



Brain Formula

SUSTAIN MENTAL CLARITY[◇]

How will Brain Formula improve my mental well-being?

The final decade of the 20th century witnessed an explosion of research in the neurosciences. We now have evidence suggesting that the special nutrients and unique plant extracts included in Brain Formula help neurons (brain cells) maintain healthy cellular energy production by promoting healthy mitochondrial function, scavenging free radicals, and promoting healthy blood circulation.[◇] Antioxidants, specific neurotransmitter nutrients, and synergistic herbal concentrates included in Brain Formula support healthy brain cell communication through the neurotransmitter pathways, and promote healthy blood circulation, especially throughout the vast network of tiny blood vessels of the brain, enabling you to stay focused, alert, and functioning at peak mental capacity.[◇] Activity of the neurotransmitters nutritionally supported by Brain Formula is associated with healthy mood, memory, mental acuity, and alertness, without need for stimulants such as caffeine.[◇]

DIETARY AND ENVIRONMENTAL FACTORS AFFECT OUR BRAIN FUNCTION

In order to help ensure that we obtain the necessary nutrients to support healthy mental function in our hectic lives, Life Plus[®] developed Brain Formula. It provides exactly what it says: unprecedented nutritional and herbal support for maintaining healthy function of the most intricate, mysterious, and delicate organ of the human body.

Recent research has suggested that dietary and environmental factors play an important role in supporting and maintaining healthy brain function throughout life. Aging and mild memory loss associated with aging have become a major concern for many people in our society. Some people become more absent-minded due to the natural aging process as they grow older, whereas other people reach very advanced ages with excellent mental function. Although the reasons for this difference may be partially genetic, accumulating evidence suggests that nutrition, environmental factors, and lifestyle are also involved.

In order to maintain and promote healthy brain function, one should avoid or minimize the number of lifestyle choices that increase the amount of free

radicals in the blood, body, and brain. Some of these lifestyle choices include: smoking, excessive alcohol and/or drug use (prescription and non-prescription), and emotional/mental stress.

Also, one should avoid food and drink, whenever possible, that contain glutamate (MSG) and aspartame (artificial sweetener) which are amino acid compounds that are added as flavor enhancers.

Since these flavor enhancers are so widely used in our food supply (MSG now goes on food labels under many names such as “hydrolyzed vegetable protein” and “autolyzed yeast extract”), avoiding them altogether is difficult, if not impossible. These two amino acids, when used in large quantities as flavor enhancers in manufactured foods and beverages, can over stimulate certain brain cells beyond their ability to sustain and maintain their supply of cellular energy.

ANTIOXIDANT PROTECTION IN MATURE BRAINS

As we grow older, the ability of our brain cells to generate energy diminishes significantly. In addition, the amount of glutathione and cellular antioxidant enzymes in these brain cells also decreases, thus allowing for a larger accumulation of free radicals.

[◇]These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

Studies indicate that by maintaining diets high in antioxidants, individuals can protect their brain cells against free radical attack thus helping to retain mental focus, sharpness and acuity as they age.[◇] Mental acuity is crucial in sustaining our overall quality of life. Harsh environmental factors, certain lifestyle choices as well as dietary choices, all make it more imperative that we provide our brains with adequate nutritional support.

THREEFOLD FORMULA

The core of Brain Formula is threefold: **antioxidants** (*tocopherols, vitamin K, B-vitamins, selenium, N-acetyl cysteine, alpha lipoic acid, bioflavonoids*), **specific brain-supporting nutrients** (*L-carnitine, N-acetyl-carnitine, dimethylaminoethanol bitartrate, phosphatidyl serine, L-taurine*), and **herbal concentrates** (*Ginkgo biloba, Gotu kola, Huperzia serrata, Eleuthero (Eleutherococcus senticosus)*).

EXPLOSION OF RESEARCH IN NEUROSCIENCES

Neuroscience research indicates that the aforementioned nutrients and plant-derived compounds are capable of helping neurons (brain cells) maintain

healthy cellular energy production by promoting healthy mitochondrial function, and promoting healthy blood circulation, especially throughout the vast network of capillaries (the tiny blood vessels of the brain), both of which are crucial to individual brain cell function.[◇] Healthy mitochondrial function includes both cellular energy production, and scavenging of free radicals.

AMINO ACIDS SUPPORT HEALTHY MOODS[◇]

In addition, certain amino acids (L-glutamine, L-phenylalanine, L-tyrosine) that serve as fuel for the critical neurotransmitters that transmit messages between brain cells, are also included in Brain Formula. Activity of these neurotransmitters is associated with healthy mood, memory, mental acuity, and alertness, without need for stimulants such as caffeine.[◇]

A diet rich in fruits, vegetables, high-quality protein, and essential fats, pure water, regular exercise, and stress management techniques such as biofeedback, yoga, tai-chi, and meditation, along with these outstanding supplements, can significantly enhance our ability to maintain the priceless resource of an active and agile mind throughout our lifetime.

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Supplement Facts

Serving Size

3 Tablets

Servings Per Container

60

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Calories	5		
Vitamin E (D Alpha Succinate)	45 IU 150%		
Vitamin K-1 (Phytomenadione)	50 mcg 63%		
Thiamin (Vitamin B-1)	25 mg 1667%		
Riboflavin (Vitamin B-2)	25 mg 1471%		
Niacin (Nicotinamide)	25 mg 125%		
Vitamin B-6 (Pyridoxine HCl)	6 mg 300%		
Folic Acid	100 mcg 25%		
Vitamin B-12 (Cyanocobalamin)	100 mcg 1667%		
Pantothenic Acid (Calcium D Pantothenate)	25 mg 250%		
Selenium (as Sodium Selenite)	30 mcg 43%		
Chromium (as Chromium Chloride)	25 mcg 21%		
L-Carnitine (from L-Carnitine L-Tartrate)	100 mg *		
N-Acetyl L-Carnitine	55 mg *		
N-Acetyl L-Cysteine	150 mg *		
Dimethylaminoethanol Bitartrate (DMAEB)	60 mg *		
		Phosphatidylserines (from Soya Phospholipid Complex)	11 mg *
		Huperzia Serrata (<i>Huperzia serrata</i> (Thunb. ex Murray) Trevis) Whole Herb Extract	1.8 mg *
		Ginkgo Biloba Leaf Extract	30 mg *
		Gotu Kola Aerial Parts Extract	90 mg *
		Eleuthero (<i>Eleutherococcus senticosus</i> (Rupr. et Maxim.) Maxim.) Root Extract	15 mg *
		Norwegian Kelp (<i>Ascophyllum nodosum</i> L.) Whole Plant	10 mg *
		Lemon Bioflavonoids Whole Fruit	10 mg *
		Alpha Lipoic Acid	45 mg *
		Dibenzozide (Deoxyadenosylcobalamine)	6 mcg *
		L-Glutamine	90 mg *
		L-Phenylalanine	100 mg *
		L-Taurine	150 mg *
		L-Tyrosine	45 mg *

*Daily Value not established.

INGREDIENTS: Microcrystalline Cellulose, Dicalcium Phosphate, L-Taurine, N-Acetyl L-Cysteine, L-Carnitine L-Tartrate, L-Phenylalanine, L-Glutamine, Gotu Kola Aerial Parts Extract, Dimethylaminoethanol Bitartrate (DMAEB), N-Acetyl L-Carnitine, Alpha Lipoic Acid, L-Tyrosine, Vitamin E (D Alpha Succinate), Silica, PhytoZyme® proprietary blend (Bromelain, Papain, Aloe Vera, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Spinach, Cauliflower, Asparagus, Celery, Beet, Chili Pepper, Green Bean, Pea, Sweet Potato, Cucumber, Pumpkin, Snow Pea, Tomato, Zucchini, Lima Beans, Mushroom, Banana, Cantaloupe, Cranberry, Guava, Lemon, Mango, Orange, Papaya, Peach, Pineapple and Grapefruit), Ginkgo Biloba Leaf Extract, Calcium D Pantothenate, Niacin (Nicotinamide), Riboflavin (Vitamin B-2), Thiamin (Vitamin B-1), Eleuthero Root Extract, Phospholipid Complex (Soya), Magnesium Stearate, Lemon Bioflavonoids Whole Fruit, Norwegian Kelp (*Ascophyllum nodosum* L.) Whole Plant, Vitamin B-6 (Pyridoxine HCl), Huperzia Serrata (*Huperzia serrata* (Thunb. ex Murray) Trevis) Whole Herb Extract, Chromium Chloride, Folic Acid, Sodium Selenite, Dibenzozide (Deoxyadenosylcobalamine), Vitamin K-1 (Phytomenadione), and Vitamin B-12 (Cyanocobalamin).

Formulated in the exclusive PhytoZyme® base of plant enzymes for bioavailability and over 30 synergistic fruit, vegetable and herbal concentrates for "extra" phytonutrient cofactors.

Allergy Information: This product is processed in the same facility that processes products containing fish/shellfish, soy and dairy.

Warning: Phenylketonurics—Contains Phenylalanine. Not for use by pregnant or nursing mothers. Persons taking monoamine oxidase inhibitors (MAO) should only use this product under the supervision of your physician. As with all dietary supplements, consult your physician prior to taking this supplement if you are on prescription medication or under a doctor's care.

Suitable for Vegetarians.

This product was not tested on animals.

DIRECTIONS: Three tablets, twice a day.

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