

## Nutraceutical Brain Support for Focus, Concentration, Memory



**BrainSmart** is a unique blend of ingredients designed to optimize brain energy and performance.

**BrainSmart** is formulated to improve mental focus, memory, concentration, and clearer thinking.

### Key Ingredients of BrainSmart:

**Acetyl L-Carnitine** – Enhances neuronal energy production by transporting fuel sources into the mitochondria. The mitochondria is the energy producing furnace of the neuron. ALC acts as an effective antioxidant, enhances acetylcholine and brain metabolism, improves oxygen and glucose utilization to the brain, and it has shown to improve quality of sleep.

**Rhodiola Extract** – 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. Actual studies in Europe have shown that it improved mental performance in medical students and pilots under stress. RHO increases several neurotransmitters including dopamine (regulates focus, attention, and mood) and norepinephrine (regulates alertness and long term memory formation).

**GlyceroPhosphoCholine (GPC)** – The proven nutrient of choice for subjects with mental deterioration related to poor circulation. GPC is also excellent for improving concentration, including in young healthy people. Over 20 studies involving

more than 5,000 patients have shown time and time again that GPC increases alertness, boosts learning, and revitalizes mental performance. One study showed that GPC helped patients with cognitive decline improve their memory, mental clarity, and brain function by an astounding 71%. GPC also increases levels of GABA (gamma-amino butyric acid), an important nerve “balancer” in the brain. Healthy levels of GABA stop brain neurons from misfiring and help you relax and focus on the task at hand.

**Phosphatidyl Serine (PS)** - Enables your brain cells to metabolize glucose and to release and bind with neurotransmitters, all of which is important to learning, memory, and other cognitive functions. PS increases communication between cells in your brain by increasing the number of membrane receptor sites for receiving messages. PS modulates the fluidity of cell membranes, which are essential to your brain cells' ability to send and receive chemical communication. Scientific studies demonstrate that PS restores the brain's supply and output of acetylcholine, the neurotransmitter so important to memory.

**Alpha Lipoic Acid (ALA)** - A powerful antioxidant and neuro-protector, ALA is one of the few compounds that deliver its antioxidants right into the mitochondria. ALA revitalizes other neuro-protective agents such as Vitamins E and C, glutathione, and CoQ10. ALA also improves blood sugar balance, lowers insulin resistance, and reduces the glycation of proteins, or AGE plaques (advanced glycation end-products), which can cause major problems in the brain. It has been shown to improve memory and actually reverse neuropathy. ALA, when combined with acetyl-L-carnitine has shown remarkable synergistic effects in slowing down brain aging at the mitochondrial level.

**Ribonucleic Acid (RNA)** – An antioxidant. It is found in the nucleus and cytoplasm of cells, where it plays an important part in protein synthesis, and other chemical activities of cells. It transmits genetic information from DNA to proteins made by the cells. RNA/ DNA combinations are used to improve memory and mental sharpness. Ribonucleic Acid improves the ability to learn and can lengthen a life span. It is used to improve and treat Alzheimer's, depression, and to increase general energy levels. The nutrient tightens the skin, increases the sex drive and helps to counter the aging effects.

**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, protect brain cells both from free radical and glutamate “excitotoxicity”, a highly damaging condition found in accelerated brain aging and Alzheimer's. HUP also stimulates the acetylcholine receptors making them more sensitive to existing levels of ACh. HUP may also act as a brain metabolic enhancer.

**Vinpocetin (VIN)** – A natural extract of the periwinkle flower, vinca minor. It 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. VIN is also a powerful antioxidant and neuro-protective agent that has been shown to protect brain cells against the chronic age-related reduction in oxygen levels and the acute and sudden loss of oxygen, such as after a stroke. VIN also protects the brain from imbalances in calcium regulation, or calcium overload, which is another major cause of cognitive decline and brain dysfunction with age.

**Biotin** – A member of the B-vitamin family and is an essential nutrient in human nutrition. It is involved in the biosynthesis of fatty acids, gluconeogenesis, energy production, and the metabolism of the branched-chain amino acids (L-leucine, L-isoleucine, L-valine). Biotin improves glucose tolerance and decreases insulin resistance, which are both healthy factors for the brain. Biotin levels may be depleted by alpha lipoic acid intake, and therefore has been added to replenish this possible depletion, as well as boost glucose metabolism and balance.

Supplement Facts		
Quantity: 120 Vegicaps		
Serving Size: 4 Capsules	Amt Per Serving	%Daily Value
<b>Acetyl L-Carnitine</b>	1000mg	*
<b>Rhodiola Extract</b>	250mg	*
<b>GlyceroPhosphoCholine (GPC)</b>	200mg	*
<b>L-Phenylalanine</b>	150mg	*
<b>L-Pyroglutamic Acid</b>	150mg	*
<b>Gotu Kola</b>	150mg	*
<b>Phosphatidyl Serine (PS)</b>	120mg	*
<b>Kola Nut</b>	100mg	*
<b>Astragalus</b>	100mg	*
<b>L-Taurine</b>	100mg	*
<b>L-Glutathione</b>	100mg	*
<b>Alpha Lipoic Acid (ALA)</b>	80mg	*
<b>Ribonucleic acid (RNA)</b>	50mg	*
<b>Huperzine A (HUP)</b>	10mg	*
<b>Vinpocetin (VIN)</b>	8mg	*
<b>Biotin</b>	500mcg	*

\* Daily Value not established

**Also Contains:** vegetable cellulose capsules.

**Directions For Use:** Take four (4) capsules daily or as directed by your health care professional. 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. Contains no artificial sweeteners, flavors, colors or preservatives. This product has not been evaluated by the FDA and is not intended to cure, treat, diagnose, or prevent disease.