

FOCUS

Breakthrough Nootropic For Everyone*



A highly-functioning brain is essential for overall well-being and quality of life. It enables critical thinking, problem-solving, learning, and daily functioning. Additionally, a healthy brain is crucial for maintaining memory, focus, and cognitive abilities as we age. Natural compounds can play a significant role in supporting brain function by offering cognitive properties, including antioxidant and neuroprotective effects. Focus is a scientifically formulated cognitive support formula that combines **RhodioPrime® 6X Rhodiola**, **LuteMax2020**, **InnovaTea® natural caffeine**, **Dynamine™**, **TeaCrine®**, and **Huperzine A**. These ingredients work synergistically to support mental performance, promote focus and memory, and sustain mental energy.



DEMOGRAPHIC & CLINICAL APPLICATIONS

MEN & WOMEN	PATIENTS REQUIRING
	<ul style="list-style-type: none"> • Neurological & Memory Protocols • Sustained Mental Energy & Alertness • Daily Blue Light Protection • Eye Strain & Fatigue Support



BENEFITS



Optimized Neurological Processing and Function



Sustained Mental Acuity and Recall



Short & Long Term Brain/ Working Memory Support



Blue Light Protection from Digital Devices

DIRECTIONS:

Take 1 capsule in the morning with water or as directed by your healthcare practitioner.

SUPPLEMENT FACTS

Serving Size: 1 Capsule | Servings Per Container: 30

	Amount Per Serving	%DV
RhodioPrime® 6X Rhodiola Extract (std to 6% Salidroside)	250 mg	*
LuteMax2020 (20mg Lutein, 4 mg Zeaxanthin)	200 mg	*
InnovaTea® Natural Caffeine 98% (from Tea) - Camellia sinensis	150 mg	*
Methyliberine (as Dynamine™)	100 mg	*
Theacrine (as TeaCrine®)	100 mg	*
Huperzine A [from (toothed clubmoss) extract (whole herb)]	200 mcg	*

* Daily Value Not Established

Other Ingredients: Vegetable Capsule (Hypromellose, Gellan Gum), Rice Powder, Microcrystalline Cellulose





INGREDIENTS



RhodioPrime® 6X Rhodiola (*Rhodiola rosea*) - Rhodiola is a traditional adaptogenic herb included in Focus for its cognitive benefits. Studies suggest that Rhodiola supports mental performance, reduces fatigue, and supports attention and memory. It is believed to work by modulating neurotransmitters involved in cognitive processes, such as dopamine, norepinephrine, and serotonin. Research has shown that Rhodiola supplementation aids in attention, cognitive function, and mental clarity in young adults.^{1,2,3}



LuteMax2020 - Lutein and zeaxanthin are carotenoids with antioxidant properties present in LuteMax2020. While these compounds are commonly associated with eye health, studies suggest they promote cognitive health. Lutein and zeaxanthin protect neurons from oxidative stress, accumulating in the brain and retina. They also play a role in visual processing, closely linked to cognitive function. Clinical trials have shown that lutein supplementation improves cognitive function and memory in healthy young adults.^{4,5}



InnovaTea®, provides a mild stimulant effect through natural caffeine. Caffeine is a well-known central nervous system stimulant that enhances alertness, focus, and attention. By antagonizing adenosine receptors, caffeine promotes wakefulness and counteracts the inhibitory effects of adenosine. Numerous studies have demonstrated the cognitive benefits of caffeine, including improved reaction time, attention, and memory consolidation.^{6,7}



Dynamine™, or *methylloberine*, is a natural compound that interacts with adenosine receptors in the brain. Although limited research has been conducted specifically on Dynamine™, its potential cognitive-supporting effects are suggested by anecdotal reports and its structural similarity to caffeine. By occupying adenosine receptors, Dynamine™ may promote alertness, focus, and mental energy.^{7,8,9}



TeaCrine® (*Theacrine*), exhibits similar effects to caffeine, providing mental energy, enhanced focus, and a positive mood. It is claimed to offer sustained benefits without habituation or crashing effects. While the exact mechanisms of TeaCrine® are not fully understood, it is believed to interact with adenosine receptors and other neurotransmitter systems. Clinical research has shown that TeaCrine® supplementation supports cognitive performance in individuals experiencing mental and physical stress.^{7,9}

Huperzine A

Huperzine A is derived from the Chinese club moss plant and acts as an acetylcholinesterase inhibitor. By inhibiting the breakdown of acetylcholine, Huperzine A increases its concentration in the brain. Acetylcholine is crucial for learning, memory, and cognitive function.^{10,11}



NEUROPLASTICITY AND COGNITIVE FUNCTION

Neuroplasticity refers to the brain's ability to adapt, change, and reorganize itself in response to experiences, learning, and environmental factors. It underlies cognitive function and plays a vital role in learning, memory, adaptability, recovery from brain injuries, and maintaining brain health. The following areas highlight the importance of neuroplasticity:

Learning and Memory

Neuroplasticity allows for acquiring knowledge, learning new skills, and forming memories by strengthening and modifying synaptic connections between neurons.

Adaptability and Flexibility

Neuroplasticity enables the brain to adapt to changing circumstances and environmental demands, enhancing cognitive strategies, problem-solving approaches, and behavioral responses to novel situations.

Recovery and Rehabilitation

Neuroplasticity is crucial in brain injury or neurological disorders, allowing the brain to reorganize and reroute functions to undamaged areas, facilitating recovery and rehabilitation.

Lifelong Learning and Brain Health

Engaging in continuous learning, mental stimulation, and novel experiences promotes neuroplasticity, maintaining and enhancing neural connections for better cognitive function and reducing the risk of age-related cognitive decline.

Cognitive Reserve

Neuroplasticity contributes to cognitive reserve, which helps maintain optimal cognitive function despite age-related changes or brain pathology. Individuals with higher cognitive reserve exhibit better cognitive performance and resilience to neuro-decline.

INGREDIENTS SUPPORTING NEUROPLASTICITY

Among the ingredients in Focus, **RhodioPrime® 6X Rhodiola**, **LuteMax2020**, and **Huperzine A** have shown potential benefits for supporting neuroplasticity.

- RhodioPrime® modulates neurotransmitters and neurotrophic factors involved in neuronal growth and synaptic plasticity. It may promote the release of brain-derived neurotrophic factor (BDNF), a protein that plays a key role in promoting neuroplasticity and neuronal survival.
- LuteMax2020 supports healthy levels of oxidative stress and inflammation, thereby promoting neuroplasticity.
- Huperzine A increases the concentration of acetylcholine, a neurotransmitter crucial for learning, memory, and neuroplasticity.



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