





**9:00 am SESSION I: Overview of the Direct-to-Consumer Neuroscience Market**

Alvaro Fernandez, SharpBrains, Washington, DC, USA

**9:25 am SESSION II: Institutional Pushes and Pulls**

Carlos Peña, U.S. Food and Drug Administration, Silver Spring, USA

Annette Soberats, Federal Trade Commission, Washington, D.C., USA

**10:35 am SESSION III: Direct-to-Consumer Brain Training**

Karen Rommelfanger, Emory University, Atlanta, USA

Jonathan King, National Institute on Aging, Bethesda, USA

Aaron Seitz, University of California, Riverside, USA

**11:40 am SESSION IV: Direct-to-**



