

In a society that moves at digital speed, many people struggle with information overload—the ever-increasing amount of data that pours into our lives from social media, apps, webpages and other sources. The figures are staggering; by one estimation, we send 16 million text messages and 156 million emails every *minute*.

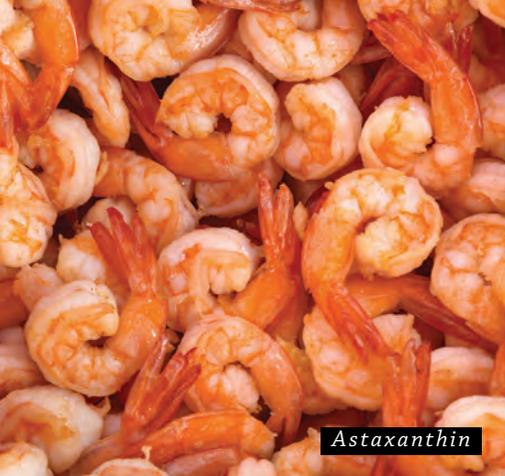
One way to protect your ability to process this torrent of information is through the use of *nootropics*, natural substances that help supercharge your brain and nervous system. While many nootropics are found in food, what you eat every day often doesn't have enough nootropic power to make a real difference.

In addition to following a healthy lifestyle, including eating a proper diet, smart supplementation can help supply the nootropics your brain needs in today's challenging world. Your best bet is to look for products that address all aspects of brain health, are free of GMOs and gluten, and are independently tested for purity, quality and potency.

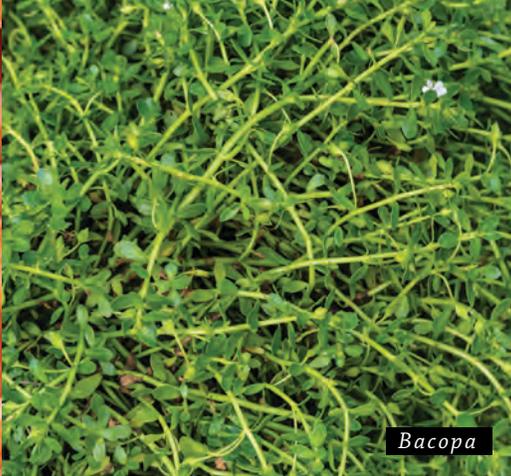
**THESE NUTRIENTS  
AND HERBS CAN  
HELP YOU KEEP  
YOUR MENTAL EDGE.**

**SUPPORTING  
THE BRAIN  
NATURALLY**





Astaxanthin



Bacopa



Curcumin

NAME	WHAT IT IS
<b>Astaxanthin</b>	Carotenoid that gives crab, lobster, salmon and shrimp their pink color
<b>Bacopa</b>	<i>Bacopa monnieri</i> , an aquatic herb native to India; also known as water hyssop
<b>Curcumin</b>	A bright-yellow compound found in turmeric, a spice used in curry
<b>Huperzine</b>	Found in <i>Huperzia serrata</i> , a species of club moss native to India and southeast Asia
<b>Lemon balm</b>	<i>Melissa officinalis</i> , a herb in the mint family; native to the Mediterranean region and central Asia
<b>Lipoic acid</b>	An antioxidant that occurs in two forms, alpha and racemic lipoic acid; found in yeast, liver and other foods
<b>NAC</b>	N-acetyl-cysteine, an amino acid derivative
<b>Omega-3 fatty acids</b>	Includes eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), found in fish oil
<b>Phosphatidylserine</b>	Specialized fat molecules known as <i>phospholipids</i>
<b>PQQ</b>	Pyrrloquinoline quinone, found in a variety of foods including parsley, green pepper, kiwi fruit, papaya and tofu
<b>Vinpocetine</b>	Found in the dwarf periwinkle, <i>Vinca minor</i> , native to central and southern Europe

For more nutrients and herbs used to boost brainpower, see [energytimes.com](http://energytimes.com).



Lemon Balm



Omega-3



Vinpocetine

## WHAT IT DOES FOR THE BRAIN

Helps keep neurons pliable and fights oxidative stress; may suppress formation of substances that can poison the cell and may also promote *neurogenesis*, or the development of new nerve cells

Appears to enhance focus and memory by promoting proper neurotransmitter balance; has been found to improve mental processing speed while buffering the brain against stress

A powerful anti-inflammatory that increases blood flow to the brain and helps stimulate new brain cell creation; a patented form, Longvida, has been designed for superior absorption

Helps boost levels of *acetylcholine*, a neurotransmitter crucial to mental performance and memory; has shown an ability to aid cognitive function in studies

Long used to promote sleep and reduce anxiety; may reduce brain damage from beta-amyloid; available in a patented form called Cyracos, which has been shown to also help fight stress

Has been shown to reduce age-associated loss of neurotransmitters and their cell receptors; helps protect nerves against damage caused by high glucose levels

Helps protect nerve cells by controlling excessive levels of a substance called *glutamate*; helps replenish the antioxidant glutathione, which helps reduce age-related oxidative damage to brain cells

Fight inflammation and are required for healthy cell membranes; DHA is particularly crucial for proper brain function; low omega-3 levels have been linked to vascular dementia and depression

Promotes proper binding between neurotransmitters and cell membranes; teams up with DHA to help keep brain cells healthy

Helps protect *mitochondria*, cellular structures that produce energy; also stimulates production of *nerve growth factor*, required for the formation of cells crucial to cognition, learning and memory

Helps tame oxidation and inflammation within the brain; protects brain cells from the effects of *ischemia*, or insufficient blood flow

**NOTE:** Always consult with your healthcare practitioner for help in designing a supplementation program, especially if you have a pre-existing condition.