

BrainHealth is a Comprehensive, Scientific Formulation

Staywell BrainHealth has been carefully formulated based on all the latest available scientific research. It is a comprehensive product containing **ALL** the nutrients required by the brain to function optimally.

In addition, Brain Health has been manufactured using a breakthrough in new technology. The **tasty, granular formulation** makes it easy to use as you can simply spread one or two scoops (always adhere to the correct dosage) over your porridge or yoghurt in the morning.

Simply taking Brain Health will already help to improve concentration, memory and overall learning ability.

The following nutrients are contained in Brain Health:

<u>Major Brain Nutrients</u>		
Nutrient	Symptoms of Deficiency	Food Source
Vitamin B1	Poor Attention levels Poor Concentration	Whole grains, vegetables
Vitamin B3 (Niacin)	Depression Psychosis	Whole grains, vegetables
Vitamin B5 (Pantothenic Acid)	Excessive Stress levels Poor Memory	Whole grains, vegetables
Vitamin B6	Depression Excessive Stress levels Irritability Poor Memory	Whole grains, bananas
Vitamin B12	Confusion Poor Memory Psychosis	Meat, Fish, Dairy products, Eggs
Folic Acid	Anxiety Depression Psychosis	Green, leafy vegetables
Vitamin C	Depression Psychosis	Fresh fruit, vegetables
Magnesium	Depression Insomnia Irritability	Green vegetables, nuts, seeds
Manganese	Convulsions Dizziness	Tropical fruit, seeds, nuts, tea
Zinc	Confusion Depression Lack of Motivation Poor Concentration Loss of Appetite	Fish, oysters, nuts, seeds

The **absolutely essential** Omega-3 required by the brain is included in the package in the form of softgel capsules, By far the best source of Omega-3 is still fish oil and it is almost impossible to remove ALL the fish taste from the oil. It therefore cannot be included in the Brain Health granular formulation (which has a lovely, chewy chocolaty taste and consistency). DO NOT leave out the softgels!! Your brain MUST obtain sufficient Omega-3 to be effective.

Vitamin B1

The direct result of a Vitamin B1 deficiency is a disease called Beriberi which can cause neurons (brain and nerve cells) to become inflamed and which can cause them to function poorly.

This immediately makes it clear that Vitamin B1 is essential to ensure optimal brain function and health.

Vitamin B3 (Niacin)

Vitamin B3 or niacin is a real miracle memory booster. Studies have shown that memory can improve up to 10% simply from obtaining sufficient amounts of Vitamin B3.

Vitamin B5 (Pantothenic Acid)

Vitamin B5 or Pantothenic Acid is also a potent memory booster as it is essential for creating the neurotransmitter acetylcholine which is the 'memory' messenger.

Vitamin B5 is also needed to produce the stress hormones, so excessive stress will cause depletion of Vitamin B5 in the body.

Vitamin B6, B12 and Folic Acid

Together, these nutrients are responsible for a critical process in the formation of *neurotransmitters*. Without these nutrients, the body's messages cannot be transmitted across the synapses (gaps between neurons).

Stress causes us to use a lot of Vitamin B6 and Folic Acid, and can lead to deficiency.

The effects of deficiency in any of these nutrients can lead to impaired brain function (including learning and memory functions) and mental health disorders.

Vitamin C

The benefits of Vitamin C are so far reaching, that we can only touch on some of the most important aspects here.

Vitamin C helps to protect the body (and the brain) from many of the negative effects of stress, anxiety, pollution, incorrect eating habits, injury and illness, and so on.

Vitamin C may also help to improve your mood, learning ability, memory and may even improve some aspects of intelligence!

Magnesium

Magnesium may be the second most deficient mineral after Zinc (refer Zinc). Together with Calcium, Magnesium maintains the body's communication system as it helps to transport nerve signals throughout the body. Not only that, but Magnesium is an integral part of the structure of neurons.

Magnesium is crucial for brain health as it assists the brain to relax, helps us sleep well and improves the quality of sleep we enjoy.

A deficiency in magnesium can increase sleep disturbances (insomnia, nightmares, etc), restless legs syndrome, poor concentration and restlessness, ADHD and ADD, headaches (including migraine), anxiety, aggressiveness and many more.

The best dietary sources of Magnesium are probably nuts (Hazelnuts, almonds, brazil nuts, cashew nuts) and seeds (especially unroasted, unsalted sunflower and sesame seeds)

Note: if you take calcium and magnesium at the same time, the body will first absorb calcium and some of the magnesium may not be absorbed. Take smaller amounts of magnesium throughout the day and separately from calcium for best results (taking magnesium just before going to bed may improve the quality and quantity of sleep).

Manganese

Manganese is a mineral which the body finds it hard to absorb, and which is easily excreted. The result is that most of us have a deficiency of the mineral in our bodies. Especially where the body contains high levels of copper, this can displace Manganese and compound the problem. Brain related problems associated with low levels of Manganese include insomnia, restlessness and irritability. Manganese deficiency may also increase the occurrence of convulsions as well as dizziness and vertigo (inner ear disturbances).

Many soil types are deficient in manganese. The more alkaline the soil, the less manganese will be found in the food grown in it.

Zinc

Sufficient Zinc is critical to optimal mental health and functioning. Green leafy vegetables may provide some Zinc as zinc forms a part of the chlorophyll molecule. Unfortunately zinc is generally scarce in African soils, and therefore we have to ensure that we supplement generously. It is generally accepted that we need about 15mg of Zinc per day in order to ensure that we do not become deficient.

Zinc has been **proven** to contribute to an **improved** attention span, improved abstract reasoning, the brain's learning processes and memory – **all of which are crucial aspects for children to be successful during exams!**

Zinc deficiency can contribute to a vast array of brain-related problems including ADHD, Autism, eating disorders (such as loss of appetite, anorexia nervosa and bulimia), depression, irritability, various mental health conditions and many more.

Other Nutrients in Brain Health

Brain Health is a very comprehensive formulation containing all the special nutrients required by the brain in optimal quantities (as indicated by scientific studies to date). A summary of other nutrients which have been shown to be important for various aspects of the brain's structure and function, together with their potential benefits is included here for completeness.

Additional nutrients contained in Brain Health include:

- ◆ 5-HTP to reduce anxiety, improve sleep and mood
- ◆ Betaine for improved mental function
- ◆ Choline for increased alertness and attention span
- ◆ Chromium for enhanced blood glucose level control
- ◆ Co-Enzyme Q10 to improve learning ability
- ◆ Ginkgo Biloba to protect against the negative effects of stress
- ◆ L-Arginine for improved memory and reduced anxiety
- ◆ L-Glutamine for optimal brain function (including learning and memory)
- ◆ L-Tyrosine for greater concentration, focus and memory
- ◆ Lecithin which contains several of the *essential* fatty acids the brain cells consist of
- ◆ Phosphatidylserine is one of the most important *essential* fats required for concentration, alertness, learning, memory and mood
- ◆ Taurine is a special amino-acid which helps to transport required minerals into the body's cells and unwelcome or toxic minerals out of cells. Taurine also plays a role in the production of *neurotransmitters*.
- ◆ Vitamin B2 (Riboflavin) for improved cell energy.

Brain Health does not replace your normal, daily multi-vitamin and mineral supplement which you should continue to use according to the recommended dosage.

Important Notes:

1. **Brain Health is not intended to replace any medication you may be on. If you are under medical treatment, or if you have any queries, always consult your doctor or pharmacist for professional advice.**
2. **WARNING: DO NOT USE BrainHealth in conjunction with anti-depressants!**
3. **Some of the nutrients included in Brain Health exceed the RDA (Recommended Daily Allowance). However, ALL the nutrients are at levels which are WELL WITHIN scientifically determined safe limits. DO NOT exceed the recommended daily dosage.**
4. **All the nutrients included in Brain Health are at levels recommended for optimum benefit according to scientific research results.**
5. **BrainHealth contains the more effective form of Niacin, which may result in a gentle, temporary flushing of the skin as the blood vessels open to allow more blood to flow through. The flushing may be accompanied by a feeling of increased energy and vitality as it allows higher than normal levels of oxygen to reach the cells.**
6. **A very small number of people have experienced slight drowsiness during the first few days of use. This usually passes of its own accord. If drowsiness persists, reduce the dosage slightly to approximately 2/3 of the recommended amount.**