

The Neuro **Nutrition Concept** is made up of five products that are most effective in the context of a good choice of foods and a program of physical activities.

The Neuro **Nutrition Concept** is based on a 3D approach:

1. Take **NK-SLIM** and **NK-RELAX**.
2. Proper food choices to maintain blood glucose levels.
3. Oxygen et hydration.

The **Neuro Nutrition** Concept will take you to a focused lifestyle program, give you good eating habits and physical activity, boost your self-confidence, and maintain your motivation for a healthy lifestyle.



NEUROCEUTIK

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NEUROCEUTIK
NEURONUTRITION

LOOSE WIGHT

Neuro-Nutrition Concept

NK-RELAX



NK-SLIM



Lipid: Any of various substances that with proteins and carbohydrates constitute the principal structural components of living cells, and that include fats, waxes, phosphatides, cerebroside, and related and derived compounds.

Micronutrient: A substance, such as a vitamin or mineral, that is essential in minute amounts for the proper growth and metabolism of a living organism.

Neuron: Any of the impulse-conducting cells that constitute the brain, spinal column, and nerves. Also called nerve cell.

Neurotransmitter: A chemical that is secreted by a neuron and mediates the transmission of a nerve impulse across a synapse. (e.g.: dopamine, noradrenaline and serotonin.)

Noradrenalin: A neurotransmitter, also known as norepinephrine, present within the brain and released from the adrenal medulla. It also acts as neurotransmitter in the sympathetic nervous system at post ganglionic effector junctions. Effects include powerful vasoconstriction.

Noradrenergic: Stimulated by or releasing norepinephrine.

Protein: Any of numerous naturally occurring extremely complex substances that consist of amino-acid residues joined by peptide bonds, contain the elements carbon, hydrogen, nitrogen, oxygen, usually sulfur, and occasionally other elements (as phosphorus or iron), and include many essential biological compounds (as enzymes, hormones, or immunoglobulins).

Serotonin (5-HT): A neurotransmitter synthesized in nervous tissue that is associated with the sleep cycle.

Serotonergic: Activated by or capable of liberating serotonin, especially in transmitting nerve impulses.

Substrate: The base on which an organism lives.

Tryptophan: An essential amino acid formed from proteins during digestion. It is necessary for normal growth and development and is the precursor of several substances, including serotonin and niacin.

Tyrosine: A white crystalline amino acid that is obtained from the hydrolysis of proteins such as casein and is a precursor of epinephrine, thyroxine, and melanin.

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WHY LOOSE WEIGHT?

An estimated 100 million adults in North America are overweight. Unfortunately, 30% of children in North America are also overweight. This is the largest public health concern in this new millennium.

We all know that dieting is difficult. We know that we'll lose weight if we stick to a diet but sticking to a diet when you're craving your favourite foods is maddening, frustrating, and down right hard to cope with.



Neuro-Nutrition Concept helps you manage your appetite and cravings. Neuro-Nutrition keeps you full, alert and focused throughout the day and helps you sleep soundly at night.

Let's face it, you're a unique individual, with habits, preferences, and demands on your time. Diets are probably not new to you. You probably even know and recognize that exercise is important but haven't managed to fit it into your hectic schedule.

Neuro-Nutrition Concept will guide you through it. Trust that it can work for you if you follow it. Neuro-Nutrition Concept is safe for anyone and offers you the opportunity to lose a steady one to two pounds per week which is recommended by the American and Canadian Dietetic Associations as well as the American College of Sports Medicine. Weight loss is the beginning to improved health and a significantly enhanced quality of life.

OVERWEIGHT HEALTH PROBLEMS

Not only is being overweight detrimental to the well-being of most people but putting your health at risk can put you and your family at risk. Here is a list of health problems associated with being overweight:

- ❖ Hypertension
- ❖ Gallbladder problems
- ❖ Cardiovascular problems
- ❖ Osteoarthritis
- ❖ Insomnia
- ❖ Type II diabetes

You can reduce the chances of experiencing these problems by changing your lifestyle. And the good news is that it's never too late to start improving your health. Have you ever thought that your chronic pain could be caused by a weight problem? According to chiropractors and orthopedic surgeons, the most common cause of musculoskeletal abnormalities and its chronic lower back and stomach pain is comorbidity. Losing as little as 5 pounds can wipe out those knee pains and losing about 7 pounds will significantly reduce your lower back pain that you have been suffering for years. Just make the decision and faithfully follow its program - the Neuro-Nutrition Concept.

GLOSSARY

Adrenaline: A catecholamine hormone, also known as epinephrine, secreted by the mammalian adrenal medulla as well as the adrenergic nerve endings. Its secretion is stimulated by the sympathetic nervous system under conditions of stress. Adrenaline stimulates blood flow to skeletal muscles and increases blood glucose levels.

Amino acid: Any of the alpha-amino acids that are the chief components of proteins and are synthesized by living cells or are obtained as essential components of the diet.

Bioavailability: The degree to which or rate at which a substance is absorbed or becomes available at the site of physiological activity after administration.

Blood-brain barrier: A barrier created by the modification of brain capillaries that prevents many substances from leaving the blood and crossing the capillary walls into the brain tissues.

Carbohydrate: Any of a group of organic compounds that includes sugars, starches, celluloses, and gums and serves as a major energy source in our diet.

Catecholamine: An amine derivative of catechol that acts as a hormone or neurotransmitter. The catecholamines include dopamine, noradrenaline and adrenaline.

Central Nervous System (CNS): The part of the nervous system responsible for the integration of nervous activity. It consists of the brain, spinal cord and peripheral nerves.

Cortical area: Any of various regions of the cerebral cortex.

Dopamine: A monoamine neurotransmitter formed in the brain that is essential to the normal functioning of the central nervous system.

Glucose: A monosaccharide sugar occurring widely in most plant and animal tissue. It is the principal circulating sugar in the blood and the major energy source of the body.

Glycogen: A white amorphous tasteless polysaccharide that is the principal form in which carbohydrate is stored in tissues and especially muscle and liver tissue.

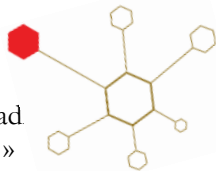
Glycemic Index: The glycemic index is a useful tool that measures how fast a particular food is likely to raise your blood sugar.

Insulin: A polypeptide hormone functioning in the regulation of the metabolism of carbohydrates and fats, especially the conversion of glucose to glycogen, which lowers the blood glucose level.

NK-BOOST

A well-selected blend of neutral amino acids for to release adrenaline from the adrenals under the action of tyrosine

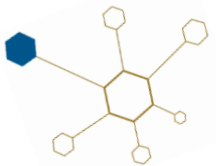
- ✓ Makes you more alert
- ✓ Improves the quality of your mood
- ✓ Decreases the feelings of woes and sad
- ✓ Restores happiness an « joie de vivre »



NK-LEARN

A well-selected blend of neutral amino acids for to act on the relation Dopamine-Acetylcholine, in the presence Lecithin.

- ✓ Improves the quality of alertness and concentration
- ✓ Enhances memory and recalls
- ✓ Improves intellectual capabilities



THE DEVELOPMENT OF THE NEURO-NUTRITION CONCEPT



The Neuro-Nutrition Concept is the result of several years of research conducted at the Faculty of Medicine of Laval University and designed by Dr. Andrée G. Roberge Ph.D. and a team of researchers. Dr. Andrée G. Roberge is a leading nutrition research scientist and neurochemist from Québec City, Canada. She completed her Ph. D. at the University of Laval's School of Medicine and did her postdoctoral training at McGill University in neurochemistry.

In 1972, she was involved in the Neurobiology Research Center and was a Scholar of the Medical Research Council of Canada.

In 1974, Dr. Roberge went to the Université Claude-Bernard, in Lyon, France where she studied with Michel Jouvet, an internationally recognized researcher involved in sleep mechanisms. In 1978, the National Research Council of Canada invited her to participate in a study on the exposure to cold and the impact of terrestrial magnetic fields. Following these research activities, Dr. Roberge was successfully involved in studies on Alzheimer's disease, schizophrenia and diseases related to stress such as type II obesity and problems related to anxiety.

NEURO-NUTRITION CONCEPT IS BASED ON A 3D APPROACH



1. Take **NK-SLIM** and **NK-RELAX**.
2. Proper Food Choices to Maintain Blood Glucose Levels.
3. Oxygen & Hydration.

1. TAKE NK-SLIM AND NK-RELAX

NK-SLIM is an enteric capsule to take twice a day at breakfast and before lunch. **NK-SLIM** contains selective amino acids including L-Tyrosine and Taurine, acting on the centers of satiety within the brain.

NK-RELAX is an enteric capsule to be taken twice a day, at supper and at bedtime, providing selective amino acids including L-5-Hydroxy-Tryptophan, acting on the sleep cycle and promoting a state of relaxation.



To reach the brain, macronutrients and micronutrients present in food must go through many barriers and metabolic transformations. The first barrier that food must cross is the intestinal barrier. Proteins, carbohydrates and lipids are partially or completely broken down and then transported through the intestine to the liver. Proteins, for instance, are broken down into peptides and amino acids, and polysaccharides are converted into simple sugars which are absorbed by the intestinal mucosa. Animal and plant proteins are broken down in the same way, but their digestibility and bioavailability are different. Thus, the end products such as amino acids will cross the intestinal barrier at various times and in different levels.

The second biological barrier is the blood-brain barrier, which controls nutrient access to the brain. Nutrients that pass through the liver are accessible to all organs, including the brain. In the case of the brain, however, in contrast to other organs, entry is achieved by a number of nutrient specific transport mechanisms. This is necessary because cells lining the capillaries of the brain are tightly joined, meaning all nutrients must cross cell membranes to enter the brain.

AMINO ACIDS

Amino acids, the by-products of broken down proteins, pass the blood-brain barrier through amino acid specific transport mechanisms. Thus, the large neutral amino acids which compete for passage through the blood-brain barrier are tryptophan, tyrosine, phenylalanine, leucine, isoleucine, valine and methionine.

The relationships between tyrosine and neutral amino acids (**NK-SLIM**) as well as tryptophan and neutral amino acids (**NK-RELAX**) is a key issue that supports the noradrenergic pathways during the day and the serotonergic pathways at the end of the day.

2. PROPER FOOD CHOICES TO MAINTAIN BLOOD GLUCOSE LEVELS



A key to Neuro-Nutrition Concept is to make the proper food choices. You don't have to starve yourself in order to lose weight. You can eat three satisfying meals a day plus enjoy your protein rich snacks. Eating the right combination of foods that maintain your glucose levels throughout the day is crucial.

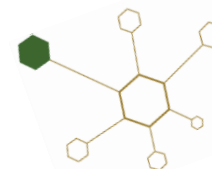
Neuro-Nutrition Concept recommends eating animal protein for breakfast and lunch while eating plant protein for supper. Breakfast should be your largest meal of the day with a smaller lunch and even smaller supper.

OVERVIEW OF NEUROCEUTIK PRODUCTS

NK-RELAX

A well-selected blend of neutral amino acids to act on serotonin from L-5-Hydroxy-Tryptophan and optimize the three phases of sleep.

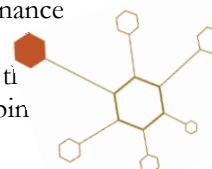
- ✓ Improves the quality of your sleep (deeper than usual)
- ✓ Decreases anxiety
- ✓ Calms and relaxes you
- ✓ Restores your night-cycle



NK-SLIM

A well-selected blend of neutral amino acids to Tyrosine L and Taurine to act on satiety.

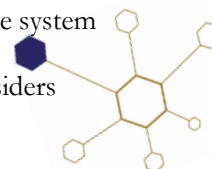
- ✓ Supports weight loss and the maintenance of healthy body weight
- ✓ Optimizes the reward system within the day cycle
- ✓ Increases more vital energy and happiness (day cycle)
- ✓ Allows you to focus on good foods



NK-IMMUNE

A well-selected blend of associated neutral amino acids with antioxidants optimizes the immune system in depth.

- ✓ Improves the quality of your immune system
- ✓ Stabilizes intestinal function
- ✓ Restores your resistance to viral outsiders
- ✓ Increases stress resistance.



SUPPORT

Not only are the Bars and Drinks a healthy, high protein snack that satisfy cravings.

USING NEURO-NUTRITION CONCEPT IS CHOOSING A HEALTHY LIFESTYLE

Neuro-Nutrition is designed to be a safe and healthy way to lose weight. This is not an unhealthy "fad" where you will lose a large amount of weight in one or two weeks. Neuro-Nutrition works for a lifetime! You will gradually lose weight and then maintain your desired weight over the long-term.

The best way to do this is to set realistic goals for yourself on a three months basis. Every three months evaluate your success and set new goals that best fit your needs. Setting goals is important as it will bring a structured and organized approach to the plan that will help keep you motivated.

Neuro-Nutrition Concept will lead to a targeted life plan, sustained proper food habits and physical activity, self confidence, and the motivation to commit to a healthy lifestyle.

Neuro-Nutrition is a scientific approach to weight loss.

Neuro-Nutrition is made up of five products that are most effective in the context of a good choice of foods and a program of physical activities.

Why weight???

Start today and feel good
about YOURSELF tomorrow!

✂ EAT LIKE A KING FOR BREAKFAST



Start with our **NK-SLIM**.

Breakfast:

Animal proteins such as eggs, cheese, ham, sausage, chicken, steak, and dairy protein.

Vegetables:

Your choice (see glycemic index food list on page 6 & 7).

Beverage:

Protein Drink, water or milk.

✂ EAT LIKE A PRINCE FOR LUNCH



Start with our **NK-SLIM**.

Lunch:

Animal proteins such as chicken, beef, pork, fish, seafood, and dairy protein.

Vegetables:

Your choice (see glycemic index food list on page 6 & 7).

Beverage:

Your favorite Protein Drink, water or milk.

✂ EAT LIKE A PAUPER FOR SUPPER



Start with our **NK-RELAX**.

Supper:

Plant proteins such as beans, pasta, noodles, rice, and cereals.

Vegetables:

Your choice (see glycemic index food list on page 6 & 7).

Beverage:

Your Protein Drink, water or milk.



Choose the right foods to maintain blood sugar levels.



At bedtime:

Take **NK-RELAX** with a dairy beverage, yogurt or a glass of water.

Throughout the day you may get hungry and want a snack. Your favorite Protein Drinks and Bars are intended to supplement your meals. The proteins found in these dietary supplements will assist in promoting fullness. You'll be on "top of your game" with high energy levels and vigor.

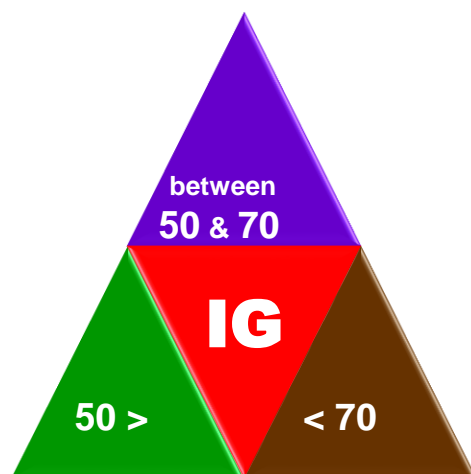
We understand that you will crave "junk food" every once in a while. It's okay to give into the cravings and eat a bag of chips or your favourite chocolate bar once every few weeks. However, with your favorite Protein Drinks and Bars, the urge to eat these "bad" foods will not be frequent or a major problem.

3. WHAT ABOUT GLUCOSE?

Carbohydrates are divided into simple and complex and come from the food we eat. They are broken down by a simple molecule called glucose. Glucose passes through the intestinal barrier to reach the liver. From the liver, it enters the blood and then the brain. Glucose is stored in the liver in a molecule called glycogen. Glucose is not stored in the brain therefore it is used immediately and continually to feed the nerve cells.

Neuro-Nutrition Concept is also based on the brain's constant availability of blood glucose ensuring that all nerve cells receive this essential fuel needed for life. A level of blood glucose of 1.0 g per litre of blood is called glycemia. A blood sugar content around 0.5 g per litre of blood is called hypoglycemia and higher than 1.5 g per litre of blood, hyperglycemia. On an empty stomach, glycemia is low and will rise after eating but will return to normal levels within one hour when insulin is released from the pancreas and causes glucose penetration within cells.

HOW TO MAINTAIN NORMAL BLOOD SUGAR LEVELS



When eating, select carbohydrates that have a low glycemic index (GI) which will maintain normal blood sugar and insulin levels all day long.

The glycemic index refers to glucose fixed at 100. Neuro-Nutrition Concept presents three food groups regarding the glycemic index for carbohydrates.











Carbohydrates with a low GI produce a gradual supply of glucose and lower blood glucose, which stabilizes blood sugar. As a result, blood sugar is still available to the brain.

Carbohydrates with a high GI increase the level of sugar in the blood, which creates a high level of insulin: a high level of insulin lowers blood sugar and the brain is in lack of glucose. Eating three meals a day stabilizes the level of glucose in the blood, nourishes your brain appropriately, stimulates your nerve cells, contributes to your well-being and allows you to enjoy an improved lifestyle!

Carbohydrates that have a low glycemic index will result in a gradual, weak release of glucose in the blood that stabilizes glycemia. In turn, blood sugar will be constantly available to the brain.

As you can see, you can lead a more active lifestyle without really inconveniencing yourself.

A DAY TO DAY PLAN OF ACTION WITH NEURO-NUTRITION CONCEPT

-  **When you wake up:** Take a capsule **NK-SLIM** with a juice, a glass of water.
-  **Breakfast:** Enjoy a substantial breakfast containing animal protein. See "Eat like a king for" (page 5).
-  **Exercises:** Stretching and warming exercises. Follow the walking program that you are integrating into your daily activities.
-  **10h00:** Enjoy a delicious protein bar or a tasty protein-rich beverage as a snack in the mid-morning and stay active.
-  **Lunch:** Take a capsule **NK-SLIM** With a glass of water. Have a lunch containing animal protein. See "Eat like a prince for lunch" (page 5).
Quench your thirst with a beverage of your choice.
-  **Exercises:** Follow the walking program and integrate it into your daily activities.
-  **15h00:** Enjoy a delicious protein bar or a tasty beverage as a snack in the afternoon and stay active.
-  **Supper:** Take a capsule **NK-RELAX** With a glass of water. Have for supper vegetable proteins. See "Eat like a pauper for supper" (page 5).
-  **After supper:** Exercises: Follow the walking program of the Concept Neuro-Nutrition On a continuous and progressive basis.
-  **At bedtime:** Take a capsule **NK-RELAX** with a glass of water, a juice or a glass of milk.

Remember to drink at least eight glasses of 250 mL of water every day.

The plan recommends the integration of physical activity on a daily basis. So plan your exercises at the most convenient times for you during the day.

Good luck and success!

B) LOW AND MODERATE INTENSITY IS MORE IMPORTANT THAN STRENUOUS ACTIVITY

It is much easier to accumulate 60 minutes with low to moderate intensity.

Here is a Progressive Weight Loss Walking Program to Follow:

	Warm-up	Duration	Intensity	Frequency	Total Time
Week 1	slowly, 5 min	10 min	moderate	3 days	15 min
Week 2	slowly, 5 min	10 min	moderate	4 days	15 min
Week 3	slowly, 5 min	15 min	moderate	5 days	20 min
Week 4	slowly, 5 min	25 min	moderate	5 days	35 min
Week 5	slowly, 5 min	30 min	brisk	5 days	35 min
Week 6	slowly, 5 min	30 min	brisk	5 days	35 min
Week 7	slowly, 5 min	40 min	brisk	5 days	45 min
Week 8	slowly, 5 min	40 min	brisk	5 days	45 min
Week 9	slowly, 5 min	45 min	brisk	5 days	50 min
Week 10	slowly, 5 min	45 min	brisk	5 days	50 min
Week 11	slowly, 5 min	50 min	brisk	5 days	55 min
Week 12	slowly, 5 min	55 min	brisk	5 days	60 min

If you find a particular week's workout tiring, repeat it before going on to the next. Be sure to listen to your body and progress at your own pace, if necessary. Finally, make sure to invest in a good pair of quality walking shoes that are comfortable and sturdy.

So lace up, get moving, start losing, and enjoy your journey to a healthy and lean body!

Even though, we recommend a progressive walking program, if you are already a relatively active person, more physically challenging activities are also recommended. However, remember to never overexert yourself.

In general, simply lead an active lifestyle. Choose activities that you enjoy such as swimming, riding your bike, tennis, playing golf, etc.

Also, you can tailor your everyday activities to be more active. For instance, park your car 10 minutes away from work and walk the rest of the way or even


better, leave your car at home. At work, use the stairs more instead of the elevator and take a short walk on your breaks and at lunch.

Just stay active. Play with your children or grandchildren instead of lying on the couch, dance to your favorite music everyday or go for a walk with a loved one or friend.


Carbohydrates that have a high glycemic index will result in a high level of blood sugar. This creates a high insulin level that will decrease glycemia resulting in the brain's constant need for glucose.

Eating three meals a day that stabilizes your blood glucose level will feed your brain properly, energize your nerve cells, and allow you to enjoy astounding changes in yourself and your lifestyle!


FOODS WITH A LOW GLYCEMIC INDEX - LESS THAN 50

-  **Fruits:** Apples, apple juice, apricots, cherries, dates, grapes, grapefruit, oranges, peaches.
- Vegetables:** Cabbage, lettuce, beans, peas, mushrooms.
- Dairy Products:** Milk, yogurt, English cream.
- Bread, Cereal & Pasta:** Converted rice, fettuccine, spaghetti, vermicelli, noodles, bran cereals, apple and banana muffins
- Others:** Peanuts.

FOODS WITH A MODERATE GLYCEMIC INDEX - BETWEEN 50 AND 75

-  **Fruits:** Bananes, pineapple, kiwi, mango, juices.
- Vegetables:** Cooked carrots, canned corn and beets, pork beans, peas.
- Dairy Products:** Ice cream.
- Bread, Cereal & Pasta:** Bagels, brown rice, cakes, crescent rolls, natural muesli, oatmeal, sourdough bread, mashed boiled potatoes, white bread, 100% whole wheat bread.
- Others:** Chips, honey, pop corn, cheese, pizza, soft drinks, sucrose.

FOODS WITH A HIGH GLYCEMIC INDEX OVER 75

-  **Fruits:** None.
- Vegetables:** French fries, instant mashed potatoes.
- Dairy Products:** None.
- Bread, Cereal & Pasta:** All sweetened cereals, wheat bran, instant rice, vanilla waffles.
- Others:** Pretzels.

Carbohydrates that have a low glycemic index will result in a gradual, weak release of glucose in the blood that stabilizes glycemia. In turn, blood sugar will be constantly available to the brain.

Carbohydrates that have a high glycemic index will result in a high level of blood sugar. This creates a high insulin level that will decrease glycemia resulting in the brain's constant need for glucose.

Eating three meals a day that stabilizes your blood glucose level will feed your brain properly, energize your nerve cells, and allow you to enjoy astounding changes in yourself and your lifestyle!

4. OXYGEN & HYDRATION

THE IMPORTANCE OF OXYGEN



We all know that an active, well-oxygenated body is healthy. Therefore, to be successful with Neuro-Nutrition, exercise is essential. Exercise increases blood flow to the brain and raises body temperature. Increased blood flow means more oxygen and, consequently, more nutrients in the brain.



There is evidence that exercising contributes to control long-term weight and also maintain your ideal weight.

We recommend stretching and warming exercises every morning, some form of mid-morning and mid-afternoon activity and, as a primary form of exercise, a simple but effective walking program.

WHY HYDRATION IS IMPORTANT?



Another integral part of the Neuro-Nutrition Concept is to stay hydrated all day long. Why should you drink more water? According to research on weight control, more water in the stomach creates a feeling of satiety. Normally, if you feel full, you are less tempted to nibble.

Drinking water regularly will become a habit that will have the effect, in the long run, of helping you to not regain lost weight.

Start with a large glass of water as soon as you wake up and consider integrating your 8 glasses of water with each health break.



Normally, if we feel full we are less interested in eating randomly. Drinking water on a regular basis will be a habit that has lasting effects to help you keep off all the weight you will lose.

5. NEURO-NUTRITION WALKING PROGRAM

"Lack of activity destroys the good condition of every human being while movement and methodical physical activity save and preserve it."

Plato

"All people over the age of two years should accumulate at least 30 minutes of endurance-type physical activity, of at least moderate intensity, on most, preferably all, days of the week!"

U.S. Surgeon General's Report (1996)

For the average person, we suggest a progressive walking program. Walking has been described as "the perfect exercise." It is the gentlest on your body, simplest and the least expensive. It is very convenient and is the most effective exercise for the majority of people.

Two principles related to exercise and weight management must be considered:

A) DURATION AND FREQUENCY ARE MORE IMPORTANT THAN INTENSITY

It takes about 15 minutes at a brisk rate to walk one mile. You will burn off about 2 pounds a month walking 5 days a week at that rate. However, if you walk a mile every day in 30 minutes, you will burn off more than 1 pound in 4 weeks. That's 20 pounds in a year just by walking!

If you are excessively overweight, you should aim to walk progressively seven days a week but at a low to moderate intensity for 60 minutes each day. It should be phased over time:

- Phase 1:** Previously sedentary people should walk 20 minutes, 7 days a week, for a 2 weeks period.
- Phase 11:** The duration should be increased to 40 minutes for another 2 weeks or more if needed.
- Phase 111:** The duration should be increased to 60 minutes.

Short sessions to accumulate total time is acceptable as it is the total energy expenditure that affects weight loss. However, sessions should be at least 10 to 15 minutes. Studies show that people who fail in losing weight report exercising less than four days a week.