

# BRAIN FORMULA

Sustain Mental Clarity<sup>◇</sup>



**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.<sup>◇</sup> 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.<sup>◇</sup> 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.<sup>◇</sup>

## **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, Lifeplus<sup>®</sup> 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.

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.<sup>◊</sup> 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, dimethylamino-ethanol bitartrate, phosphatidyl

serine, L-aurine), 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.<sup>◊</sup> Healthy mitochondrial function includes both cellular energy production, and scavenging of free radicals.

### Amino Acids Support Healthy Moods<sup>◊</sup>

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.<sup>◊</sup>

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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#### REFERENCES:

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**Supplement Facts**  
**Serving Size / 3 Tablets**  
**Servings Per Container / 60**

Amount Per Serving	% Daily Value	Amount Per Serving	% Daily Value
Vitamin E	30 mg $\alpha$ -TE 200%	N-Acetyl L-Cysteine	150 mg *
Vitamin K	50 mcg 42%	Dimethylaminoethanol Bitartrate (DMAEB)	60 mg *
Thiamin (Vitamin B1)	25 mg 2083%	Phosphatidylserines	11 mg *
Riboflavin (Vitamin B2)	25 mg 1923%	Huperzia Serrata Whole Herb Extract	1.8 mg *
Niacin	25 mg NE 156%	Ginkgo Leaf Extract	30 mg *
Vitamin B6	6 mg 353%	Gotu Kola Aerial Parts	90 mg *
Folate	167 mcg DFE 42%	Eleuthero Root Extract	15 mg *
Vitamin B12 (Total)	106 mcg 4417%	Kelp Whole Plant	10 mg *
Cyanocobalamin	100 mcg 4167%	Lemon Bioflavonoids Whole Fruit	10 mg *
Dibenzozide	6 mcg 250%	Alpha Lipoic Acid	45 mg *
Pantothenic Acid	25 mg 500%	L-Glutamine	90 mg *
Selenium	30 mcg 55%	L-Phenylalanine	100 mg *
Chromium	25 mcg 71%	Taurine	150 mg *
L-Carnitine	100 mg *	L-Tyrosine	45 mg *
N-Acetyl L-Carnitine	55 mg *		

\*Daily Value not established.

INGREDIENTS: Microcrystalline Cellulose, Dicalcium Phosphate, L-Carnitine L-Tartrate, Taurine, N-Acetyl L-Cysteine, L-Phenylalanine, L-Glutamine, Gotu Kola Aerial Parts, N-Acetyl L-Carnitine, Dimethylaminoethanol Bitartrate (DMAEB), Vitamin E (D-Alpha-Tocopheryl Acid Succinate (Soy)), Magnesium Stearate, Alpha Lipoic Acid, L-Tyrosine, Silica, PhytoZyme® proprietary blend (Bromelain, Papain, Alfalfa, Parsley, and vegetable and fruit concentrates from Carrots, Broccoli, Pea, Banana, Cantaloupe, Lima Beans, Mango, Pumpkin, Spinach, Tomato, Cauliflower, Orange, Papaya, Sweet Potato, Asparagus, Beet, Green Bean, Snow Pea, Blueberry, Chili Pepper, Cranberry, Cucumber, Guava, Grapefruit, Kale, Lemon, Maitake Mushroom, Peach, Pineapple, Watercress, and Zucchini), Calcium D Pantothenate, Ginkgo (*Ginkgo biloba* L.) Leaf Extract, Niacin (Nicotinamide), Riboflavin (Vitamin B2), Thiamin (Vitamin B1), Phospholipid Complex (Soy), Eleuthero (*Eleutherococcus senticosus* (Rupr. et Maxim.) Maxim.) Root Extract, Lemon Bioflavonoids Whole Fruit, Kelp (*Ascophyllum nodosum* Le Jol.) Whole Plant, Vitamin B6 (Pyridoxal-5'-Phosphate), Huperzia Serrata (*Huperzia serrata* (Thunb. ex Murray) Trevis) Whole Herb Extract, Chromium Picolinate, Calcium L-Methylfolate, Vitamin B12 (Cyanocobalamin), Sodium Selenite, Vitamin K1 (Phytomenadione), and Vitamin B12 (Dibenzozide (Deoxyadenosylcobalmine)).

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WARNING: Not for use by pregnant or nursing mothers, or women attempting to become pregnant. 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.

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

Not tested on animals.

Suitable for Vegetarians.

**DIRECTIONS: Three tablets, twice a day.**

⚠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.

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6104 — EN-0521  
 US.SF2.MOD 6A