

Focus on Task

supports focus and concentration

The iCalmPet™ Mission

We believe auditory awareness helps everybody live more comfortably in a complex sensory world.

We create specialized music and sound recordings for dogs, cats, and the people who love them.

Worry and unease are soothed by calming tempos, warm sounds, and familiar patterns.

When we are calm, life feels sweeter, safer, and easier.



Why Music for People?

In 2003, the same year *Through a Dog's Ear* was started, animal behaviorist Patricia McConnell wrote a great book entitled, *The Other End of the Leash: Why We Do What We Do Around Dogs*. Dr. McConnell's perceptive thinking really impacted iCalmPet. We already knew about the sensitivity of our animals, and how they are so tuned to us. But, from the "other end of the leash" vantage point, the question arose... what's the resonance that WE bring into our pet households?

When the iCalmPet team started thinking about this, we decided it would be beneficial to provide musical remedies for people, too. The music of Focus on Task is made specifically for your human nervous system.

The tones, tempos, and patterns have been well-planned to help you relax, sleep, or concentrate. The calmer you are, the calmer your animals will be.

Enjoy,

Joshua Leeds, iCalmPet co-founder & music producer

What is Psychoacoustics?

Psychoacoustics may be defined as a branch of science dealing with hearing, the sensations produced by sounds, and the problems of communication. Psychoacoustics may also be thought of as the study of the perception of sound.

As a psychoacoustician, Joshua Leeds has studied the effect of music and sound on the human nervous system. After decades of research and observation, he's learned that auditory input has a greater impact on the body and psyche than most people think. When our auditory process is under- or overwhelmed, or when we have difficulty processing sound properly, there can be multiple and far-reaching ramifications.

Over the last fifty years, musicians, producers, and therapeutic professionals have clarified and innovated music and sound techniques that naturally affect our primary body pulses—brain waves, heart rate, and breath. The human body can now be played in a purposeful way.

At BioAcoustic Research, we employ these three natural processes in our soundtracks:

- Resonance (the ability of one vibration to alter another)
- Entrainment (periodic external rhythms to speed up or slow down primary body pulses)
- Auditory pattern identification (active listening / passive hearing)

When we add tone, tempo, and pattern to the classic music palette of harmony, melody and form, we have tools to create potent soundtracks for specific purposes.

How to Use *Focus on Task*

No special gear or attention is needed. All you have to do is go to work. Gentle volumes are best for relaxing the nervous system. Simply let it play in the background and zero in on what you're doing.

How does *Focus on Task* Work?

This musical collage creates an environment that supports clear focus and greatly enhanced concentration. Slow tempos, gentle music, and occasional nature sounds create a 'Body Relaxed' condition through the process of rhythmic entrainment. The high spectrum sounds of flute, clarinet, and violins, harmonic-rich acoustical recordings, and subtle variations in rhythm and dynamics facilitate the state of 'Mind Alert.'

Focus on Task Tracks

1. Bach and Vivaldi (with sounds of nature) 29:45
2. Corelli (with sounds of nature) 29:22

Total running time approx. 1:00:32

For full track titles, see: icalmpet.com/about/composition-titles/

iCalmPet Download Music Library

DOGS	Calm Your Canine Relieves stress, quiets sound phobias and stops barking	iCalmDog Reggae Fun, effective calming & great addition to classical offerings	A Calm Variety Add variety to your canine's playlist for a longer calming effect
	Calm Your Puppy Calming music for young dogs (6 wks-18 mos.)	Elderly Canine Calming music designed for senior dogs	Separation Anxiety Helps relieve stress when alone <i>w/ intermittent music/silence</i>
	Aggression Training program to calm reactive and fearful dogs	In the Car Keeps dogs relaxed and people alert	Human-Animal Bond Calms dogs while stimulating the human brain
	Thunderstorms Trains dogs to remain calm with thunder	Fireworks Trains dogs to stay calm during fireworks	City Sounds Trains dogs to acclimate to urban sounds

PEOPLE	Cat Calming Reduces feline anxiety	Stimulation Lively music for sensory enrichment	Noise Phobias Reduces fear of noises
	DeStress Slows brainwaves, heart rate and breath	Focus Supports focus and concentration	Sleep Lulls mind and body to deep sleep

Visit iCalmPet.com or Amazon for *iCalmPet's* complete Micro SD music library. We have audio programs for different stages of life, environments, and behaviors.

