



# BrainActivate

## Brain Performance Drink for Focus, Concentration, and Memory



**BrainActivate** is a unique blend of ingredients that provide a quick brain energy boost resulting in improved focus, concentration, and memory.

Unlike caffeinated 'energy drinks' on the market today, **BrainActivate** provides help with focus and concentration. You are not just awake, you are productive and sharp! **BrainActivate** won't let you crash after 5 hours, and it doesn't give you the jitters or sleepless nights!

### Key Ingredients of BrainActivate:

**Vitamin B12 (as methylcobalamin)** – Research shows that this active form of B12 has the unique ability to provoke the regeneration of nerves without adverse side effects. This is because B12 facilitates methylation, the process that creates and maintains nerves and brain chemicals. Research shows that a lack of methylcobalamin causes degeneration of the brain and spinal cord - a condition known as subacute combined degeneration. In this disease, nerves lose their insulation and begin to deteriorate. This process, known as demyelination, occurs in other neurological diseases such as multiple sclerosis

and chronic inflammatory demyelinating polyneuropathy. It has been documented that the level of B12 decreases every year with age. Age-related deficiency is associated with hearing loss, memory impairment, and psychiatric disorders, along with heart disease and stroke. Alzheimer's disease (AD) patients have less B12 in their spinal fluid than people without the disease. They also have less SAME - the substance required to methylate cobalamin (B12) to methylcobalamin, the active form. The failure of B12 supplementation to improve AD patients in some studies may be due to their inability to activate B12 in the brain. Note: since Methylcobalamin is already methylated, it doesn't require SAME.

**Chocomine™** - Clinically-proven, chocolate-based, patented cocoa extract containing the compounds associated with the many health benefits found in chocolate candy, but without the calories, fat, or dairy. In addition to the hedonic ingredients thought to cause chocolate cravings, Chocomine is standardized for several other important phytochemicals. These include proven, safe, and natural non-ephedra thermogenic compounds, as well as mood and cognitive performance-enhancing substances. The beneficial effects of chocolate come from more than one component and Chocomine is the only cocoa extract that combines the sensory benefits of chocolate with several of the bioactive compounds in a unique and synergistic blend. In a pilot study, Chocomine has shown to help with mental acuity, focus, execution, reaction time, and decision-making. Chocomine provides a good amount of antioxidants and boosts the metabolism, and it also contains Tryptophan which is an amino acid that increases the levels of serotonin in the brain to cause a calming effect and reduce stress.

**Acetyl L-Carnitine (ALC)** - Enhances neuronal energy production by transporting fuel sources into the mitochondria. ALC acts as an effective antioxidant, enhances acetylcholine, brain metabolism, and improves oxygen and glucose utilization to the brain.

**Rhodiola Extract (RHO)** - Buffers the brain against the negative effects of stress (cortisol) and other environmental, physical, and biochemical stressors such as fatigue from work. RHO is very effective in improving mental performance in demanding situations.

**Vinpocetine (VIN)** - Increases cerebral vascular blood flow, thus enhancing the flow of nutrients, oxygen, glucose, and neurotransmitter substrates (e.g., choline to the brain). VIN has been shown to improve memory and brain processing speed. It also increases brain glucose metabolism and increases the mitochondria's generation of ATP, which improves brain energy as well as mood, memory, and other mental functions.

**Huperzine A (HUP)** - A natural acetyl cholinesterase (AChE) inhibitor. AChE is the enzyme that destroys acetylcholine in the synapse before it's effectively used to communicate your thoughts, feelings, and memories. HUP helps keep your acetylcholine levels up, so your synapses fire fast and efficiently. HUP has been shown to improve memory and protect brain cells from free radical and glutamate "excitotoxicity", a highly damaging condition found in accelerated brain aging and Alzheimer's.

Supplement Facts		
Quantity: 2 Fl. OZ. (60 ml)		
	Amt Per Serving	%Daily Value
Calories per serving	23	*
Total Fat	.81g	1%
Saturated Fat	0g	0%
Total Carbohydrate	3.7g	1%
Dietary Fiber	1.13g	5%
Sugar	2.5g	1%
Protein	.30g	1%
Vitamin B1	25mg	1667%
Vitamin B5	50mg	500%
Vitamin B6	1mg	50%
Vitamin B3	35mg	175%
Vitamin B12	50mcg	833%
* Daily Value not established		

**Also Contains:** Purified Water, Glycerine, Lethicin, Natural and Artificial Flavors, Acetyl-L-Carnitine, Chocomine™, Alpha Lipoic Acid, Rhodiola Standardized Extract, Guarana Standardized Extract, Vitamin B3 (niacinimide), Resveratrol, Sucralose, Vinpocetine, Huperzine A, Potassium Sorbate. **Product contains a chocolate derivative.**

**Directions For Use:** Shake well before opening. Drink entire contents. Keep out of reach of children.

If you are pregnant or nursing, consult a physician before using this product. This product contains NO dairy, egg, fish, peanuts, crustacean shellfish (lobster, crab, shrimp), soybeans, tree nuts, wheat (gluten), or yeast. This product has not been evaluated by the FDA and is not intended to cure, treat, diagnose, or prevent disease.