

Q-Link Tests and Validates its Golf Success Story

by Leonard Finkel

Reams of pages from medical studies detail the health and wellness benefits of wearing Q-Link. Research at the University of California-Irvine, Imperial College at London, University of Vienna's Institutes of Cancer and of Environmental Health, plus many independent clinics, convinced researchers of Q-Link's effectiveness. I've spoken to scores of everyday people that tell remarkable stories of improved health and recovery. But I want to talk about how Q-Link will lower your golf scores.

Today more than 300 professional golfers on the world's major tours wear Q-Links. They've won more than 100 tournaments on the PGA, Champions, LPGA and European tours. At least 20 of those tournaments were won by players who first put on a Q-Link within the previous 5 to 10 days. I've personally interviewed dozens of PGA Tour golfers who have shared with me benefits they've experienced, including the likes of Ernie Els, Davis Love III and Mark Calcavecchia, who set the all time low tournament score the week he first put on a Q-Link pendant. Jesper Parnevik told me, "I put it on and I won the first week. They have probably 20 guys that have done the same thing. If they didn't have their research and information behind it, you might think that was just a lucky thing. But you see all the stuff that they'd done can prove to you that it does make a difference so you have to really believe it."

Els reveals, "I actually got it just before the British and wore it for maybe a week or two. I obviously wasn't playing all that well at that stage of the year. I didn't know quite what to expect in the British with all that pressure. I knew I needed to try to stay calm and stay relaxed. Since wearing the Q-Link, I've been a little bit more myself on the course. Mainly I think the Q-Link's helped me to stay focused and in the same manner, stay very relaxed." Ernie won that Open. **Calcavecchia broke the 48 year-old PGA all time scoring record and said,** "When I started wearing the Q-Link in 2001 it was the best streak of playing golf I have ever had. I feel calmer, less nervous and less anxious, which is a good thing in professional golf." I have to believe that feeling calmer, less nervous and less anxious has to be good for the everyday golfer too!

Clinical Golf Testing

Historically, products such as these use anecdotal information and user testimonials to back up their claims. For this reason, Clarus reached out to MedSource LLC, an independent research and testing facility in Williamsburg, Virginia to properly structure testing and document any changes as a result of using their product from a clinical perspective. MedSource CEO Ray Gagne had worked for decades with Olympic athletes and professional sports franchises. He has worked especially closely with Texas Rangers team trainer Danny Wheat, Toronto Blue Jays trainer Tommy Craig and Angela Bailey on her way to winning multiple Olympic and World Titles. With a true need to evaluate the overall performance of athletes, Ray designed and patented a series of innovative technologies to monitor strength, range of motion, cognitive and cardiovascular performance. As Dr. Daniel Carr, former US Olympic team physician noted, "Functional measures performed by MedSource in a consistent and objective manner are invaluable to the performance of the athlete. They not only determine abilities, they provide the foundation for future training and excellence in sport!"

At first, Gagne was skeptical of Q-Link claims but agreed to create golf specific parameters and do the testing. First stop was the 2009 PGA Merchandise Show (Q-Link was



**Q-Link
Acrylic
Pendant**

awarded Best New Product in 2005) and Gagne admits he was astonished by the results. Testing covered a range of parameters including cognitive flexibility, physical strength and motor skills. Players and other show attendees showed significant improvement across the board in all categories. These results help shape an online test version, the Q-Link Challenge, which anyone can take from their home computer to measure their cognitive performance before and after wearing a Q-Link product.

Q-Link Challenge Parameters & Results

Cognitive testing concentrated on attention and motor speed accuracy. It measures the ability to maintain focus and track information over brief and continuous periods of time, reflecting whether a subject can perform attention-based mental tasks quickly and accurately.

Internal focus is your ability to keep the mouse over the icon and control keystrokes to ensure that what's happening on the screen is occurring the way you want it to. External focus is the ability to filter outside disturbances, whether it is talking, noise in the background, etc. A comparable situation in golf would be standing on the tee box and someone talking or moving around in your peripheral field of vision. With cognitive flexibility testing, that focus is measurable.

Gagne believes that improved focus will allow golfers to more easily shake off a bad shot and move on to the task at hand, concentrating on the next shot.

Complex attention, which is a combination of internal and external focus, improved in 71% of the challenge subjects. Referring to the 2 to 8% increase in speed within a period of 4 to 6 hours, Gagne states, "What you need to realize is most people are habitual in the way they react and the way that they play the game of golf. To make any type of positive modification in their game in such a brief amount of time, that's extremely significant." Although it was not part of the study, Gagne is confident that wearing a Q-Link for more extended periods of time will enhance its measurable benefits. Psycho motor speed relates to the performance of the golf swing from beginning to end. The ability of your brain to communicate with your body and react accordingly, if you can increase that speed, then you can increase your overall performance. In this category, 79% of the test group showed improvement of between one and 7%.

Every test subject showed an increase in strength after wearing a Q-Link, with an average increase of 5.89% on the left and 7.46% on the right (dominant) hand. The increase ranged be-

"It is concluded that the Q-Link product has a proven and documented increase in general performance in the areas tested. The results portray that the Q-Link product is an effective wellness modality that can be used to increase both hand strength and cognitive flexibility."

MedSource LLC Testing Conclusion

- ✓ **Sharper Focus**
- ✓ **Reduced Stress**
- ✓ **More Energy**
- ✓ **Improved Performance**

tween 1.82 to 20.33% on the left side and 1.0 to 13.72% on the right. MedSource noted, "We were able to diagnose that the Q-Link increased strength in the non-dominant hand which helped create better balance. We have found through testing that the best players act ambidextrously, which provides them with the ability to master the grip and maintain greater control of their swing. We found that after people began wearing a Q-Link, not only were they able to increase their strength, they were able to maintain it for more consistent time periods before fatiguing. They had more energy!" MedSource summed up its results stating, "It is concluded that the Q-Link product has a proven and documented increase in general performance in the areas tested. The results portray that the Q-Link product is an effective wellness modality that can be used to increase both hand strength and cognitive flexibility!"

"I think the Q-Link really just kept me in the zone and allowed me to keep making birdies and going at that time break the all-time PGA Tour scoring record. When I started wearing the Q-Link in 2001 it was the best streak of playing golf I have ever had. I feel calmer, less nervous and less anxious, which is a good thing in professional golf!"
Mark Calcavecchia

How it Works

Q-Link technology was developed in conjunction with scientists at Stanford and the University of California. At the core of product performance is Sympathetic Resonance Technology, which clarifies the body's energetic system and enhances its ability to cope with the debilitating effects of a variety of stressors including electromagnetic fields, which the inventors say are everywhere - from computer screens to cellular phones. "Many of us have felt the field created when a musical tuning fork is struck," says Seth Ross, director of Q-Link Marketing. "Picture a table with hundreds of them. The nearest tuning fork begins to resonate sympathetically with the next one and so on, until all are resonating. The field has now strengthened to a significant degree, though only the first was struck. Our bodies are made up of 75 trillion cells, and each can be imagined as a tuning fork in the sense that each cell has a frequency. If you picture yourself made up of many tuning forks instead of cells, Q-Link is the powerful tuning fork that has been struck. Imagine how that soothing effect would spread throughout your body!"

Many readers already wear the original Q-Link Classic with SRT-2 technology. Both SRT-2 and SRT-3 contain the same beneficial energy supporting/clarifying/enhancing frequencies. Where they differ, SRT-3 products feature enhanced materials which allow them to interact more responsively and effectively with the needs of the wearer. A good analogy for this is two computer processors operating at different speeds. Though both will get the job done, the faster version will do it more efficiently and with more performance oriented results. SRT-3 products are recommended for those regularly immersed in stressful or performance demanding environments and circumstances. Individuals often in close proximity to electromagnetic fields such as computer workstations,



"Mainly I think the Q-Link's helped me to stay focused and in the same manner, stay very relaxed." Ernie Els

tions, offices with intrusive fluorescent lighting, mobile phones or exposed to other invasive electrical equipment or electronics would reap additional benefits. Those seeking improved well-being or to excel at a discipline such as yoga, martial arts, fitness or meditation as well as athletes would also benefit.

Your Ticket to the Zone

We've all heard descriptions about being in that mystical place of peak performance called "the zone." There are those who believe that the chief component of the zone is a lack of stress. Anything reducing stress will help you get there more often and stay there longer. Calcavecchia added, "I think the Q-Link really just kept me in the zone, and allow me to keep making birdies and break the all-time PGA Tour scoring record." The great thing about Q-Link is that it applies to anything you do in life - work, play, sleep... even golf.

Try a Q-Link and Take the Q-Link Challenge

If you're interested in trying Q-Link or want additional information go to www.QLinkGolfDeal.com or call 800-246-2765

Take the Q-Link Challenge. Q-Link pendants and bracelets now come in several models starting with the standard acrylic pendant in white, black or blue (\$99.95). Other items include a range of products in titanium, stainless steel, silver and gold (\$129.95 - \$999.95). The company offers a 90-day, money back guarantee.

Special bonus to Golf Today readers: Receive a FREE Pocket Q-Link—a \$29.95 added value!

Take the Q-Link Challenge

**FREE...
 Fun... Fast...
 Informative**

**Test your focus,
 speed and accuracy...
 Then experience the
 improvement with Q-Link**

The Q-Link Challenge is an exciting new way to demonstrate how your cognitive performance improves as a result of wearing a Q-Link product. Whether you're an athlete, business professional, parent, airline pilot, IT professional, provider of wellness services, fitness enthusiast or otherwise, cognitive function plays a critical role in your performance.

Free, fun and informative, the Q-Link Challenge consists of two short online video-game style tests that evaluate Attention, Motor Speed & Accuracy, Reaction Time and Overall Performance. The first test (taken before wearing a Q-Link product) determines your baseline performance in these areas. Your second test (granted and taken after you've purchased and worn your Q-Link product as directed), measures how much you've improved against your former baseline results. Each test generates a printout with easy to read results and a description of each cognitive skill measured.

**Take the
 Q-Link Challenge
 at QLinkGolfDeal.com**