**IMAGINE N.O.W.**

*Imagine Nurturing Our Warriors, Ltd.*

**INTRODUCTION TO IMAGINE NOW**

**Imagine N.O.W.,** a Nevada nonprofit corporation, is bringing hyperbaric oxygen therapy to locations around the country to treat the hundreds of thousands of Veterans, First Responders, Athletes and Battered Women who suffer from traumatic brain injury and concussion in its many forms.

**TRAUMATIC BRAIN INJURY**

More than 800,000 Veterans returning home from current conflicts have debilitating brain injury and many more Veterans from Vietnam still battle symptoms from brain injury incurred more than forty years ago.

This is one injury with many names: traumatic brain injury; concussion; post-concussion syndrome (concussion not healed); post-traumatic stress (diagnosed brain damage not attributable to direct impact or explosive blast); and traumatic brain injury (brain damage from direct trauma or explosive blast).

Different names sharing a constellation of devastating symptoms: persistent headache, nausea, dizziness, loss of balance, loss of short-term memory, sleeplessness, nightmares, depression, loss of executive function, sensitivity to light or sound or both, anger, rage and many, many more.

The Veterans Administration treats these symptoms symptomatically with pharmaceuticals which do not address the underlying injury. In addition, we know some prescription drugs taken in combination can lead to depression, addiction and abuse.

Traumatic brain injury has ruined millions of lives. Left untreated, it can lead to depression, despair and suicide. The Veterans Administration cites traumatic brain injury as a leading cause of Veteran suicide, now estimated at 20 to 22 a day although many believe that number understates the problem.

**HYPERBARIC OXYGEN THERAPY**

Hyperbaric oxygen is a proven safe and effective treatment for traumatic brain injury in its many forms. It reduces inflammation (edema being a primary cause of tissue damage and pain); reperfuses the vascular system in the damaged tissue with oxygen and nutrients essential to healing (important everywhere but especially in the frontal lobe where higher order cognition occurs); and activates the immune system triggering stem cells to generate new tissue.

Unfortunately, the Veterans

Administration does not recognize hyperbaric oxygen therapy as a treatment for traumatic brain injury. That means VA does not reimburse providers for this service. Most leading insurers follow suit and do not reimburse.

This leaves Veterans, First Responders, Athletes and others suffering from this debilitating injury to pay for their own treatments or be treated with charitable donations.

**IMAGINE N.O.W.**

Imagine N.O.W. was formed to bring this much-needed therapy to the hundreds of thousands of Veterans with blast-induced concussion and to the millions of new concussion victims each year.

We are bringing hyperbaric oxygen therapy to Las Vegas as our first offering. Supported by donations, nonprofit Imagine N.O.W. Veteran Treatment Centers will provide hyperbaric treatment plus neurofeedback, counseling, physical therapy, nutritional programs and other proven adjunctive therapies to treat the whole person and, where needed, affected families.

**TREATMENT PROTOCOL**

A standard regime of hyperbaric oxygen therapy consists of 80 individual treatments of one hour each, at one or two treatments a day. Treatment includes

cognitive testing, initial and end-of-treatment brain scans, nutritional support, neurofeedback, counseling and other modalities proven effective as adjunctive therapies.

Hyperbaric oxygen therapy is usually a one-time event although occasionally a patient may require additional treatment. All treatments are overseen by trained medical staff and, funds allowing, will be conducted under a research protocol so studies can be published to advance the science.

**TREAT ACUTE AND CHRONIC CONDITIONS**

Studies show best results are obtained from treating concussion acutely, that is, within a few hours or days of injury. However, Vietnam Veterans, treated as late as 40 + years after injury, have recovered short term memory and executive function and resolved the worst neurological and behavioral issues including suicidal thoughts.

A Midwest physician is successfully treating sports concussion acutely with a just handful of treatments started within hours of injury.

**VETERAN TREATMENT COURTS**

Veterans suffering from traumatic brain injury often suffer from despair and rage which can lead to misdemeanor and criminal acts. In recent years, special Veteran Courts have been established to treat this unique population. *Veterans for Justice* reports that there are now 3,000 Veteran Treatment Courts across the country.

Veteran Courts provide counseling and drug and alcohol abuse treatment as alternatives to incarceration.

However, neither therapy treats the underlying brain injury which is often responsible for the bad behavior which landed them in court in the first place. Because the root cause of the behavior is not addressed by drug and alcohol treatment, the tendency to bad behavior can re-emerge after release.

Untreated, unemployed and unemployable concussed Veterans face a future of social and familial isolation. Many have chronic depression and are suicidal and often self-medicate to ease the pain.

Once the brain is healed, however, drug and alcohol abuse therapy and counseling is more effective and enduring.

We are pleased to say Veteran Courts in Las Vegas will soon be offering hyperbaric oxygen therapy for brain-

injured Veterans and their families in addition to drug and alcohol abuse therapies. We are also in discussions with Veteran Treatment Courts in other jurisdictions to open similar programs.

**TEAMING WITH ATHLETES**

Imagine N.O.W. plans to treat concussed athletes, especially NFL active and retired players. NFL Alumni, along with others in boxing, wrestling, mixed martial arts, hockey, lacrosse, soccer and other contact sports have come to expect concussions as an unavoidable part of their sport.

In addition, we know repeated concussion, left untreated, is a leading cause of senility, dementia and CTE (Chronic Traumatic Encephalopathy).

While concussion may be a fact of life for many athletes, hyperbaric oxygen therapy is proven effective in healing these invisible wounds and restoring cognitive function to pre-concussion condition.

We know now that concussed athletes may resume a normal life and need not face that long slide into dementia as so many of their colleagues have.

**MATCH A VETERAN W/ AN ATHLETE**

Our plan to is match a Veteran in treatment with an Athlete to provide mutual support and help forge bonds between them.

**THE NEED IS GREAT**

There are thousands of athletes and almost a million current-era Veterans who need this treatment. In addition, close to 4 million civilians incur concussions annually through falls and accidents and millions of women are brain-injured in domestic violence each year.

**INDIVIDUAL AND SOCIAL COSTS**

The toll of untreated brain injury is striking in human and economic costs. Tens of thousands of active service members lose their jobs each year, discharged because concussion robbed them of their ability to function.

In civilian life, many either can’t get or hold a job and rely of social support programs and VA medical care to get by. The despair, depression and anger from the mix of concussion and prescription drugs can lead to social isolation and estrangement from family. The VA estimates more than 800,000 brain-injured Veterans are in this situation.

On the other hand, a complete hyperbaric oxygen regimen of 80 treatments costs just $20,000 to $30,000, depending on adjunctive therapies involved. This compares favorably with $60,000 or so spent annually for prescription drugs, social programs, healthcare and unemployment due to chronic disability stemming from untreated traumatic brain injury and concussion as well as lost tax revenue from not being able to get or hold a job.

Said another way, a 25-year old discharged, untreated concussed Veteran with a life expectancy of 85 will cost society $3,600,000 over his/her projected 55 remaining years assuming an average cost of $60,000 annually on support,

The economic cost of the policy of supporting but not treating more than 800,000 brain-injured Veterans for an average remaining life expectancy of 50 years is $2,880,000,000,000 – almost $3 Trillion.

In short, hyperbaric oxygen therapy can reset the social and economic cost of concussion by restoring brain function of concussed individuals to pre-concussion status thereby allowing them to resume productive lives, re-connect to estranged families, return to the work force as the capable individuals they once were and in that process save society $3 trillion.

**IMAGINE NOW MINI-CLINIC**

**Imagine NOW Mini-Clinics** are bare-bones clinics outfitted with 2 mono hyperbaric chambers, neurofeedback, cryochamber and nutritional products open 24/7 depending on demand.

**NOW CLINIC – MINI CLINIC +**

**DRUG & ALCOHOL ABUSE TREATMENT**

**NOW Clinics** are Mini-Clinics expanded to include drug and alcohol abuse treatment. These have a larger footprint and patient throughput. Like Mini-Clinics, these will operate 24/7.

Many brain-injured Veterans also have addition issues which can lead to dependency and abuse. Hyperbaric treatment is effective in treating drug and alcohol abuse and heals internal organs impacted by prolonged abuse.

**WARRIOR RETREAT**

**The Imagine NOW Warrior Retreat** is planned as a large live-in facility in a rural setting focused on hyperbaric therapy supplemented by therapeutic outdoor activities such as hiking, rock climbing, horseback riding, and fishing for patients and their families,

The first Retreat we have in mind is a 300-acre undeveloped site north of Las Vegas Nevada. Handy to the city and transportation nodes, it would be an ideal Retreat.

**PAIRING IMAGINE NOW W/ FOR-PROFIT ENTITIES**

We plan a for-profit company to open integrated medical clinics specializing in profitable specialties which use hyperbaric oxygen therapy such as diabetic foot wounds, stem cells, plastic surgery, infectious diseases, crush injuries and many others.

The strategy is to establish for-profit centers of excellence to spin off some of their profits to Imagine NOW to fund activities and to help drive non-reimbursed patients to NOW clinics.

**FUND RAISING**

We plan to raise funds to support these activities from philanthropic grants, nationwide marketing campaigns, cross-country awareness rides and races and a Janet Franco theater production “*Forever Dreams for America”* planned for 30 cities.

**PAY IT FORWARD NETWORK INTERNATIONAL**

Janet Franco, co-founder and Vice President and Secretary of Imagine NOW, founded Pay It Forward Network International (“PIFN”) to help fund Imagine NOW and to produce *Forever Dreams for America* as a tribute to warriors and fund-raiser for Imagine NOW.

Ms. Franco has committed PIFN to donate up to half its profits to Imagine NOW. She also plans a chain of PIFN-sponsored Spas focusing on wellness and a line of high quality skin care products tailored to warriors and their families.

**BUSINESS PLAN**

**MULTIPLE CLINICS & TEAMING W/ FOR-PROFITS**

Our business plan is to roll out a series of nonprofit Mini-Clinics, NOW Clinics and Imagine NOW Retreats to treat traumatic brain injury and concussionin brain-injured Veteran, First-Responder, Athlete and battered women in concert with affiliated for-profit entities to provide managerial and marketing support and to assist in fund-raising to support Imagine NOW activities.

**WARRIOR ANGEL SPAS**

A series of high-quality wellness Spas equipped with hyperbaric oxygen chambers, neurofeedback, acupuncture, massage, physical therapy and a full line of original body and skin care and nutritional products. These Spas are modeled on an existing successful Wellness Spa located in the Southwest.

Our Spas are named to honor the women married to On and Off Field Warriors and to the women who are Warriors in service to their country or in athletics.

Initially, these Spas will be set in affluent areas to attract customers and then expand to satellite facilities to bring healing technologies to battered women using income from affluent customers and from fund-raising efforts.

We expect Warrior Angel Spas and its line of body, skin and nutritional products will be subsidiaries of Pay It Forward Networking International (PIFN), our affiliate for-profit company founded by Imagine NOW co-founder Janet Franco.

**MINI-CLINIC – HYPERBARIC & NEUROFEEDBACK**

**Imagine NOW Mini-Clinics** are bare-bones clinics outfitted with 2 mono hyperbaric chambers, neurofeedback, cryochamber and nutritional products open 24/7.

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**WARRIOR RETREAT**

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The first Retreat we have in mind is a 300-acre undeveloped site north of Las Vegas Nevada. Handy to the city and transportation nodes, it would be an ideal first Retreat.

**HYPERNEXUS INTERNATIONAL UNIVERSITY**

We also plan to establish a University with West and East coast locations. The mission of the University is to be a leading center of excellence in brain-injury science. As such it will focus on advancing the science, producing new highly-trained practitioners, and fielding new treatment therapies and protocols to restore cognitive function for brain-impaired patients.

**“FOREVER DREAMS FOR AMERICA”**

**– THEATER PRODUCTION, 30 CITIES**

Janet Franco, Co-Founder and Vice President and Secretary of Imagine NOW wrote and produced ***“Forever Dreams for America,”*** an inspiring musical tribute to America and the patriots and Warriors who serve it.

Janet plans to debut the musical in Las Vegas as a fund-raiser and to take the show in the road to 30 cities nationwide to create awareness. This production should be seen by everyone who loves America and values our Warriors, First-Responders, Athletes, Battered Women and their families.

**THE MOTHERSHIP**

All this is to be managed through an Imagine Now Mothership function to fund, operate and manage Imagine NOWactivities and to be the leader in the industry.Functions include organizing, training and, where necessary, funding, the many disparate independent hyperbaric oxygen clinics across the

country struggling to treat traumatic brain injury.

The Imagine NOW brand will function in concert with for-profit entities to set new standards of Veteran care. The Mothership is the nexus for organizing and managing those activities and for providing neededleadership to the industry.

**PAIRINGIMAGINE NOW W/ FOR-PROFIT ENTITIES**

We plan a for-profit company to open integrated medical clinics specializing in profitable uses of hyperbaric oxygen therapy such as diabetic foo wounds, stem cells, plastic surgery, infectious diseases, crush injuries and many others. The strategy is to establish for-profit centers of excellence to spin off some of their profits to Imagine NOW to fund activities and to help drive traffic to NOW clinics.

**FUND RAISING**

We plan to raise funds to support these activities from philanthropic grants, an expansive nationwide

marketing campaign, cross-country awareness bike rides and races, and an theater production “*Forever Dreams for America”*planned for 30 cities.

**PAY IT FORWARD NETWORK INTERNATIONAL**

Janet Franco, co-founder, Vice President and Secretary of Imagine N.O.W. also founded Pay It Forward Network International (“PIFN”) to help fund Imagine N.O.W.

Ms. Franco has committed PIFN to donate up to half its profits to Imagine N.O.W. PIFN plans a chain of Warrior Angel Spas focusing on wellness and a line of high quality skin care products tailored to the

Warriors, Warrior Angels (our name for Warrior Spouses), First Responders, Athletes and Battered Women treated by Imagine NOW.

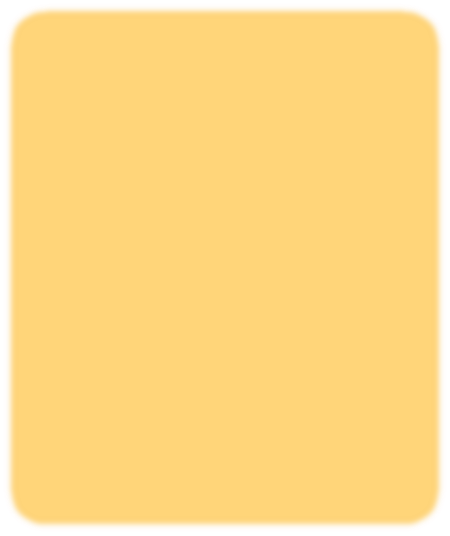
**SUCCESS STORIES**

Here are profiles of individuals who had traumatic brain injury and who received treatment by hyperbaric oxygen therapy (HBOT). Each suffered from devastating effects of their brain injury and each was restored to normal function and are currently living full lives.





Janet Franco, well-known 25-year radio personality, humanitarian and



advocate for Veterans, serving men and women, First Responders, and all

those in need, also known as “Soulful Rosie,” introduces her new

mission after years of development.

Janet launched Imagine N.O.W. (Nurturing our Warriors) as a ‘Movement’

In 2006 after listeners suggested she bring the advanced products, modalities

and professionals she interviewed over two decades to soldiers and Veterans facing life-threatening PTS/PTSD and TBI. After years of advocating for the Imagine NOW “Movement,” in 2016, Janet cofounded “Imagine NOW,” the company, a Nevada non-profit, to bring a business structure to her efforts to help Veterans and serving men and women get the help they need. She serves as Imagine NOW Vice President and Director.

Janet recently went further in her efforts to help others. She launched a new companion for-profit company named “Pay it Forward Network” (PIFN). PIFN was formed to provide proven and state-of-the-art healing modalities, become a nexus of information and healthy awareness and to provide immediate help to Veterans and First Responders by donating up to half its profits to Imagine NOW. PIFN provides outstanding health and nutritional products to U.S. and international markets. The collaboration of PIFN and Imagine NOW fulfills Janet’s childhood vision to heal her children, spread healthy life styles and pursue humanitarian efforts to help those in need.

Janet’s goal is to set the stage for health REFORM here in America by exploring the greatest breakthroughs in health, wellness and self-help. Her unflagging efforts to launch Imagine NOW was inspired by her success with other wellness campaigns, having played a leading role in the grass roots effort to derail a FDA proposal to over-regulate nutritional supplements in 1994. She led thousands in a campaign which succeeded in persuading the Congress to pass a much-modified DSHEA Bill (Dietary Supplement Health and Education Act of 1994) which kept nutritional supplements on the market.

Janet Soulful Rosie’s years as a young mom, once frantic to find answers to resolve health issues for her own children, including one who suffered a head injury and another born with major health challenges, continues her life-long dedication to wellness and responsible healthcare.

She calls on everyone to join her crusade to promote health, wellness and personal freedom! Her dream is to help others move from a fearful nation to one of hope and positive transformation – one life at a time! Janet Rosie’s Mantra simply states:



*‘When Love and Intent align with the Mind, Body and Spirit;*

*We Create the Art of Soulful Living!’*  -Janet aka Soulful Rosie

**█ BARRY M. MEUSE - PRESIDENT**

**SUMMARY – Entrepreneur, Veteran Advocate,** retired USAF Colonel, former Air Force combat fighter pilot, defense strategist, entrepreneur and Veteran advocate with over forty years’ experience in the private and public sectors.

Currently President and Chief Executive Officer of Imagine N.O.W., a non-profit dedicated to providing hyperbaric oxygen therapy to Veterans and First responders suffering from post-traumatic stress and traumatic brain injury. Also, President and Chief Operating Officer of Wintergreen Ventures, Inc., a private company specializing in healthcare finance.

**Barry M. Meuse**

After retiring from the Air Force, Mr. Meuse founded and was President and Chief Executive Officer of National Security Analysts, a global aerospace and defense consulting firm which he headed for over twenty years. He later founded and was Chief Executive Officer of Network Resources International, a network services company and another specializing in corporate structuring and finance.

USAF assignments include Deputy Director of Operations, 347th Tactical Fighter Wing Moody AFB, GA), Squadron Commander of the 70th Tactical Fighter Squadron, Moody AFB, GA; Flight Examiner, Combat Flight Lead and Chief, Standardization /Evaluation, 366th Tactical Fighter Wing, DaNang Air Base, Vietnam where he led air combat operations and was charged with qualifying all Instructor Pilots and Flight Leaders in day and night interdiction tactics. His flying skills, leadership and judgment led to him being selected to be an instructor pilot, flight leader and flight examiner at every level of USAF operations. In addition, he was principal author of the 366th Tactical Fighter Wing Air Combat Tactics Manual which was the tactics guide for air operations there and later adopted elsewhere in the Air Force tactical forces.

Colonel Meuse was a Senior Air Force Planner on the Air Staff as Chief of the USAF Strategy Division of Air Force Plans where he helped develop USAF and U.S. Defense Policy and Strategy as well as special studies for senior Defense leadership. He later served as Director of Plans and Operations for the Air National Guard where he was the architect of the modernization of plans and operations of the Air National Guard’s 91 flying units in 54 U. S. states and territories. He integrated the Air National Guard into the Air Force Requirements, Contingency Planning and deployment processes, modernized Air National Guard aircraft and Flight Training Centers, established four Advanced Flight Training Centers and gunnery ranges, instituted joint air-land combat training exercises, modernized the Air National Guard Operational Flight Test and Evaluation Center and established weapons and tactics conferences to prioritize and advocate Air National Guard weapons systems needs through the USAF Requirements process, a process which continues to this day.

Mr. Meuse holds a Bachelor of Science degree from the U.S. Air Force Academy and a Master of Arts in International Relations from the University of Arkansas (European Division). Mr. Meuse completed post-graduate work at the University of Southern California, the Air Command and Staff College, the Air Force Academic Instructor’s Course, and the Industrial College of the Armed Forces. He is a USAF Command Pilot and experienced USAF aircraft accident investigator.

Awards include the Legion of Merit, Distinguished Flying Cross, Meritorious Service Medals (2), Air Medals (11), and the Outstanding Research Award at the Industrial College of the Armed Forces for a study of the Strategic Petroleum Reserve for the National Security Council staff.

Currently Mr. Meuse serves as President and Chief Executive Officer of Imagine N.O.W., a non-profit dedicated to providing hyperbaric oxygen therapy to Veterans and First responders and as President and Chief Operating Officer of Wintergreen Ventures, Inc., a private company specializing in healthcare finance. Mr. Meuse is published on national security, business and education issues and serves as a member of the Board of Directors of nonprofit and for profit entities including Imagine NOW, Wintergreen Ventures, the International Hyperbaric Medical Foundation, Fort Hunt Youth Athletic Association and Fort Hunt Little League.