MEMORY PROTECT

Clinical applications

- Provides Protection for Neurons from Free Radical Damage
- Enhances Cerebral Blood Flow and Cognitive Health
- Provides Targeted Antioxidant Support for the Brain

MEMORY SUPPORT

Memory Protect is designed to support and protect cognitive function and health. The formula includes 120 mg of standardized ginkgo biloba extract, 30 mg of vinpocetine and 100 mcg of huperzine A from Chinese club moss (*Huperzia serrata*), which work together to provide synergistic benefits for cognition and optimal protection for neurons.

OVERVIEW

Maintaining cognitive function is an increasingly important challenge with the aging United States population. Aging is often associated with functional changes in the brain that can affect event recall ability, thought organization, and ability for self-expression. While some memory loss is common in the aging population, factors such as free-radical damage, nutrient deficiencies, lifestyle choices, and emotional stress are known to affect cognition as we grow older. The brain is part of the nervous system, which is made up of neurons responsible for processing and transmitting information using neurotransmitters and electrical ion channels. Neurotransmitter receptors are the gateways for communication between nerve cells. Maintaining the function of these various aspects of neuron communication is integral to maintaining good cognitive function. Since neurons do not undergo cell division, protecting them from damage is essential. Furthermore, maintaining optimal blood flow to neurons is also important in maintaining their health. Memory Protect provides vinpocetine and ginkgo biloba to support cerebral blood circulation, decrease excitotoxicity and scavenge damaging free radicals. In addition, vinpocetine has specifically been shown to inhibit phosphodiesterase, which plays a role in increasing cerebrovascular blood flow and improving memory. Together with huperzine A, a potent acetylcholine sparing nutrient, Memory Protect provides optimal dosages of three of the most well-studied ingredients for targeted, multidimensional cognitive support.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

GINKGO BILOBA†

Ginkgo biloba extract is the most well-studied botanical for cognitive support. In addition to protecting overall neuronal function, ginkgo increases cerebral blood flow, and protects neurons from a variety of hypoxic conditions and oxidant-induced damage.[1,2] In addition, ginkgo scavenges nitric oxide species (NOS) and reactive oxygen species (ROS), supports mitochondrial function, and inhibits NMDA receptor activation by reducing the overstimulation of neurons that cause brain fatigue. Ginkgo has also been found to antagonize the platelet activating factor (PAF), a vasoconstrictor, and stimulate the release of NOS, increasing cerebral blood flow.[3] Ginkgo has been shown to support memory in animal and human models.[4] In a 14-day, double-blind study on the cognitive effects of a nutrient compound containing ginkgo biloba among 24 normal adults, a reliable 50 ms response time decrease was observed between the placebo and ginkgo biloba testing, suggesting that ginkgo supports short-term working memory processing in normal adults.[5]

VINPOCETINE†

Synthesized from tabersonine, a natural extract from the seeds of the West African plant *Voacanga africana*, vinpocetine has recently been the subject of research related to cognitive health because of its neuroprotective mechanisms,[6] including its antioxidant, and vasodilating activities.[7] Vinpocetine has the ability to cross the blood brain barrier,[8] and has vasorelaxant effects on cerebral smooth muscle tissue. In one 12-week study, a significant improvement was found in cognitive functions after subjects were given oral vinpocetine therapy using psychometric tests.[9] Specifically, vinpocetine has also been shown to improve oxygen-release from hemoglobin, helping to maintain red blood cell flexibility, allowing the cells to pass more easily through tiny capillaries.[10] Furthermore, studies have shown vinpocetine moderates the excitotoxicity of neurotransmitters, enhancing nerve cell health by inhibiting sodium channels and reducing intracellular calcium levels.[11]

HUPERZINE A†

A purified component derived from Chinese club moss, huperzine A has been found to support healthy cognition in a range of animal models, and phase IV clinical trials demonstrated its promotion of improved recall and cognition in elderly subjects.[12] As a potent and selective acetylcholinesterase inhibitor, huperzine A helps to improve memory and support optimal cognitive health. A multicenter, prospective, double-blind, placebo-controlled and randomized study gave 50 patients 0.2 mg of huperzine A and compared them to a group given a placebo for eight weeks. They found that 58% (29/50) of patients treated with huperzine A showed improvements in their memory, cognitive and behavioral functions.[13] A second double-blind and matched pair study looked at 34 pairs of middle school students complaining of memory inadequacy and divided them into two groups by psychological health inventory (PHI), similar memory quotient and same sex and class. After four weeks, the huperzine A group, (50 mcg twice a day) showed twice the improvement of the placebo group.[14]

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Supplement Facts V2

Serving Size 1 capsule
Servings Per Container 30

1 capsule contains	Amount Per Serving	% Daily Value
Ginkgo biloba USP (Powdered Ginkgo Extract) (Leaf) (Standardized to contain 22% Flavonol Glycosides and 5.4%Terpene Lactones)	120 mg	*
Vinpocetine	30 mg	*
Huperzine Alkaloids (from *Huperzia serrata* Leaf Extract)	100 mcg	*

* Daily Value not established

DIRECTIONS

1 capsule per day or as recommended by your health care professional.

DOES NOT CONTAIN

Gluten, yeast, artificial colors or flavors.

CAUTION

This product should not be taken by women who are pregnant, nursing or who intend to become pregnant. Consult your physician for further information.

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