



Optimizing Flow + Human Performance With Deep End Fitness (DEF)



COPING • STRESS-MANAGEMENT • RESILIENCY • ANTI-FRAGILITY

PERFORMANCE BENEFITS

Unique turnkey approach for top-down cognitive mastery and clearing of emotions to enhance integration of the body, brain, and mind.

BODY

Heart, lungs, gut, immune system, and peripheral nervous system are invoked through breathing and grounding exercises, as well as exposure to metabolic stress (hypoxia, hypercapnia) in extreme environments (underwater exercises).

BRAIN

Transforms sensory stimuli into coherent percepts while regulating attention and controlling metabolic functions. Stimulated through breathing exercises (focused breathing and breath holding), engaging stimulus-response behaviors during underwater activities, and because of the Diver's Reflex.

MIND

Psychological part of oneself that thinks, feels, reasons, decides, and remembers. Engaged by psychophysiological stress, increased positive self-talk, and undertaking physical challenges.

Hypoxia-Inducible Factors (HIFs)

Transcriptional factors, which serve as master regulators of oxygen metabolism and homeostasis. HIF transcription factor activity and hypoxia are key regulators of innate and adaptive immunity by regulating immune cell function and metabolism

COMPANY OVERVIEW

Deep End Fitness is a combat veteran/ service-disabled owned business with a mission to optimize warfighter performance, health, and readiness through aquatic-based training in conjunction with the F.R.E.E. mindset operating system. This approach, developed by former Marine Raiders, enhances mindfulness, develops resiliency, and equips warfighters with proven stress-management coping mechanisms to elevate performance under pressure.



RESEARCH

DEF RESEARCH STUDY:

Investigating Question: How does Deep End Fitness training affect mental performance in athletes?

We aimed to determine if a community-based aquatic training program can produce positive mental health benefits across a group of athletes. Research has been peer-reviewed and conducted over 1.5 years.

DEF SIGNIFICANTLY REDUCES:

STRESS BY	DEPRESSION BY	ANXIETY BY
22.5%	28%	28%

RESULTS:

Deep End Fitness athletes demonstrate enhanced coping mechanisms and increased mental performance over the course of a 4-6 week study with consistent, weekly training attendance.

DEF SIGNIFICANTLY REDUCES:

STRESS BY	DEPRESSION BY	ANXIETY BY
26.5%	28.6%	31.5%

DEF SIGNIFICANTLY INCREASES:

POSITIVE AFFECT BY
28.6%

*Significance determined by $p < 0.01$

CURRENT EFFORTS (DOD)

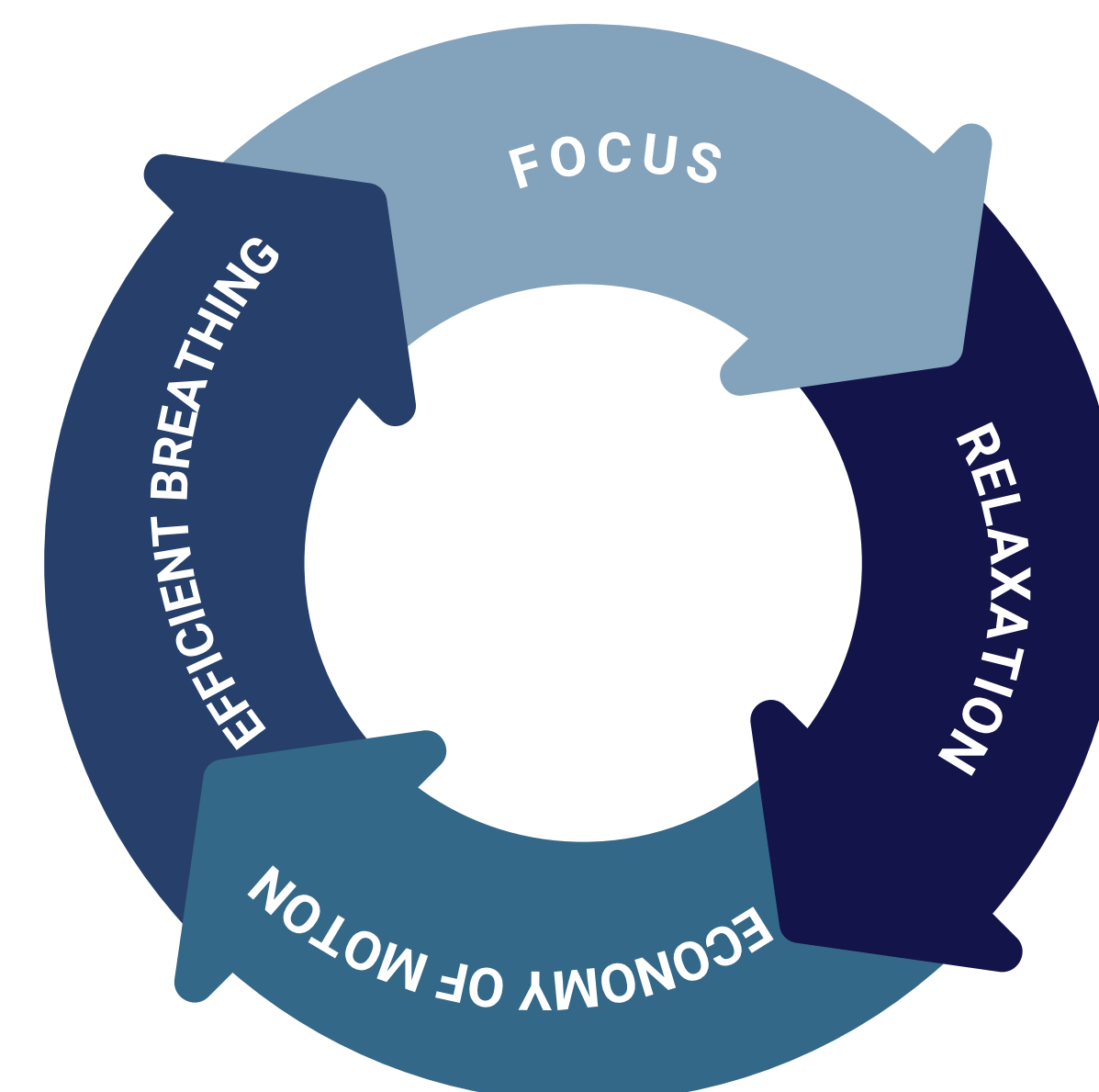
- Air Force SBIR Phase I
- Preservation of The Force and Family (POTFF)
- Airman Readiness BAA for Medical Research (Air Force)
- BAA for Extramural Biomedical Research and Development (USSOCOM)
- Mindset Training Program Notice (Grand Forks Air Force Base)
- Operational Stress Management Resiliency and Self-Care Training for First Responders (IL National Guard)

CURRENT EFFORTS (OUTSIDE OF DOD)



F.R.E.E OPERATING SYSTEM

F.R.E.E Operating system: A turn key approach using Focus, Relaxation, Economy of Motion, Efficient Breathing to unlock performance in the present moment.



- FOCUS
- RELAXATION
- ECONOMY OF MOTION
- EFFICIENT BREATHING

TESTIMONIALS

"Prime and Don have put together a simple to follow guide that will take you through a crawl-walk-run-fly methodology to self-improvement and toward self-mastery. The guidebook takes you through the science of breath work, optimizing performance, and emotional responses, yet keeps things fun, straightforward, and interesting. Four weeks to a better understanding of YOU, what makes YOU tick, and how to make that work to YOUR advantage! A GREAT resource!"

- JON MACASKILL, FORMER NAVY SEAL

"The concept of F.R.E.E. has been a game changer for my mental fortitude both within training and my personal life. Focus for me has made me more mindful of my life. I have a better perspective of what I want to achieve within training. In my personal life I am able to make goal focused decisions. Relaxation has helped me destress during difficult moments of training. To remember what I am focusing my attention on and to keep my sights on those goals."

- LIZ CARMOUCHE, USMC COMBAT VETERAN & CURRENT MMA WORLD CHAMPION