

# BRAIN ESSENTIALS

*IF ONLY I COULD REMEMBER!!*

How many times have you uttered those words lately?  
Do we have your attention?? Well, read on...

Over the last 25 years, the sciences of nutrition and biochemistry have compiled a well-documented history of success in diminishing just about all the symptoms of aging, including: senility, impaired vision and hearing, depression, sexual slowdowns, aging skin, and even hair loss. Today, we know more about staying young longer than at any time in the past. Applying this knowledge can mean staying vital, active, attractive and alert well into your 90s and beyond!

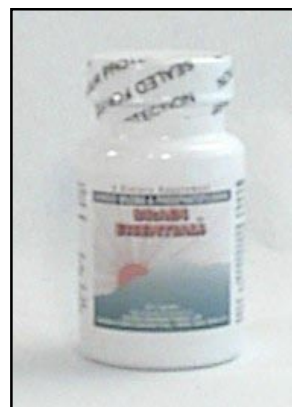
The following ingredients for djinni Corporation's newest nutritional product is a natural, non-habit forming support formula with application in:

- Ability to sustain concentration,
- Short-term memory recall,
- Alertness, and
- Soaring energy levels.

The ingredients included in this unique formula and the reason for inclusion are listed as follows:

**GINKGO BILOBA EXTRACT (BGE):** (40 mg per capsule) The one claim of Ginkgo Biloba that has captivated – literally – the minds of men, is the claim that it can improve mental acuity, especially among persons of advanced years. Considerable research has verified the claim. Improved circulation to the brain and the free radical scavenger effect are believed to result in the measurable improvement in mental vigilance. Beneficial effects are more noticeable, of course, for individuals suffering from greater mental degradation.

**PHOSPHATIDYLSERINE (PHS):** (30 mg per capsule) PHS works at the cellular level, keeping your brain active and alert. Learning the important facts about PHS is as simple as learning your ABCs:



- A. PHS feeds your brain!! PHS boosts the delivery of nutrients to your brain cells. Then, by making your cell membranes more permeable, PHS accelerates vital nutrient uptake into your brain cells. Thus, PHS effectively turbo-charges your brain function and mental performance.
- B. PHS increases the number of transmission and receiving sites in your brain cells. This means it activates nerve cells in your brain to help better regulate and stimulate those “light-speed” flashes of information. It is like going from the PONY EXPRESS to FEDERAL EXPRESS. All of a sudden, you are receiving information faster, and are able to process and react to that information instantaneously.
- C. PHS maintains your long term optimal brain functioning. Nerve Growth Factor is a substance nerve cells secrete. And it is a substance crucial to the optimal functioning of your brain cells. As we age, Nerve Growth Factor levels diminish. Tests show that PHS stops the age-related decline of Nerve Growth Factor.
- D. PHS is a powerful antioxidant. It protects your brain cells from the damage caused by free radicals. Of all the organs in your body, your brain is the most vulnerable to free radical attack. Your brain cell membrane has the highest percentage of

phospholipids of any tissue in your body. This makes brain cells very susceptible to free radical damage

**WHAT ARE FREE RADICALS?** Free radicals are charged molecules that damage cell membranes and cause cells to die. These cell “killers” are like microscopic bullets sprayed from a machine gun, that riddle delicate organs, particularly your brain. If left unchecked, free radicals can make Swiss cheese out of your brain. When this happens you can see and feel the ruinous results. [Taking the antioxidant PHS in this dietary supplement can give you truly remarkable results!!](#)

**N-acetyl-L-CYSTEINE (NAC):** (30 mg per capsule) NAC is a more soluble form of the important amino acid cysteine. Cysteine and NAC are well known for their ability to remove toxic substances (e.g. heavy metals) from cells and to stimulate the synthesis of glutathione. In fact, NAC has been shown to be more effective at boosting glutathione levels in the lungs, kidneys, brain, liver, and bone marrow, than supplements of glutathione itself! It is for this reason, and its strong anti-aging effects that demands the inclusion of NAC in this unique formula for the brain.

**GLUTATHIONE (GSH):** (10 mg per capsule) GSH is a powerful ubiquitous cellular antioxidant synthesized primarily in the liver. It is concentrated there because it is used to detoxify harmful chemical substances – both natural and unnatural – in preparation for their excretion as part of the bile. GSH is found in every cell in the body, and as a powerful antioxidant, protects them from oxidative or free radical damage.

As we age, GSH levels decline. The gradual and increasing lack of GSH over time accelerates the aging process. The growing deficiency is first noticed in the neurological

system. A loss of coordination, mental dysfunction, loss of balance and tremors may result. Since the brain is the most lipid-rich tissue in the body, it is then the most susceptible to oxidative degradation.

GLUTATHIONE'S (GSH) protection will be paramount in maintaining full mental capacity.

GSH is also a neurotransmitter. Lack of it has been identified with manic depression and schizophrenic psychosis, and may explain, at least in part, the depression that so often afflicts our aging population. Dietary supplements with GSH has been shown to preserve mental capacity and assist in managing depression.

**VITAMIN B-1 (THIAMINE HCL):** (3 mg per capsule) Vitamin B-1 is so critically important to nerve health that deficiency leads to loss of coordination, peripheral nerve damage, muscle weakness, (as the muscles begin to receive feeble nerve impulses), heart failure, disturbed gait, confusion, and in extreme cases, possible insanity. The elderly, or persons on severely restricted or highly processed food diets, may suffer at least sub-clinical deficiencies, which can lead to mental confusion.

**FOLIC ACID (300 mcg per capsule) and VITAMIN B-12 (50 mcg per capsule):**

These two essential nutrients are required for the manufacture of red blood cells, and in that role, for the delivery of oxygen to the brain. A lack of adequate oxygen can, even in the short term, severely damage brain tissue. A more subtle shortfall of oxygen delivery brought on by anemia often compromises mental acuity and cognition.

Beyond the oxygen delivery connection, the two nutrients have additional interesting roles to play in brain health. Vitamin B-12 is required for the synthesis of the neurotransmitter acetylcholine. Acetylcholine is an

excitatory neurotransmitter responsible for short-term memory, the form of memory that so often becomes a problem as one ages. Supplemental Vitamin B-12 supports its production

A lack of Folic Acid is associated with depression. The exact relationship between folic acid and depression is not well elucidated, but could very well involve the synthesis of serotonin, the neurotransmitter that definitely leads to depression if supplies are deficient. Given that serotonin levels customarily diminish with age, the presence of folic acid in a brain health formula may fight that common trend.

**VITAMIN B-6:** (3 mg per capsule) Vitamin B-6 is required to both build up and break down neurotransmitters. It helps maintain the proper balance of excitatory and inhibitory neurotransmitters. Depression and a host of mental disorders may result from a shortfall of Vitamin B-6.

*Exclusively available through:*

**djinni Cosmetics Corporation**  
**(800)375-2563**