

# POWERING YOUR BRAIN, *NATURALLY*

THE SECRETS OF KEEPING A  
HEALTHY & SHARP BRAIN



LifeBotanica

# LifeBotanica – Brain & Memory Power

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## ***What Brain Health Means?***

As wrinkles appear on our face over the years, our brain undergoes aging as well. The brain is the most spectacular engine of our body. With the combined and coordinated activities of billions of nervous cells, the brain is in constant communication with all parts of the body, resulting in the creation of the most complex communications network ever created. But its activity is not confined to mental, cognitive or emotional states. Our brain dominates our body!! It is in constant flux and does not remain the same in the unfolding of minutes, hours, and days and it is capable of miracles, influencing the normal mechanisms of our vital organs such as the liver, heart, lungs or helping in contrast impairments that follow accidents and illnesses. Thus, brain health means maintaining a state of cerebral wellness so as to facilitate the proper operation of all mental, cognitive, emotional and physical activities.

## ***Why Brain Health Is So Important?***

Nowadays we live longer and longer and the preservation of mental health should be imperative! Our constant increasing age determines the higher incidence of cognitive difficulties such as reduced attention, concentration, memory, reasoning, calculation, logic and in serious cases leading to neurodegenerative diseases associated with aging (dementia and Alzheimer's disease). The mind of a child is like a sponge that builds hundreds of new synaptic contacts each day, storing information and processing disproportionate amounts of new data, while with aging we possess a physiological neural loss and a decrease of cognitive performances. But today we know that our brain continues to create new neurons up to 70 years of age, thus enabling the formation of new connections between neurons and contrasting the body's normal neural reduction.



Another threat for mental activity resides today in our way of life. Difficulties in memory and concentration are often related to an accumulation of stress and fatigue. Similarly, memory and concentration are often sorely tested by information overload due to the development and dissemination of new technologies that offer us, moment by moment, a large number of inputs and information

Therefore, today, by proper prevention in counteracting aging and mental tiredness, more and more people can live a long life and exist not only in excellent physical health, but also with a brain that is always active and stimulated, and that will develop throughout life, resulting in a great, agile, active and reactive mind.

## ***The Main Dangers For The Brain:***

Atherosclerosis is a disorder in which plaque builds up inside arteries and compromise proper circulation. Oxygen and glucose are transported to the brain via the bloodstream in order to produce energy. The brain of a person consumes about 0.25 kcal per minute, 20% of all the energy produced by the body. It is clear therefore the importance of maintaining the proper condition of the circulatory system and combating atherosclerosis.

Oxidative stress is the accumulation of free radicals due to the malfunction of some enzymes used for the elimination of toxic metabolic waste from the cell. It is associated with cellular aging and several diseases, including Atherosclerosis, Amyotrophic lateral sclerosis, Alzheimer's and Parkinson's disease.

Neurotransmitters are chemicals that carry information between cells of the nervous system. Lower or altered production of neurotransmitters and lack of their transport could lead to poor physical and mental performances.

Lower brain plasticity due to traumatic injury or pathological changes, but also because of reduced cognitive and environmental stimulation.

Unhealthy lifestyle: sedentary lifestyle, unbalanced diet, stress, accumulation of information.

A poor mental health can increase irritability, mood instability, overreactions to environmental stimuli, as well as decrease the ability to concentrate and memorize . Beyond certain levels, these disorders could also lead to a high social cost.

**FOR ALL THESE REASONS, WE NEED A COMPLETE BRAIN HELPER!**

## ***How to Fight Brain Difficulties?***

Get your mental health in order! Today it is easy with Brain & Memory Power.

The human nervous system is one of the most complex systems in nature and regulates cognitive performances, including memory, concentration, and intellectual activities. Its functionality can be weakened or altered by aging or particular tiring and exhausting conditions.

Brain & Memory power may be useful as a co-adjuvant in reducing the symptoms of physiological and progressive cognitive difficulties associated with aging or stressful situations. With its multiple actions on brain health, this product enables you to think more clearly, to boost your memory and to feel more reactive and smart.

***TAKE CARE OF YOUR BRAIN! WITH BRAIN & MEMORY POWER IT IS NOW POSSIBLE.***



## What is LifeBotanica Brain & Memory Power?

Brain & Memory Power is a nutritional supplement essential for brain strength and for proper cognitive functioning. It is based on extracts from plants such as Ginkgo Biloba, St. John's Wort and Bacopin and other biological substances including Phosphatidylserine, DMAE Bitartrate, Acetyl-L-Carnitine, Glutamine and Vinpocetine.

With this particular formula, Brain & Memory Power is an essential brain support, able to promote a **QUADRUPLE ACTION** for your cerebral health:

### 1. Helps support a healthy memory, and a focused, sharp, active & reactive mind.

Brain & Memory Power is formulated with a specific ingredients blend that supports a healthy memory and helps keep you sharp, focused and on top of your game. The high quality Ginkgo Biloba is the most potent ingredient to boost memory and health.

### 2. Provides blood flow and circulation support for your brain.

Do you think your heart is the main organ for blood flow and circulation? Wrong. The Brain requires a huge amount of blood, since a proper blood flow ensures that your brain gets the nutrients needed to have more and more energy and perform at its best. Brain & Memory Power promotes healthy cerebral blood flow.

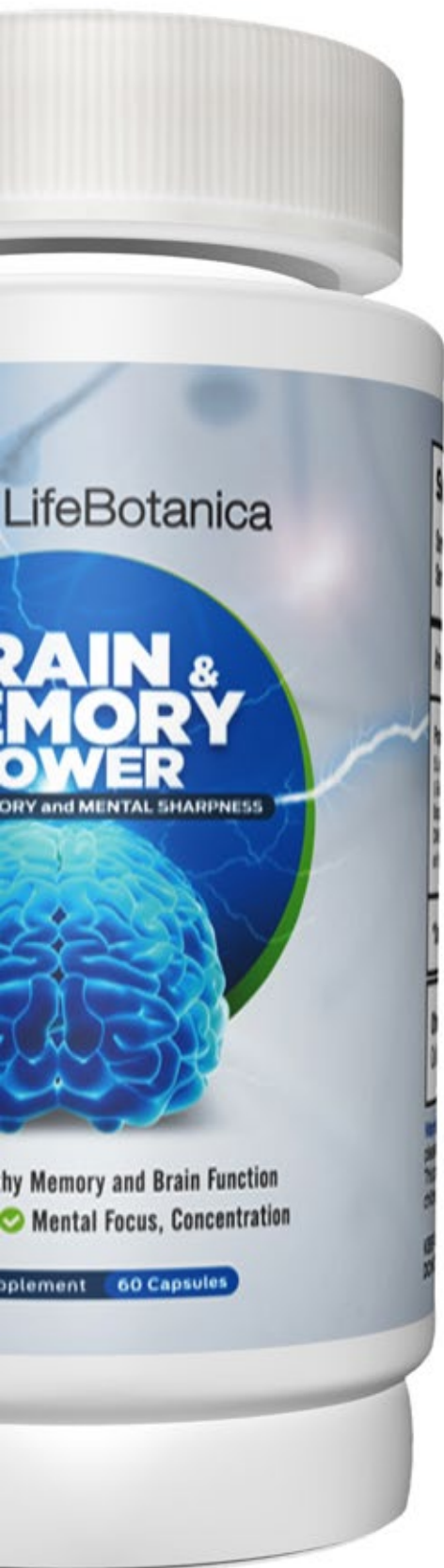
### 3. Supports your brain communication network.

Billions of reactions occur every second in your brain as part of its sophisticated communications network. Tiny messengers in the brain, called neurotransmitters, play a critical role ensuring that communication takes place. Our Brain & Memory Power blend provides an essential component of healthy neurotransmitter production and regulation.

### 4. Improves mood state.

Most of LifeBotanica's Brain & Memory Power ingredients are provided to improve mood (anxiolytic, antidepressant and anti-stress properties). Mood and cognition are strictly related: a good mood state, a feeling of calm and efficiency contributes to better cognitive performances!





# *Benefits:*

*Brain & Memory Power can:*

- Help slow down the aging process
- Enhance cerebral blood circulation
- Provides antioxidant protection
- Promotes cell rejuvenation and neuroprotection
- Regulates neurotransmitter production and regulation
- Provides immune-stimulant action
- Boosts memory and cognitive functions
- Enhances mental performance
- Improves productivity
- Improves clarity of thought
- Decreases stress-related negative effects
- Reduces the sense of fatigue
- Improves mood state
- Improves sleep



# Who Can Benefit From Brain & Memory Power?

**The answer is: EVERYBODY.**

Brain and Memory Power has **QUADRUPLE ACTION** and is able to provide a complete protection for your brain and to ensure proper brain health. The specific ingredient blend supports a healthy memory and helps keep you sharp, focused and with a better mental efficacy and flexibility. The improvement of the cerebral microcirculation and the modulation of neurotransmitters allow a greater supply of nutrients to the brain and better brain communication, resulting in greater energy available and therefore an increase and an improvement of cognitive performances. Finally, the anxiolytic, antidepressant and anti-stress properties of Brain & Memory Power ingredients lead to a feeling of pleasant, stress-free calm in the mind that helps one to perform cognitively better.

For all these reasons, Brain & Memory Power helps you to protect your cerebral health from normal aging processes and to keep an above average cognitive performance. It enables your brain to feel always active and young. But beyond physiological aging, other factors can contribute to lower cognitive performances. Physical and psychological stress typical of periods of intense study and work, daily information overload, tiredness and fatigue, lower mood conditions and could all put a strain on your memory and concentration abilities.

LifeBotanica Brain & Memory Power is proposed as effective not only for elderly people and for the prevention of physiological mental aging, but also for everyone, students or workers, who need a greater supply of mental energy to cope with everyday life. Do you need to stay focused, to increase concentration and memory and to improve productivity? Do you want to enhance mental energy and improve performances? Do you require clarity and want to get rid of so-called "brain fog"? LifeBotanica Brain & Memory Power is the safe and reliable solution!





# What Differentiates LifeBotanica Brain & Memory Power From Other Supplements On The Market ?

LifeBotanica Brain & Memory Power has an original formula that enables multiple support for your brain, promoting at the same time FOUR ACTIONS to boost your memory and cognitive functions. Its specific blend helps to stimulate memory process and improve brain micro-circulation, providing more energy to your brain. Moreover, preventing further cell damage by protecting cell membranes from oxidative damage, stopping free radicals in their tracks, regulating neurotransmitter and promoting anti-aging action, Brain & Memory Power allows for a higher mental plasticity and makes you more cognitively bright, vibrant and smart. Finally, the mood improvement allows you to raise mental acuity, concentration, attention, mental reflex, memory, and cognitive functioning.

Brain & Memory Power manufactured in the USA GMP certified company. It is unconditionally guaranteed for purity, potency and safety. It is lactose and gluten free and by a GMO's. This contains the first supplement with an excellent value for money, providing all this in a single product. Beware of imitations!

LifeBotanica truly embodies the realization that holistic healing is an essential component of wellness. Our raison d'être is to help your body achieve the physiological harmony and the holistic health through our detoxification products and program. We are dedicated to providing the very best natural, alternative therapy products and holistically balanced programs to address this set of challenges for your continued health and fitness. Natural and pure supplements provide optimum nourishment, naturally fostering good health, vibrancy and an overall sense of well-being. All of LifeBotanica products are GMP and NSF manufactured.



# *What is the composition of Brain & Memory power?*

## *Ginkgo Biloba*

Ginkgo biloba is a very ancient plant native to China. It has been used medicinally for thousands of years and today, it is one of the top-selling herbs in the United States.

The extract of its leaves, the ginkgo, contain terpenes that allow the improvement of blood (micro)circulation at both the peripheral and cerebral level, while polyphenols and flavonoids act on cell membranes, stabilizing and counteracting the formation of free radicals, slowing the oxidation processes and contrasting the physical and mental stress. Moreover, its ability to promote blood fluidity, allows a proper distribution of oxygen and glucose to the brain tissues, thus promoting mental acuity, concentration, attention, mental reflex, memory, and cognitive functioning.

Contrasting the antioxidant effects, ginkgo has been proven effective in improving memory and the quality of life of patients affected by dementia and Alzheimer disease. Recent studies showed its anxiolytic properties, antihypertensive property, and its usefulness in the case of migraine with aura, anxiety and depression or as an add-on therapy for ADHD (Attention-Deficit/Hyperactivity Disorder) and schizophrenia. Evidence for other uses is either lacking or mixed. Further research is warranted to confirm the effectiveness and safety of Ginkgo biloba.



## ***Phosphatidylserine***

Phosphatidylserine (or PS) is a phospholipid that helps the membranes of the nervous cells to act as "guardians" of the brain, regulating the entrance of nutrients and the exit of discards and directly enhances communication between brain cells.

Researchers have found that PS protects against mental decline due to aging, improving clarity of thought, alertness, attention, memory and learning, and overall cognition. It shows promise in the treatment of Alzheimer's and other dementias. In 2003 the FDA has authorized its use stating that "consumption of phosphatidylserine may reduce the risk of dementia and cognitive dysfunction in the elderly", even, at the same time, underlying lack of a complete scientific evidence supporting this claim.

PS can also be useful in ADHD treatment. Furthermore, it can also improve mood and depressive symptoms, especially among the elderly. In normalizing the body's hormone cortisol levels, it reduces the negative effects caused by stress.

## ***Acetyl-L-Carnitine***

Acetyl-L-carnitine is an amino acid derivative that is naturally produced in the body. It is a powerful antioxidant and blocks the damage caused by free radicals in nervous cells, protecting the brain from aging and optimizing the balance of energy processes. Moreover, it leads to the formation of acetylcholine, the main neurotransmitter which operates in learning, short- and long-term memory and even in sleep cycle adjustment. It also has the properties of a fast-acting antidepressant, as well as inducing neuroprotective, neurotrophic and analgesic effects in the peripheral nervous system.

Acetyl-L-carnitine is effective in Alzheimer's disease, age-related memory dysfunction, cognitive dysfunction in chronic alcoholism, depression, nerve pain, hepatic encephalopathy, diabetic peripheral neuropathy, early chronic Peyronie's disease and others.

## ***St. John's Wort***

Extracts of *Hypericum perforatum* (St. John's Wort) have been recommended traditionally for a wide range of medical conditions. It is a medicinal herb with antidepressant activity and potent anti-inflammatory properties.

A 2016 review concluded that it was superior to placebo in patients with major depression, but the quality of evidence of both effectiveness and incidence of adverse effects was reduced with regards to that for conventional antidepressants. The most common modern-day use of St. John's Wort is for mild-to-moderate depression.

## ***Glutamine***

Glutamine is the most abundant amino acid in the body; despite the fact that it's not essential, however in severe illness or injury it could become insufficient. Most glutamine is stored in muscles but the principal consumer of glutamine is the small intestine. Glutamine transports about one-third of nitrogen in the body and is involved in numerous metabolic processes, the circulating glutamine bringing metabolic fuel to the various organs.

Under conditions of metabolic and physical stress, including injuries, illness, or emotional distress, the level of glutamine in the body can markedly decline, lowering the protection against infectious diseases. Glutamine is recommended especially for persons with low muscle mass and chronic immune weakness revealed by frequent infections, persons with wounds that are still healing (e.g., burns, injuries, surgeries), cancer patients undergoing chemotherapy (protects against its toxic effects), inflammatory bowel diseases (especially of the small intestine). Moreover, alteration of glutamine levels seems to be present in Mild Cognitive Impairment and Alzheimer's disease. In the commercial world, glutamine is also marketed as a supplement used for muscle growth in bodybuilding and demanding sports.



## **Bacopin**

Bacopa monnieri (Bacopin) is a medicinal herb used in Ayurveda, where it is also known as "Brahmi". It is described as a cerebral activator, antiulcer, antispasmodic, and anti-asthmatic herb. It contains compounds that may lead to neurotonic and immunomodulatory effects and enhance memory and learning abilities. Bacopa is also used for reducing anxiety and depressive symptoms, attention deficit-hyperactivity disorder and general stress. In particular, Bacoside A, a principal component of Bacopa, promotes dendrites to grow, boosting the rate of synaptic communication. Bacopa seems to increase the kinase activity in the hippocampus, important for memory encoding and retrieval. It also promotes production of the psychoactive enzyme TPH2 (Tryptophan Hydroxylase), is involved in the synthesis of the neurotransmitter serotonin and regulates dopamine spikes. These two hormones help to create a feeling of pleasant, stress-free calm in the mind.

## **DMAE Bitartrate**

DMAE (Dimetil-etanilamina) is a naturally occurring choline analog. By promoting acetylcholine functionality, an important neurotransmitter for memory also implicated in neuroplasticity, DMAE positively acts on attention, concentration, memory and mental energy, boosting reasoning power, increasing creative thought, and improving memory recall.

DMAE is also implicated in the constitution of nerve membranes, improving fluidity and permeability and preserving their structure and function. Used as a remedy useful for the neuroprotective and antioxidant action, DMAE Bitartrate may be effective in different conditions, such as in the treatment of ADHD, Alzheimer's disease and dementia, Huntington's Chorea, and autistic and depressive symptoms. Even in this case, scientific research on DMAE efficacy and safety is mandatory.



## *Vinpocetine*

Vinpocetine is a biosynthetic alkaloid, harvested from Vincamine extract. In Eastern-Europe it is used as a drug for cerebrovascular disorders and memory difficulties, while in the U.S. and other countries it is a popular supplement.

With the enhancing of cerebral blood-flow and its neuroprotective effects, Vinpocetine is used for the treatment of cerebrovascular disorders (supplement for vasodilation) and as a nootropic for the improvement of age-related memory impairment and cerebral metabolism. Vinpocetine has also been identified as a potent anti-inflammatory agent, with a potential role in contrasting the neuroinflammatory processes that can result in neuronal death in cerebrovascular diseases (ischemic stroke), Parkinson's and Alzheimer's disease treatment. The cerebral vasodilator effects of Vinpocetine leads to an increased circulation in the brain, which correspond to higher level of oxygen, glucose and other nutrients that the brain needs to generate energy, resulting in a better alertness and improved cognitive processing. , further studies assessing the efficacy of the use of Vinpocetine in people affected by cognitive impairment are warranted.



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