[HOW TO GUIDE]

Waiver and Release of Liability

By using this device, I have agreed to purchase the Pavlok device(s) (the "Products") provided by Behavioral Technology Group Inc. (the "Company") which is intended to change behavioral habits of mine. I understand the Products may be subject to modifications and improvements after my use. I am aware that the Products apply levels of electric stimulation or current to the body, and I understand that electric stimulation presents certain inherent risks of bodily and indirect injury, that may arise regardless of precautions and prior testing undertaken by the Company. BY USING THE PRODUCTS, I AGREE TO BE BOUND BY THE TERMS OF THIS WAIVER AND RELEASE OF LIABILITY.

In consideration for the Company's provision of the Products, and in addition to my payment for the Products, I hereby voluntarily release and forever discharge the Company and each of its agents, employees, officers, shareholders, members, managers, and directors, from any and all liabilities, claims, debts, demands, suits, actions, causes of action, or rights of action, which I or my heirs, assigns, successors, legal or personal representatives, estate or any other person claiming by or through me can, shall, or may ever have, now or in the future, for, by reason of, or based upon any injury, death, illness, disease, or damage to or loss of property arising out of, directly or indirectly, or in any way connected with or related to my use of the Products, including but not limited to based upon negligence, breach of express or implied warranties, misrepresentations, strict liability, unfair or deceptive practices or any other legal or equitable theories.

- **Check with your health care provider before using Pavlok if you have a previously diagnosed medical condition.**
- **Do not use Pavlok if you are pregnant.**
- **Do not use Pavlok if you are using a pacemaker or similar device.**
- **Pavlok is not intended to be used by or on persons under the age of 18 years old.**
- **Avoid water and wet locations. Do not expose Pavlok to water or rain, or handle near wet locations.**

I understand that this is the entire agreement between myself and the Company related to this subject matter and that it cannot be modified or changed in any way by any oral or written representations or statements by any employee or agent of the Company or by me. I understand and agree that this Waiver and Release of Liability shall be governed by the laws of The Commonwealth of Massachusetts, without regard to its conflicts of law principles, and that if any court should find any part of this document to be invalid, the rest of this document shall, notwithstanding, remain in full force and effect. I agree that any claims or disputes must be resolved by a court in The Commonwealth of Massachusetts, and I agree to submit to the personal jurisdiction of the courts of The Commonwealth of Massachusetts for the purpose of litigating all such claims or disputes.

The antenna(s) used for this transmitter must not be co-located or operating in conjunction with any other antenna or transmitter.

BY USING THE PRODUCT, I CERTIFY THAT I HAVE CAREFULLY READ THIS DOCUMENT AND FULLY UNDERSTAND ITS CONTENTS. I CERTIFY THAT I AM AT LEAST EIGHTEEN (18) YEARS OF AGE, CAPABLE OF PROVIDING INFORMED CONSENT, AND AM NOT AWARE OF ANY MEDICAL CONDITIONS THAT WOULD RENDER MY USE OF THE PRODUCTS TO BE DANGEROUS TO MY HEALTH. I UNDERSTAND THAT THIS IS A WAIVER OF LIABILITY AND THAT I AGREE TO ALL TERMS BY USING THE PRODUCT.

Read This First

Pavlok is not a medical device. For 80+ years, doctors and scientists have studied the efficacy of electric feedback on changing behavior.

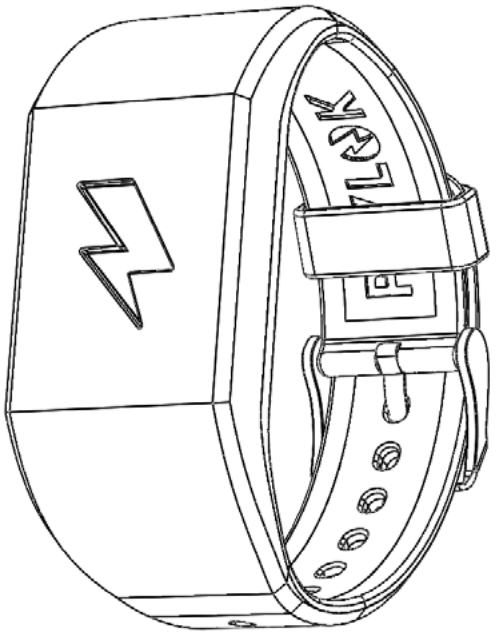
This How To Guide is a collection of real users' stories, explaining in their own words how they used Pavlok to change their behavior. Your experience with Pavlok may vary, and Pavlok makes no guarantees regarding the speed or effectiveness of the behavior change processes outlined in this guide.

Note: Please consult your doctor if you have any concerns.



PAVLOK

The Pavlok



At Pavlok, our number one goal is to rid the world of bad habits. The Pavlok unit is the first wearable device that actually changes behavior.

The Pavlok harnesses classical conditioning to associate a mild electric stimulus with your bad habit, reducing temptation and creating an aversion towards the habit. Pavlok can be used manually by pressing the button on the device, or it can be triggered automatically through our many apps and integrations.

Download the app at **http://pavlok.com/app.**

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How to use Pavlok to Break Bad Habits

Pavlok's most powerful use case is to break bad habits. To break a habit, you should force yourself to perform that action repeatedly for at least 5 days (but ideally 10). Set aside 5 minutes each day and force yourself to do the action – even when you feel like stopping! If you push through for the full 5-10 days, the habit will usually stay broken.

*The Pavlok app includes courses and training sessions to walk you through breaking individual bad habits such as snacking, smoking and nail-biting. Download the app at **http://pavlok.com/app.**

Breaking a Bad Habit

1



Determine the bad habit that you want to eliminate. Set aside 5 minutes a day for 5-10 days.

2



For those 5 minutes, force yourself to do the bad habit or undesired actions. Zap yourself at each step of the habit. Force yourself to complete the full 5 minutes and at least 5 days, even if you think the habit is already broken.

3



After 5 days, check in with yourself and determine your progress. You should notice a significant reduction or elimination of the habit. Continue using this process until you feel an aversion towards the habit – and you no longer desire to do it.

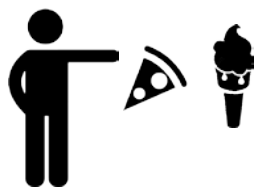
How to use Pavlok to Reduce Cravings

What if you don't want to eliminate a habit, but instead want to reduce it? Maybe you want to eat a little less sugar, or cut down on alcohol.

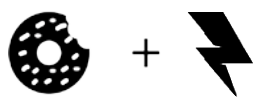
Wear the Pavlok on your wrist and only zap if you start to do the undesired action. As you do the habit, zap yourself at each step. The more often you zap yourself while doing it, the faster you'll see the cravings reduce.

*The Pavlok app includes audio training sessions and productivity tools to help you reduce your cravings and break your bad habits. Download at **http://pavlok.com/app.**

Reduce Cravings

1 

Wear your Pavlok throughout the day. Notice when you start to do the undesired action.

2 

Zap yourself when you notice that you are having the impulse. Add a few zaps while you do the undesired action.

3 

Do this as often as you can to keep the craving low. If it starts to increase, add more zaps. If you feel like the craving is dropping too fast, reduce the frequency of your zap.

How to use Pavlok to Wake Up On Time

When we wake up, most of us are at our groggiest. It's often easier to repeatedly hit the snooze button over and over (and over) until we finally **have** to get out of bed.

One of the reasons this happens is because we get woken up in the middle of deep sleep. At that stage, it's incredibly difficult to control ourselves or our actions. Pavlok helps kick you out of that state with adrenaline.

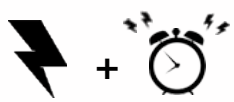
Quit Snoozing

1



Before going to sleep, set your alarm clock (either with a standard alarm clock, or with the Pavlok App). Wear your Pavlok to bed.

2



When you wake up, don't hit the snooze button until you zap yourself. Press the button on the Pavlok device 2 or 3 times. The zap will kick you out of automatic mode. You can also set the Pavlok Alarm to automatically zap you!

3



Jump out of bed – with adrenaline. Turn off your alarm clock and start your morning routine.

One of the simplest ways to use Pavlok to wake up is to zap yourself once you hear your alarm. Sleep while wearing Pavlok, or place the device on top of your phone/ alarm clock when you sleep.

"If I'm still in bed, instead of hitting the snooze button after I hear my alarm goes off, I hit the Pavlok and that is enough to jolt me awake"

Rachman B., Pavlok User

How to use Pavlok to Stop Procrastinating

We never *plan* to procrastinate. We simply *find* ourselves doing it. Why? Because we slip out of a state of awareness, and into automatic mode.

Use Pavlok to bring yourself back into a state of awareness and focus. When you catch yourself procrastinating, simply press the zap button. Then ask yourself what you should be doing instead.

*Try out the Pavlok Productivity Extension. You can set your device to automatically trigger stimuli after wasting time or navigating to unproductive websites. Download it at **http://pavlok.com/productivity.**

Get Productive

1



Whenever you realize you are being unproductive, press the zap button.

2



Focus on the zap and ask yourself: 'What would a productive version of me be doing right now?'

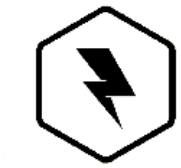
3



Get to work and do it. We recommend only working on a single task at a time – set a timer for 15-25 minutes, and don't switch tasks until the timer is complete.

Smoking

Use the following Pavlok features to help you with reducing/breaking your smoking habit:



Quit Smoking Course
Audio lessons



AutoZapper
Automatic zaps at specified intervals



Hand Detect
Activates simulus when hand is raised
Enable ***Hand Detect*** in the Pavlok App.



Double Tap to change zap strength
Zap during bad habit.
Zap away the urge.
Vibrate when doing good habit.
Enable ***Double Tap*** from the Pavlok App.

Pavlok Case Study: Marty Quit Smoking In 3 Weeks



Marty started smoking in college. Fast forward 7 years, and Marty had become an unhealthy pack-a-day smoker who hated his habit.

"I tried reducing at first, but that never worked. I wasn't really strict about it, and since I was smoking every day anyways I'd say forget it, I'm just going to keep smoking. Then I'd say next time I try to quit I'm going to go cold turkey, but I just kept going back to it."

Then he tried Pavlok. "It made me conscious every time I smoked and so I'd make an effort to put it down. And I didn't have to quit cold turkey. If my cravings got really bad I was free to smoke."

In three weeks Marty went from smoking a pack a day to completely quitting smoking. And he is already enjoying the benefits. "I started running again. And I work out almost every day. I'm more willing to be active because my lungs are clear and I'm not coughing up a storm."

Read the full case study: pavlok.com/marty

Pavlok Case Study: Carlos Smoked For 15 Years & Quit In 5 Days



Carlos had tried to quit smoking over 20 times.

"I tried Chantix, I tried the gum, the patch, and I even tried hypnosis. Nothing worked."

And he had a lot of reasons to quit. He was feeling the health effects, his wife continually complained about the cloud of smoke following him around, and it was costing him a lot of money.

Then Carlos tried Pavlok and instead of zapping himself he asked family members to zap him via the Pavlok App.

After 5 days with Pavlok, he finally quit smoking. Now his health is improving, his wife is happy, and he saved $150 in the first month.

It's been almost two years and Carlos is still smoke free (and has saved several thousand dollars as well).

Read the full case study: pavlok.com/carlos

Uncontrollable Body-Based Behaviors

Sometimes, we form habits that involve a part of our body—hair pulling, nail biting, skin picking, etc. Use the following features to help break these habits:



Behavior Specific Course
Day to day lessons



AutoZapper
Automatic zaps at specified intervals



Hand Detect
Activates simulus when hand is raised
Enable ***Hand Detect*** in the Pavlok App.



Double Tap to change zap strength
Zap during bad habit.
Zap away the urge.
Vibrate when doing good habit.
Enable ***Double Tap*** from the Pavlok App.

Pavlok Case Study: Nagina Stopped Biting Her Nails



For over 20 years, Nagina had never been able to get control of her nail biting habit.

"I tried everything to stop. I bought that nail polish that tastes disgusting and you put it on and you bite it, it didn't work. I tried getting artificial nails and I bit them off. I was not finding the solution. So, I decided to try Pavlok and see if that would help me." In just two days, Pavlok helped her stop.

"Within 2 days, I have already noticed that I am so much more aware of myself biting my nails, where it used to be very subconscious. Now, I am very aware, and I catch myself before I do it."

In summer 2015, Nagina had her nails done for the first time in over a decade. She credits Pavlok with helping her to finally achieve the nails she had always desired.

Read the full case study: pavlok.com/nagina

Pavlok Case Study: David Reduced His Teeth Grinding By 80%



David's teeth grinding was annoying to the people around him, and most importantly it was very bad for his teeth. "I'm a constant teeth grinder. It's a very difficult habit to control because I do it so unconsciously."

David was so excited to try the Pavlok that he became one of the prototype users. He's been helping Pavlok perfect the product while working to break his own bad habits.

"There is nothing quite like the first zap that you receive. When I opened the envelope, of course I was very excited. It's not that the zap is intense, you just don't know what to expect and it surprises you."

Results came fast. "The first day that I did it, I found that I was already much more aware of the issue. After 5 days, I would estimate that I reduced my teeth grinding by 80%. That's huge for me."

Read the full case study: pavlok.com/david

Unhealthy Eating

Pavlok can help reduce sugar cravings, following a diet, and other eating habits by using the following features:



Quit Snacking Course
5 day audio lessons



Double Tap to change zap strength
Zap during bad habit.
Zap away the urge.
Vibrate when doing good habit.
Enable ***Double Tap*** from the Pavlok App.



AutoZapper
Automatic zaps at specified intervals



Hand Detect
Activates simulus when hand is raised
Enable ***Hand Detect*** in the Pavlok App.

Pavlok Case Study: Tasha Quit Sugar in 1 Day



For years, Tasha tried to quit eating sugar.

"I felt pretty bad all the time. My clothes were barely fitting, and beyond appearance I felt like I wasn't living up to my potential and that my energy wasn't as high as it could have been."

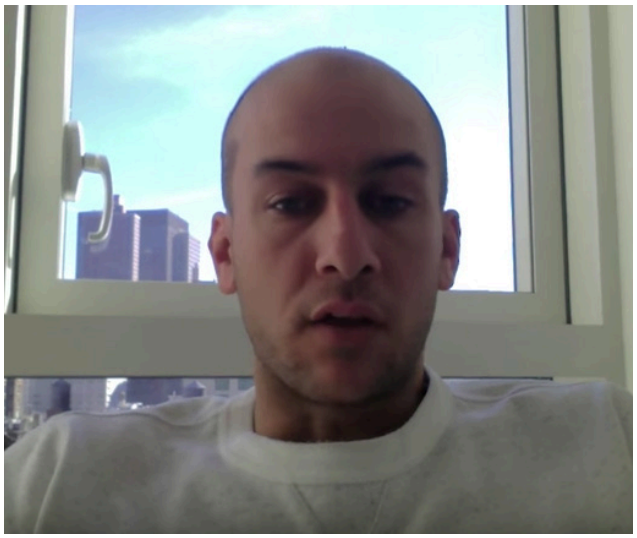
She could make it a day or two, but sugar always crept back into her life. Then she tried Pavlok.

"What I noticed was if I had a craving for sugar, and I had a lot of cravings during the first week… I didn't want to zap myself so I wouldn't eat the food in the first place. That turned into a week, and then two weeks and now I'm about three weeks in and I haven't had any refined sugar… I feel like I'm back in control of my relationship with food."

And since Tasha had such great results with quitting sugar, she started using Pavlok to build a good habit: getting to the gym 5 days per week. "Obviously it feels incredible."

Read the full case study: pavlok.com/tasha

Pavlok Case Study: Ari Quit Snacking (Sugar)



Ari, the founder of Less Doing, More Living was suffering from Crohn's disease. He realized his unhealthy habit of snacking and excessive sugar consumption were causing his Crohn's disease to become progressively worse.

"I was in constant pain from the chronic inflammation."

As it is for many people, snacking was a simple and comforting response to stress for Ari. "I don't have an addictive personality…at all – but the one thing I could never overcome was snacking and sugar. When I ate unhealthy I simply felt worse."

On his first day with Pavlok Ari reported he stopped snacking and hasn't since. "This trained my brain on a more conscious level to not want to do something. I've tried many things, but Pavlok is the only product which has given me results."

Now Ari says his Crohn's disease is under control and he feels healthy again now that he has removed sugar from his life.

Repetitive Thoughts and Actions

Sometimes, it can be hard to resist the urge to think about something or perform a behavior. Depending on the habit, the following Pavlok features can help:



Behavior Specific Course
Day to day lessons



Double Tap to change zap strength
Zap during bad habit.
Zap away the urge.
Vibrate when doing good habit.
Enable ***Double Tap*** from the Pavlok App.



AutoZapper
Automatic zaps at specified intervals

Other Behaviors

The Pavlok can help with a number of other behvaviors such as waking up on time and being more productive. Depending on the habit, use the following features and integrations:



Alarm
save custom alarms to your Pavlok



Productivity Extension (for web browsers)
pavlok.com/productivity



IFTTT (If This Then That)
pavlok.com/ifttt



Facebook User Group (Accountability)
pavlok.com/fb

Frequently Asked Questions

How does the Pavlok know when I'm doing my habit?

For many use cases, zapping yourself manually is a better way to quit a habit. However, we do have integrations that can make the Pavlok automated. See the "Other Behaviors" page in this booklet for details.

Why is the Pavlok better than using a rubber band?

Using a rubber band can leave bruises. The Pavlok doesn't. Studies show that an electrical stimulus is more effective than a rubber band. We performed a course with 1200 people who tried to quit a habit. About 25% who used a rubber band succeeded and about 55-60% who used Pavlok succeeded.

Is it safe? How uncomfortable is the zap?

The zap is designed so that it is enough to be uncomfortable but not so strong that it hurts (and nowhere near dangerous). The Pavlok is CE certified and over 10,000 Pavlok users have proven it safe and effective.

How long does the battery last?

The battery life ranges from 3-5 days and charges through micro USB.

What is the band made out of?

The wristband is silicone. The body of the Pavlok module is ABS plastic, and the end caps are white bronze-plated zinc.

Can I take it through airport security?

Yes.

No Zap:

Press down firmly, and then immediately release the top of the Pavlok module. If there is no zap, no LED's, and no short vibration, you typically need to charge it. Remove the Pavlok module from the wristband, and charge it with the supplied Micro-USB cable. If you get no zap but do see lights and feel a short vibration, try changing the zap strength through the app. If your Pavlok is completely unresponsive, leave off the charger for 12 hours and plug in again, repeating the steps above.

Zap Strength:

If you don't think the zap is very strong, there are a few things you can try: 1) Make sure your Pavlok is charged. When it is low on battery, the zap strength is reduced. 2) Change the zap strength through the app. 3) Increase the number of zaps with Multi-Zap. 4) Ensure the wristband is secure so that the Pavlok touches your skin. 5) Move the Pavlok to the other side so that it touches the inside of your arm.

Device Not Connecting to App:

If you are trying to connect the Pavlok to the app but are having issues pairing or getting the buttons on the Remote to work, attempt the following, then try to reconnect.

1. Forget Device from Phone: Go to your phone's Bluetooth® settings. If your Pavlok is listed under "My Devices"/"Paired Devices", then tap on it and choose to Forget Device/Unpair.

2. Turn your phone's Bluetooth® off and then on.

3. Hard Reset the Pavlok: Remove the module from the wristband. Place on flat surface. Press and hold the button for about 10 seconds until you see red blink followed by faint yellow flicker. ***Attempt to re-pair in App***

Troubleshooting Continued

Your Pavlok Went Swimming:

Although your Pavlok was designed to be a powerful tool to transform your life. ***Pavlok is not waterproof and you should not wear it near water, including showers.*** If you do happen to get it wet, it might not survive. Our team is actively working to bring water protection to the future Pavlok.

Warranty:

We offer a one year manufacturer's warranty. Just let us know and we will quickly replace your defective device. If there was accidental damage, e.g., you spilled coffee on your Pavlok or took it scuba diving, we do not cover that. Pavlok is ***NOT*** waterproof.

For more information about our warranty visit Pavlok.com/warranty

Our 6-Month, 100% Money Back Guarantee:

If you are not completely satisfied with your Pavlok, we will refund you. First, we ask that you try the system to break your bad habit(s) for at least one week. If you are having trouble with the device or aren't seeing results you can reach out to us any time for suggestions. After that, if you still want a refund, just let us know and we will be glad to refund within six months of purchase.

Not seeing you question here?

Search our full FAQ at Pavlok.com/help

Other Questions?

If you've tried all troubleshooting options and you still can't get your Pavlok up and running, you may contact our support team at...

support@pavlok.com

While this guide covered the manual use of Pavlok, we encourage you to download the Pavlok apps for your iOS or Android device at **http://pavlok.com/app**

Read case studies, science, and more on our blog at **http://pavlok.com**

Technical Specifications

Model Number	PAV-2718
Silicone Wristband Sizing (length)	5.9”- 8.6” (14.9cm-21.8cm)
Silicone Wristband Width	1.1” (27mm)
Module Dimensions (LxWxH)	0.9” x 1.5” x 0.4” (22.1mm x 39.1mm x 10.6mm)
Weight (Module + Wristband)	23.0g
Battery Life	3-5 days depending on use
Radio Transceiver	Bluetooth® Low Energy
Sensors and Motors	Vibration Motor 3-axis Accelerometer
Output Voltage	150v-450v
Measured Transmit Power	-8dBm
Frequency Range	2402 MHz to 2480 MHz (40 channels)

App Requirements

iOS	8.2+
Android	4.3+

IC: 23029-2
FCC ID: 2AMX802

This device complies with Part 15 of the FCC Rules. Operation is subject to the following two conditions: (1) this device may not cause harmful interference, and (2) this device must accept any interference received, including interference that may cause undesired operation.

Any changes/modifications to this equipment not approved by Behavioral Technology Group, Inc. could void the user’s authority to operate the equipment.




201-170859

This equipment has been tested and found to comply with the limits for a Class B digital device, pursuant to part 15 of the FCC Rules. These limits are designed to provide reasonable protection against harmful interference in a residential installation. This equipment generates uses and can radiate radio frequency energy and, if not installed and used in accordance with the instructions, may cause harmful interference to radio communications. However, there is no guarantee that interference will not occur in a particular installation. If this equipment does cause harmful interference to radio or television reception, which can be determined by turning the equipment off and on, the user is encouraged to try to correct the interference by one or more of the following measures:

-Reorient or relocate the receiving antenna.
-Increase the separation between the equipment and receiver.
-Connect the equipment into an outlet on a circuit different from that to which the receiver is connected.
-Consult the dealer or an experienced radio/TV technician for help.

Any changes or modifications not expressly approved by the party responsible for compliance could void the user's authority to operate the equipment.

This device complies with Industry Canada license-exempt RSS standard(s). Operation is subject to the following two conditions: (1) this device may not cause interference, and (2) this device must accept any interference, including interference that may cause undesired operation of the device.

Le présent appareil est conforme aux CNR d'Industrie Canada applicables aux appareils radio exempts de licence. L'exploitation est autorisée aux deux conditions suivantes: (1) l'appareil ne doit pas produire de brouillage, et (2) l'utilisateur de l'appareil doit accepter tout brouillage radioélectrique subi, même si le brouillage est susceptible d'en compromettre le fonctionnement.

The device has been evaluated to meet general RF exposure requirements.
The device can be used in portable exposure conditions without restriction.

Le dispositif a été évalué à satisfaire l'exigence générale de l'exposition aux rf.
L'appareil peut être utilisé dans des conditions d'exposition portatif sans restriction.

Hereby, Behavioral Technology Group, Inc. declares that this wearable device is in compliance with the essential requirements and other relevant provisions of
Directive 2014/53/EU.

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Not yet applicable, see manufacturer contact information.


PAVLOK