BrainCo Announces Signing of Jessica Lucero and Christian Lucero as Official FocusFit Athletes

Boston—April 9—Today, BrainCo announced the signing of Jessica Lucero (59kg Olympic Weightlifter) and Christian Lucero (CrossFit Games Athlete) as Official FocusFit Athletes.

FocusFit

Being mentally prepared is essential for getting the most out of your workouts.

With the FocusFit platform you train mind to achieve the highest level of focus through brain-controlled exercises that prime you for optimal performance and you will maximizes your post-workout recovery through neurofeedback paired with guided meditation. Whether you’re a beginning fitness enthusiast or an elite-level athlete, FocusFit will help you get the most out your workouts and recover faster.

“FocusFit has been an incredible tool to my training protocols, helping me unlock many new ways to quiet my mind and set focus on the task at hand. I am naturally a very self-reflective person and have tried many meditative techniques, but the live feedback that you get when using the FocusFit band is something that I have never seen before and am using to help me make more lifts.” – Jessica Lucero currently a 59kg Olympic Weightlifter and former 4x National Champion, 58kg American Record Holder, 3x World Team Member, and 3x Pan Am Team Member.
“In the time using the FocusFit band and protocols I have seen an undeniable increase in my cognitive alertness, ability to drown out anything that does not require my attention, and meditative state of mind. Its interactive software maps out an individualized plan that gives you to both visual and empirical feedback to train your bodies most valuable organ, the brain.” Christian Lucero is a CrossFit Games Athlete, a 5x CrossFit Games Regional Athlete, 18th Fittest Man Alive in 2016, and finished 13th in Dubai CrossFit Championships.

The team at BrainCo is excited to have the privilege to work with such high caliber athletes as Jessica and Christian. Their endorsement is further evidence of the value of FocusFit for all athletes, regardless of age, ability, or sport.

**FocusFit Availability**

FocusFit will be available for preorder soon through the company’s website [www.brainco.tech](http://www.brainco.tech), and will be released in early May.

###

BrainCo is a registered trademark of BrainCo in the United States and internationally.

**For more information on FocusFit:**

Website: [www.brainco.tech](http://www.brainco.tech)