannot get better until we fix such and such issue in our body. We can observe our minds doing this, and it is only doing it because it is anxiously searching for solutions.

The full Gupta program, however, helps you address the core underlying factors of the condition. And many people find that this resolves those secondary issues, or at least gives you the strength to resolve them.

The Brain Neurology of Recovery

In a Nutshell, the tools in this program have been clinically shown to thicken our pre-frontal cortex – thickening and strengthening those neurons. This is really interesting neurology.

The reason we do not want to keep researching is because firstly there is a lot of negative stuff online about getting better. And this can create doubt in our minds. We might be successfully Retraining our brain, but a part of us might keep thinking it is caused by something else beyond our control. But with the Gupta program, we are empowered to take back control.

And finally, in terms of any medication you may be taking, we advise that you keep everything the same until you get your strength and energy back. Once you are feeling much better, then you can very slowly come off other medications under the supervision of your doctor.

The Gupta Program puts your body in the 'optimal healing state' to support your body in overcoming any secondary conditions that you may have. These tools are likely to be reducing the reactivity of the amygdala. Also, researchers find, that we practice awareness, mindfulness, being the observer, the insula part of the brain, becomes thicker. Now in my view, the reason this helps us is because in the insula, rather than just taking information and panicking, when it is thicker and larger, it is able to process the information better and take a more rational perspective on it. And therefore, it reduces the panicking about the state of body.

What I Learned Today

- These illnesses are real physical conditions in the body.
- They often occur after a period of stress, combined with some kind of physical trigger
- After this event, the brain learns to over-defend the body against future threats
- This over-defense involves triggering the immune system and the nervous system
- For ME, Chronic Fatigue Syndrome, Long Covid, Fibromyalgia and IBS, the brain learns to over defend against the very symptoms it is creating in the body.
- In other conditions, like MCS, Electrical Sensitivities, food sensitivities, anxiety, and panic, the brain defends against perceived dangers in the outer world.
- The good news is that there is unlikely to be any permanent damage to the hardware
- It is likely to be a software issue where the brain needs reprogramming.
- And the Gupta Program has taken 25 years of research to put together to help you Retrain your brain towards Health and Happiness!

Self-Reflection Questions

- Just before the start of the condition, what was going on in my life at a physical, mental and emotional level, that may have made me susceptible to getting my

condition?

- What may have made my brain go into a hyper-defense response?
- How might this hyper-stimulation of the nervous system and the immune system be causing my symptoms? (further info below)

How The Symptoms of These Chronic Conditions Are Created

And how they are products of brain hyper-sensitization

These Symptoms Are Temporary...

As a preface to all this, I do believe that these symptoms are temporary. That is, they are due to systemic functional changes in the body, rather than permanent organic damage. Stopping the brain's hyper-reactions allows the body to trigger the parasympathetic system, meaning the body's own healing mechanisms can bring it back to balance and homeostasis. Take a look to see if you have some or all of the symptoms below and see if the explanations help you understand these symptoms better.

Physical Symptoms

Muscular Fatigue, Pain & Aching Joints:

The stress response is sometime known as the "fight, flight or freeze" response. The freeze response keeps the muscles tense. Relaxed muscles are in a state called tone, which is a state balanced between relaxation and contraction.

Prolonged tension in muscles upsets tone and allows the chemicals of fatigue like lactic acid, to temporarily accumulate and disperse. Prolonged tension is initiated and maintained by the stress response, as the muscles are primed for reaction to dangerous

stimuli. This is why you may suffer from aching limbs that seem to feel heavy and drag, but there is nothing actually physically wrong with the muscles.

Fear of aching limbs also means you “tense up against the feeling,” making the sensations even worse.

A few patients have found that magnesium supplements tend to help muscle tension. This is because magnesium acts as a muscle relaxant, and can be found in green leafy vegetables as well.

Fatigue from sleep problems:

Several studies have shown that insomniacs cannot get to sleep mainly because they are worrying about something, even if they are really tired. Retrainers may have the same problem: their minds are constantly being bombarded by thoughts telling them that there is an ever-present danger that is unresolved, and so they find it difficult to get to or stay asleep.

When a mind and body is tense, sleep is interrupted and fragmented during the night. Studies have shown that interrupted sleep causes further inflammation, aches and fatigue the next day. Overall, a prolonged stress response causing an interrupted sleep has adverse reactions on the body clock, and indeed some studies have shown a mismatch between temperature rhythms and melatonin secretion in patients. The mismatches have been shown to be very similar to those suffering from stress and sleep deprivation.

Post-Exertional Malaise (PEM), Adverse Reaction to Exercise

Some studies have also shown that patients do not respond correctly to exercise, in terms of inadequate release of a stress hormone called cortisol. This is because the severe stress response means that the stress glands may eventually get depleted (e.g., adrenal exhaustion), or they downgrade and adapt to chronic stress, and while the signals still exist to release cortisol, the response no longer occurs.

Furthermore, the system may have cut back on supplying cortisol, because it has been over-stimulated in the past. Because muscles are already exhausted from being tensed up all day, they also find it difficult to respond to exercise.

There may also be a whole host of hormonal changes in the body which mean that the body cannot respond effectively to physical, mental or emotional stresses.

If the brain and body has been stimulated continually, it cannot perform appropriately because as far as it is concerned, it already has "been performing" for long periods of time, and exhaustion easily sets in.

Digestive Problems, e.g., Irritable Bowel Syndrome (IBS)

The digestive system has its own nervous system, sometimes called the "small brain." It becomes stimulated by the brain via the autonomic nervous system during stress, and this causes problems in the gut, and may tense muscles and generally over-stimulate the gut, as well as changing the balance of bacteria..

Also, when the "fight or flight" response is initiated by the sympathetic nervous system, adrenaline and noradrenaline direct the bodily energies and resources to the organs which are involved in fighting or fleeing. These are the muscles, so that they can respond quickly, and the brain, so that the mind can think quickly and concentrate on the source of the danger. Therefore, all other non-essential bodily functions are switched off, such as the digestive system.

This means that food regularly passes through the gut but is not digested correctly, giving the symptoms of IBS. Furthermore, all muscles in the body are tensed, potentially including the muscles within the small and large intestines. The colon normally moves food by moderate contractions or spasms. Muscle tension upsets these rhythms, giving either too many or too few contractions, leading to either diarrhea or constipation, or both, as well as a disturbed gut biome. These signals feed back to a hyper-sensitized brain, causing further vicious cycles of illness.

Immune System Symptoms:

The immune system is always in a state of delicate balance, ready to respond appropriately to a threat. However, if the perception of that threat is overstated, there may be some aspects of a reactivated immune response that is constantly on alert.

Given that the original trauma often occurs in the presence of a severe illness, it is no mystery that the body will retrigger immune defenses as a way of making sure the body survives, even if no viral threat exists. This can often feel like having flu or a slight fever, as well as swollen glands and a sore throat, and may be the effects of chemicals called cytokines. Overall, if aspects of the immune system are over-triggered, this makes the overall immune system less effective.

Latent Virus and Bacterial Reactivation:

If the immune system is inappropriately retriggered, latent opportunistic viruses and bacteria can take hold. Furthermore, triggering of the stress system is known to reduce the effectiveness of the immune system, thereby allowing opportunistic infections to flourish, causing further symptoms.

Visual disturbances:

The delicate muscles which accommodate the lens of the eye are also affected by muscular fatigue, so that vision may be blurred, especially when looking near-to-far and vice versa. Eye fatigue also occurs because, when the fight or flight system is initiated, the vision sharpens and the eyelids retract so that the eyes can focus better on the source of the danger. Hypothetically, these observations may also explain why people are particularly sensitive to light.

Autonomic Dysfunction e.g. temperature problems, blood pressure problems, etc:

The amygdala and insula send direct signals to the autonomic nervous system which co-ordinates many bodily responses including temperature and blood pressure. Therefore, abnormalities in autonomic function can be directly attributable to chronic stimulation by the amygdala and insula.

New Symptoms:

The autonomic nervous system affects all the organs and systems in the body, and that is why there are so many wide-ranging symptoms experienced. And because the

brain is in a heightened state of awareness of all the messages coming from the body, new sensitivities can be “learned.” This means that even when innocuous signals come into the sensory neurons, these signals can be misinterpreted as dangerous. This happens because patients can tend to monitor signals from their bodies, and signals can be perpetuated.

Cognitive Symptoms

Headaches and “Foggy” Head:

Once again, these occur as a result of prolonged muscle tension in the head. The mind is particularly in a state of heightened arousal throughout the day, and becomes stressed and tired from so much stimulation. This can make the head sensitive and sore, and lead to brain fog.

Inability to concentrate:

The mind is on edge and anxious from the excited state of the brain. Furthermore, the conscious mind is “arrested” by the amygdala, as it gets bombarded with signals about the body. Therefore, the mind finds it difficult to focus on other tasks, because it is also trying to process the signals about the body.

When patients are in the state of heightened arousal about their symptoms, their memory systems are reshuffled so that knowledge and memories most relevant to the condition will be recalled, taking precedence over other less relevant strands of thought. This makes concentrating on anything else very difficult.

Problems with Memory:

I briefly mentioned the dual role of the hippocampus, in firstly providing short term

memory retrieval, and secondly as a "control knob" which tries to moderate the release of the stress hormones.

The hippocampus becomes damaged during a chronic stress response, and no longer is able to fulfil these dual roles well.

Therefore, the formation of new memories in the hippocampus is inhibited, which means that you may have problems with short term memory retrieval. Whilst this effect may seem frightening, recovery will mean that the hippocampus can return to its normal functioning.

Emotional Symptoms

Emotional Lability, Anxiety and Depression:

The stress hormones and neurotransmitters are known to increase emotional lability and feelings of vulnerability. This causes a wide variety of added psychiatric complaints and further learned fears, especially depression and sometimes agoraphobia. Your amygdala is deliberately trying to make you feel anxious, as it is trying to warn you of danger.

Susceptibility to Stress:

The long-term arousal of the brain means that stress hormone release can become poorly controlled. Therefore, external events which have little to do with bodily symptoms, make you feel far more stressed than normal. You may perceive the world as more dangerous than it actually is, and this is made worse by the fear of increased symptoms because of stress.

Panic Attacks:

Many patients become prone to panic attacks. Prolonged worry may mean that the amygdala becomes trigger happy, triggering at the slightest negative signal from the body. It may detect certain bodily changes such as blood pressure increasing as a result

of an external event, it prepares for a panic attack, and hence this becomes a self-fulfilling prophecy: the amygdala and the conscious mind fear a panic attack coming on, and this in itself initiates it. This is similar to the whole process of the condition.

Inability to Feel Enjoyment:

In some patients, changes may occur in the brain's opioid system. This system becomes hyperactive. This gives the feeling of numbness, and other psychological symptoms including "anhedonia" (the inability to feel pleasure), and a sense of being cut off from life.

The Good News...

I do believe that these symptoms are temporary – that they are due to functional changes in the body, rather than permanent organic damage. Stopping the amygdala and insula's hyper-reactions allows the body to trigger the parasympathetic system, meaning the body's own healing mechanisms can bring it back to balance and homeostasis.

That is why we developed the Gupta Program based upon our research and testing with hundreds of patients. It is a comprehensive neuroplasticity brain retraining and holistic health program specifically designed to treat your condition.

What's Included In The Gupta Program?

- **An Online Neuroplasticity 'Brain Retraining' Program**
15 Brand new interactive video sessions online shot in the stunning mountains of Switzerland.
- **Webinar Series**
12 Weeks of Group Coaching Webinars directly with myself, Ashok Gupta. The supportive group coaching series is the perfect way to get guidance, motivation and support throughout every step of your healing journey within a loving community of

like-minded members dedicated to recovery. The 12-week series is very effective at overcoming any hurdles to recovery, and the exclusive opportunity to have your questions personally answered by me.

"The webinar series is like nothing else I have ever been part of. I have tried many other healing modalities, but the Gupta Program and the live webinars have been the missing keys to my healing. Knowing that we are all in this together is so empowering for me. I have recommended the webinars to several healing support groups I am part of. I will be forever grateful for what the Gupta Program has given to me" ~ Nancy from USA

- **Worldwide Gupta Program Coaches**

Access to trained Gupta Program Coaches to tailor the program to your needs.

"In a recent survey, 91% of Members reported that they would be likely to recommend the Gupta Program to others."

- **A Positive Online Healing Community**

Full of like-minded individuals dedicated to health to help to support you through your recovery

- **An Extensive Collection of Supporting Materials**

You will receive a Manual and Mind Map in the post. Online there are numerous supporting audio exercises and meditations. These easy to access resources will help deepen your recovery further.

- **Optional USB Flash Drive**

Containing all the Videos, Meditations and Audio Exercises that you can play without the need for an internet connection, and that you can keep forever.

- **Money-Back Guarantee**

We offer a one-year Money-Back Guarantee for your peace of mind, no questions asked

What Are The Next Steps?

If you would like to learn more about how the Gupta Program can support your recovery from chronic illness, please access the exclusive Member Area of our website. Get immediate access to all the 15 interactive video sessions, weekly webinars, over 40 audios and meditations, as well as a supportive Forum. Click [here](#) to find out more

Do you have further questions about if the Gupta Program and if it is right for you? If so, please contact our friendly support team at info@guptaprogram.com

One Year Money-Back Guarantee

If you notice no improvement after using the program for 6 months, you can return it for a refund, no questions asked.

We are so convinced that you will benefit if you commit to our program, that you have up to a year to trial the amazing brain retraining exercises, and you can return the program if it does not benefit you.

Therefore, you have nothing to lose by seeing if this approach works for you and brings you the healing that you deserve. Thousands before you have taken this path!

Why We Are Unique And Different To Other Programs

8 Important Reasons

1. We are the first and original Neuroplasticity or "Limbic Retraining" program with over 25 years of experience.

Many other programs have since attempted to replicate our approach but may not have the 25 years of experience that we have in supporting patients to wellness.

2. We Are The Only Neuroplasticity Program That Has Published A Randomized Controlled Trial, Scientifically Proving Its Efficacy!

We are the only program that has a Randomized Controlled trial showing that is an effective treatment compared to a control group.

It is estimated that at least 2% to 5% of the population suffer from Fibromyalgia, a complex pain condition in some form, and until now there has been a lack of effective treatments. 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.

The pilot study results found that 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. These are the key results from the 8-week study:



3. The Gupta Program Will Teach You Not Only How To Get Well. But Stay Well

We know that an important cornerstone of regaining your health is understanding the factors that played a role in you getting the condition in the first place.

We help you uncover the reasons why you got sick. We go deeper into the reasons why someone gets ill in the first place, and encourage long term and sustainable strategies to stay well.

We help you find your inner strength and resilience. This means you can use the illness as an opportunity for growth and transformation.

We support short and long-term steps to recovery. We help you make step by step changes that suit the new person you choose to become once you are healthy and happy!

4. Rather than a Strict Regimented Approach, Chronic Conditions Require Kindness and Compassion

Before the Gupta Program, many of our patients were pushing their bodies and their minds to the limit. And certain other neuroplasticity approaches may have reinforced this leading to burnout and anxiety.

We fully support and implement a caring, compassionate, and paced approach to healing versus a strict, regimented approach. We also acknowledge the role of past trauma and support you on a journey of healing.

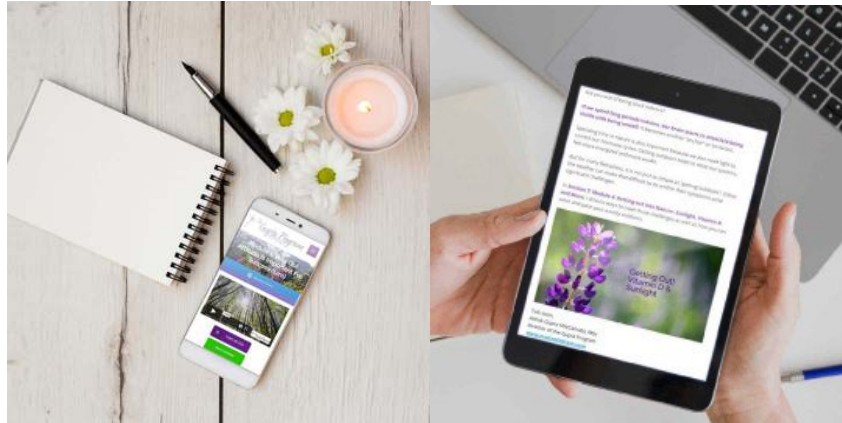
5. We are the only program to include our highly rated and exclusive 12 weekly group coaching webinars in the package.

These supportive sessions are hosted with Gupta Program founder Ashok Gupta, to support your process and healing journey.

6. We combine revolutionary neuroplasticity techniques with holistic health practices

It is so important to treat these conditions holistically, to get the best outcomes...Sometimes just a few changes can make a big difference, and we have 20 years of experience to share on which lifestyle can lead back to health.

That's why we have a holistic approach to support brain retraining, which includes strategies for sleep, diet, pacing, sunlight, mindfulness, meditation, re-engaging with joy and more.



7. We Recognize That Our Patients May Have a History of Trauma

We appreciate that patients may have experienced past trauma, and compassionately offer strategies to support healing

8. We Offer A One-Year Money-Back Guarantee

If you notice no improvement after using the program for 6 months, you can return it for a refund, no questions asked.

We are so convinced that you will benefit if you commit to our program, that you have up to a year to trial the amazing brain retraining exercises, and you can return the program if it does not benefit you.

Therefore, you have nothing to lose by seeing if this approach works for you and brings you the healing that you deserve. Thousands before you have taken this path!

Frequently Asked Questions

People love to ask Us the following questions about our revolutionary Neuroplasticity and Holistic Health Program.

We understand that you may have a lot of questions about the Gupta Program. Below are some of the most common questions we get asked. If your query isn't covered here or you need further information, please contact our support team at info@guptaprogram.com

How do I know if I have the condition that you treat?

It's important that you have a confirmed diagnosis from a medical practitioner for a condition that we treat, before you start the Gupta Program. This is because there are many other illnesses that mimic the symptoms of these conditions, and it's important that you exclude other diagnoses.

What equipment do I need to use the program?

You can watch the videos and listen to the audio exercises in our membership area. You can access this from a laptop, desktop, tablet, smartphone, and even an internet enabled TV. You will be sent some supporting materials by post.

What happens if I'm severely affected, or bed bound? Can I still use the program?

Yes, the program is designed to be used whatever your level of functioning. The video sessions are split into 10-15 modules so you can absorb the material slowly in your own time. There are also coaches available to support your recovery.

What is your success rate with this treatment?

When we conducted a published clinical audit, we found that two-thirds of our clients reached an 80-100% recovery within one year. Other studies have also shown positive results, including our recent randomized controlled trial. We are currently looking to raise more money for a larger clinical trial.

Are you saying it's all in your head?!

No, we are saying that these conditions are real physical illnesses with real physical symptoms in the body. However, in our view, the root cause is in the brain, which is different to it being in the head. We believe that the brain (specifically the insula and amygdala) goes into a hyper-defense mode after a stressful illness experience, and then keeps over-stimulating the immune system and the nervous system, causing all the symptoms. So this is a brain-retraining program designed to reset this over-defensive programming that causes the symptoms.

What does the treatment involve?

You will have access to 15 online video sessions with supporting audio exercises. You will also have weekly webinars directly with Ashok, to ask questions and receive on-going support. You will also receive a physical manual in the post. The program involves the "3 R's" of the Gupta Program - Retraining the Brain, Relaxing the Nervous System & Re-Engaging with Joy. More information is in the free videos which you can watch in our member's area.

The program also includes the option of working with a Coach to be supported one-to-one on your healing journey.

Internationally Renowned Specialists Recommend The Gupta Program To Their Patients:



Dr. Neil Nathan MD

Global Renowned Expert in Mold Illness, Founding Diplomate of the American Board of Integrative and Holistic Medicine

"The majority of patients that I treat with chronic infections, such as Lyme disease, and chronic environmental toxicity, like mold, develop severe limbic dysfunction. I have found Ashok Gupta's program to be of great benefit in helping these patients to heal. In fact, when patients have become unusually sensitive or reactive, it is mandatory that they start with limbic retraining or they are not likely to make much progress. Hundreds of my patients have reported marked benefits from Ashok's materials and I strongly encourage their use."



Evan Brand, CFMP, FNTP

Functional Medicine Expert, Podcast Host and Author

"As a Functional Medicine Practitioner, I've suffered my own series of health challenges. The Gupta Program has been the neuroplasticity piece that was missing from my personal and clinical protocols. I'm recommending literally almost every client we have to take the Gupta Program, especially since I've already seen progress in myself using the course. Change is possible!"



Beth O'Hara, Doctorate in Naturopathy

Specializing in Functional Naturopathy, Mast Cell Activation (MCAS) and Histamine Specialist

"At Mast Cell 360, the Gupta Program is a part of our core program for those with complex, chronic Mast Cell Activation Syndrome, Histamine Intolerance, Mold Toxicity, and related conditions. It was such a game-changer for our clients, we made it one of the

first steps for anyone starting the Mast Cell 360 program. Thank you for offering this amazing program for those who are suffering to help them get their health and lives back!! It is truly a service to the world."



Dr. Michael Ruscio DNM, DC Functional Medicine Expert

The Austin Center for Functional Medicine

"The Gupta Program is one of a kind, helping patients improve their health in a variety of ways and addressing a multitude of ailments."



Dr. Lauryn Lax, OTR, NTP

Doctor of Occupational Therapy, Nutritionist, & Functional Medicine. Author.

"This program works! The limbic system-immune connection is an often overlooked link in the chronic illness puzzle and a huge game changer in helping patients bust through the ceilings they are hitting in their health. What I love most about the Gupta Program is its holistic nature. It acknowledges all areas of health (physical, mental, emotional, spiritual) so you leave no stones unturned in getting to the root causes of your greatest health challenges."



Dr. Diane Mueller ND, DAOM, Lac

Co-founder of Medicine With Heart and Medicine With Heart Institute, National Speaker and Educator.

"The changes that the Gupta Program offers to clients is not only profound, but essential to the healing process. I have seen impressive results with my clients that have gone through this program."



Scott Forsgren, FDN-P

Editor and Founder of BetterHealthGuy

"I continue to be amazed by how critical a focus on the limbic system is in recovering from chronic conditions such as Lyme disease and mold illness. The Gupta Program is a powerful tool that has the potential to help many to improve their quality of lives as they recover from these complex conditions. I am a strong advocate of limbic system retraining as I've seen it work firsthand."



Dr Tina Peers MBBS.DRCOG DFSRH FFSRH

The Menopause Consultancy & MCAS Expert

"I now recommend the Gupta Program to all my patients as I believe that it plays a key role in their recovery. I have been very impressed with patients feedback and with the improvement that they experience."



Dr Christine Schaffner ND

Physician

"The Gupta Method is one of the most effective ways to help sensitive patients overcome their hypersensitivity"

Gupta Program Member Feedback



"So Ashok, I can't thank you enough for helping me to get my physical and mental health back. I'm happier, healthier than before. This year, I'm going to be 50 but I really feel 35! I can run again! I run 3 times per week and I walk 10000 steps every day"

Jacqueline, Gupta Program Retraîner



"I have been trying the Gupta program for about three months and I would say that I am about 90% cured. I'm very pleased with the results."

Peter, Gupta Program Retraîner



"It changed my life and I was able to walk across a whole country with my horse. So, I will be forever grateful to the Gupta Program."

Andrea, Gupta Program Retraîner



"I am now 75 years old and I am living proof that you are not too old to do the Gupta Program. I am also living proof that the length of time that you've been ill does not prohibit your recovery. I am also living proof that how long you've been ill is of no consequence to recovering fully."

Dian, Gupta Program Retraîner



"As I write this, I am 68 years old and have more energy than I did ten years ago...I have created a new life that, while different from the one I had before my illness, is deeply meaningful and gratifying to me."

Kathy, Gupta Program Retraîner



"I watched the free sessions...Whilst listening, there grew a joy inside of me. This man knew what he was talking about. He mentioned things I couldn't explain to anyone. He described how I felt...After listening to those three sessions I knew it. This was going to work. I believed I would fly again."

Hannie, Gupta Program Retrainer



"I've now managed a recovery to get back to working part-time and enjoying a good social life, and walks in the countryside with my dog and wife. So, I'm overjoyed to have achieved this, and I feel now that I have the tools to make a full recovery."

Luke, Gupta Program Retrainer

Thank you so much for reading this E-Book.

If you have further questions please email info@guptaprogram.com

For more information visit <https://www.guptaprogram.com>