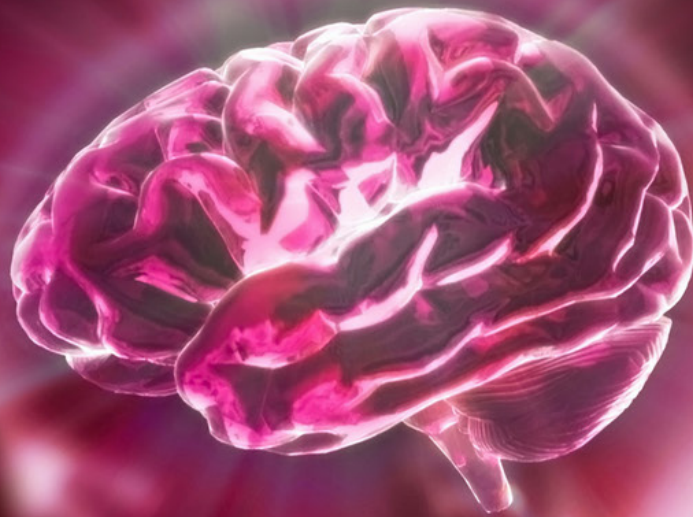


HOW TO UNLEASH YOUR POTENTIAL BY FEEDING YOUR BRAIN:

THE RELATIONSHIP BETWEEN BRAIN
NUTRITION AND PERFORMANCE



NOÖ NECTAR™



HOW TO UNLEASH YOUR POTENTIAL BY FEEDING YOUR BRAIN

Humans have been experimenting with plants and other sources of nutrition as food and medicine since before recorded history. This is how we learned what is consumable, what is poisonous or toxic, and what has other effects on our bodies and minds. In fact, many treatments still in use today are based on raw plant components, such as aspirin from white willow bark or digitalis from foxglove.

Over time, people discovered certain ingredients could enhance brain performance and provide alertness, better memory and clearer thinking. Caffeine, found in coffee, tea and chocolate, were among the first of these substances. The ancient Mayans so revered their bitter chocolate brew for its stimulating effects that they called it the “drink of the Gods.”

HOW DOES THE BRAIN WORK?

Your brain is responsible for much more than you might think. Your brain drives every aspect of your body, including thoughts and actions. It’s also responsible for your personality, memory, problem solving, physical performance and pretty much everything else in between. But how? How does something that typically weighs between 2 and 4 pounds and is made up of nearly 60% fat handle your ability to think, act or experience emotion?

In the 1970’s, there was an emergence of a greater effort to understand and discover other ingredients that could help provide the building blocks for improved cognitive performance, naturally and safely. This work was driven largely by efforts to find effective treatments for behavioral and neurological disorders, like Alzheimer’s, ADHD and epilepsy. Dr. Corneliu Giurgea, a Romanian physician and researcher, discovered piracetam – one of today’s more well-known brain enhancing and protective ingredients – and coined the term “nootropics”. Since then there have been thousands of studies and articles published on how brain nutrition impacts human performance.

The answer to that question is rooted in “neuroscience”. Your brain contains billions of nerve cells arranged in patterns that coordinate thought, emotion, behavior, movement and sensation. These nerves cells, called neurons, connect your brain to the rest of your body, so communication can occur in split seconds. The chemical messengers responsible for this process are referred to as “neurotransmitters”. It is these neurotransmitters that ultimately drive your brain and body’s performance.

WHAT DRIVES YOUR BRAIN'S PERFORMANCE?

Neurotransmitters are the brain's chemical messengers that communicate information throughout your brain and body. They relay signals between nerve cells, called "neurons." The brain uses neurotransmitters to tell your heart to beat, your lungs to breathe, and your stomach to digest. Unfortunately, due to aging, stress, lack of sleep, inconsistent nutrition and physical exercise, and overstimulation from electronics, roughly

86% of people have less than optimal neurotransmitter levels.

The good news is you can restore neurotransmitter levels and function with brain healthy food and ingredients. Below are the key productivity neurotransmitters - also called the "excitatory" neurotransmitters - and the role they play in your cognitive performance.

THE KEY PRODUCTIVITY NEUROTRANSMITTERS

DOPAMINE



MOOD

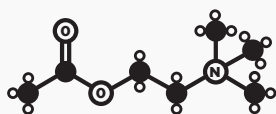


ENERGY



PRODUCTIVITY

ACETYLCHOLINE



FOCUS

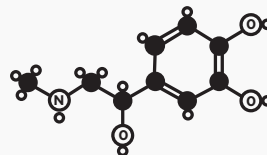


MEMORY
RETRIEVAL



NEURAL
COMMUNICATOR

EPINEPHRINE



ENERGY

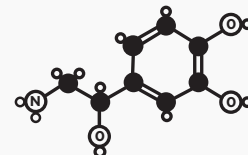


POWER



ALERTNESS

NOREPINEPHRINE



AWARENESS



MEMORY
FORMATION



CONCENTRATION

THE RIGHT INGREDIENTS TO NOURISH YOUR BRAIN

The right brain nutrition and ingredients work to enhance your brain's performance while also being protective, also referred to as "neuro-protective". These ingredients work in a variety of ways, but the common characteristics include both immediate and long-term positive effects on your brain.

The most effective ingredients work by optimizing the levels of neurotransmitters in the brain. As a reminder, neurotransmitters are the chemical messengers that help transmit signals from neuron to neuron. These chemicals

are necessary for things like working out, solving complex mathematical equations, moving your arms and legs, and altering your mood. They have some not so familiar names - like acetylcholine, dopamine, epinephrine and norepinephrine - but drive familiar cognitive performance benefits, including helping improve memory, mood, focus and learning ability.

The following is a brief summary of the properties and effects of some of the most effective brain enhancing ingredients available:

Acetyl-L-Carnitine - Acetyl-L-Carnitine provides energy to mitochondria, the individual powerhouses of cells. It has also shown benefits in mental alacrity and cognition.

Alpha GPC - This supplement is used to raise levels of choline, a compound that the body uses as a precursor to the neurotransmitter acetylcholine. Therefore, it has been shown to enhance cognition and may slow mental decline in the elderly.

Citicoline - This supplement is similar to Alpha GPC in terms of structure and function. It is primarily used for memory enhancement, especially in cases of memory decline due to aging. Like Alpha GPC, Citicoline is a choline and thus helps raise acetylcholine levels.

Cocoa - Cocoa extract provides more than delicious cakes and brownies. It is one of the best dietary sources of epicatechin, a substance that can increase energy through glucose production.

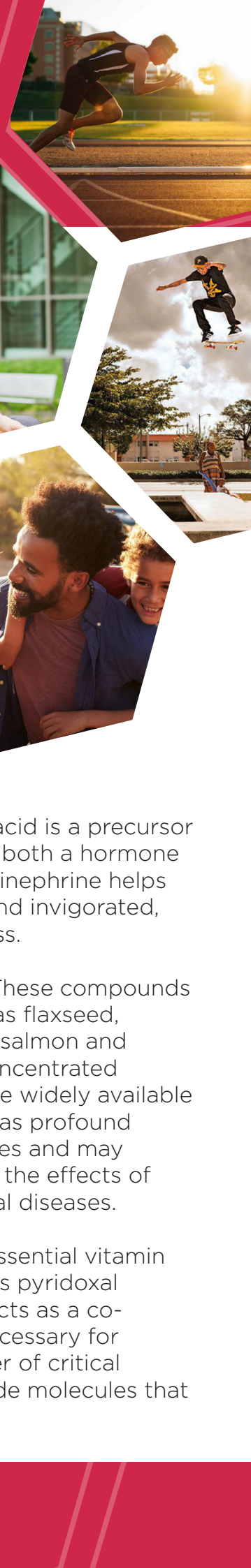
Gingko Biloba - This is a common herbal supplement that has seen centuries of use in Chinese medicine. More recently, a 20 year study published in PLOS One showed less cognitive decline in individuals who took gingko biloba extract versus those who did not.

Huperzine A - This is another cholinergic compound that helps to raise acetylcholine levels by preventing degradation of acetylcholine. It has been used to help keep memory and cognition sharp in the elderly. A 2012 paper published in Cell Biochemistry and Biophysics concluded that Huperzine A helps cognition in patients with vascular dementia.

L-Tyrosine - This amino acid is a precursor for epinephrine, which is both a hormone and neurotransmitter. Epinephrine helps keep you alert, vigilant and invigorated, even in times of low stress.

Omega 3 Fatty Acids - These compounds are found in foods such as flaxseed, walnuts and oily fish like salmon and sardines. Additionally, concentrated omega 3 supplements are widely available for purchase. Omega 3 has profound neuroprotective properties and may even be able to stave off the effects of degenerative neurological diseases.

Vitamin B6 - This is an essential vitamin in humans. Also known as pyridoxal phosphate, Vitamin B6 acts as a co-enzyme, meaning it is necessary for the synthesis of a number of critical compounds. These include molecules that enhance cognition.





HOW TO HAVE MORE ENERGY, FOCUS, AND PRODUCTIVITY

SUSTAINABLE ENERGY

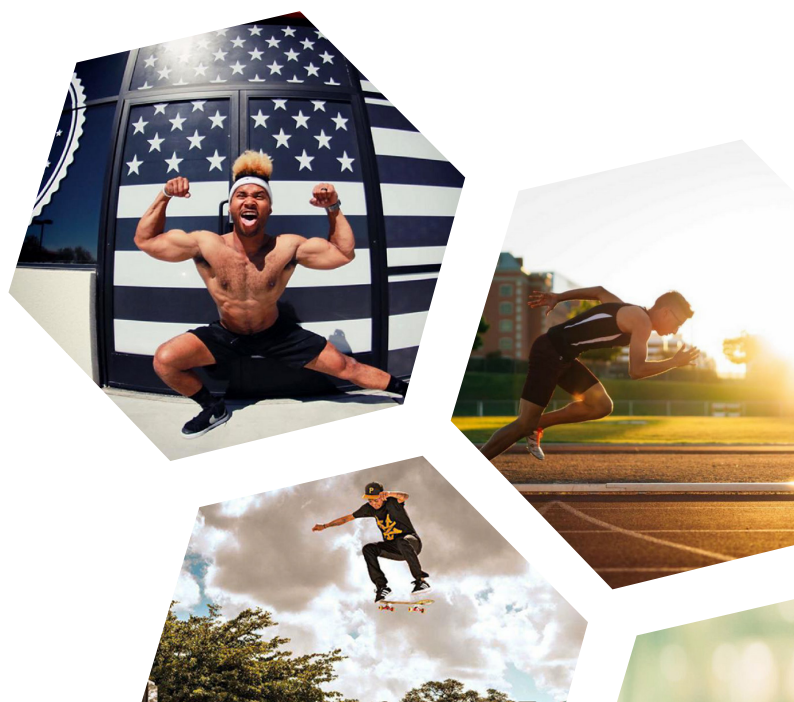
The epinephrine, norepinephrine, and dopamine neurotransmitters support your brain and body's ability to both produce and sustain a high level of energy to help you accomplish more. Ingredients like N-Acetyl L-Tyrosine and DMAE will help you get an immediate boost of energy without experiencing jitters. Additionally, they'll provide your brain with the nutrition to drive sustained energy up to 12 hours throughout your day without the crash you typically would experience from caffeine or artificial energy drinks. Another key benefit is that consistent use will help you experience a higher baseline of day to day energy levels - even on days where you don't consume these energy enhancing ingredients.

FUNCTIONAL INTELLIGENCE

Brain performance enhancing ingredients will not increase your IQ per se (and any product suggesting they can increase intelligence should be viewed skeptically), but they will help you get the most of your natural intelligence levels and increase both your desire and capacity to learn and apply. With more focus, concentration, short term and long-term recall, language fluidity and general comprehension levels - benefits supported by ingredients like Alpha GPC, Huperzine A, and Citicoline - your functional intelligence will be heightened and maximized.

INCREASED PRODUCTIVITY

The right brain nutrition can improve the efficiency of neurotransmitters in the brain and increase the portions of the nervous system concerned with cognitive function and it takes all 4 key productivity neurotransmitters - Dopamine, Acetylcholine, Epinephrine, and Norepinephrine - working together. You'll feel more motivated, develop superior problem solving and decision-making skills, and experience sharpened attention and presence to get more done in less time. The synergistic impact of ingredients like Huperzine A (memory booster, cognitive enhancer, improves neuroplasticity), Alpha GPC (precursor to acetylcholine, increased learning, improved focus), and Acetyl-L-Carnitine (neuro-protectant, powerful antioxidant, higher attention span) will combine to help you work smarter, not harder.



HOW BRAIN NUTRITION AFFECTS PHYSICAL PERFORMANCE, CREATIVITY, AND MOOD

PEAK PHYSICAL PERFORMANCE

Improving your brain's cognitive performance also leads to substantive physical benefits. Brain nourishing ingredients can work together to stimulate cellular health and efficiency, as well as to optimize the neurotransmitters essential for peak physical performance. That means you can experience the increased alertness, energy, motivation, strength and stamina required to have you operating at your maximum physical capacity - whether you're in the gym, exploring the expansive outdoors, challenging yourself in the yoga studio, or dealing with a physically demanding work day.

INNOVATION & CREATIVITY

Brain nutrition plays an important role in helping stimulate the portions of your brain that drive creativity. Strong, neuroscience based evidence suggests that proper brain nourishment can drive innovation and creativity in these important ways: 1) providing stronger, longer focus; 2) reducing fears associated with taking "risks"; 3) enhancing your long-term recall and reducing anxiety - which will "free up" your brain's bandwidth to help stimulate new thoughts and ideas; 4) helping you accomplish more in less time, which will give you the increased personal space and opportunity to explore your personal creativity. When your brain is operating at its maximum capacity, you'll experience both enhanced creative ability and more personal freedom to do your most creative work.

ELEVATED MOOD

There's perhaps nothing we want more as human beings than happiness, and yet for so many of us it can be elusive. The good news is we can do something about it. The proper brain nutrition can help you function at your best so that you feel and perform your best and that includes helping you be in the best mood possible, even when you're dealing with mundane, repetitive tasks or experiencing potentially stressful situations. Powerful ingredients / precursors like DMAE, N-Acetyl L-Tyrosine, Uridine, L Theanine, Vitamin B-6, Mucuna Pruriens and Piperine work together to optimize dopamine - your "feel good" neurotransmitter - so you can experience more joy, happiness, and that "I'm on top of the world" feeling.



A FINAL WORD: BRAIN NUTRITION AND UNLEASHING YOUR POTENTIAL

Proper brain nutrition plays an integral part in maximizing your brain's power and performance so you can be at your best in everything you do. Brain nourishment provides the building blocks for your brain and body to optimize the key productivity neurotransmitters that govern your performance on everything from sustainable energy to increased productivity to elevated mood. Some of the ingredients highlighted can be part of your daily nutrition already, however, to ensure that your "excitatory" neurotransmitters are at optimal levels, it's important to supplement with additional ingredients. While you can find some of these ingredients within food and some traditional supplements, only supplements

that are specifically formulated for brain nutrition will bring you the benefits we talked about in this paper.

The science of the brain can definitely get very complex, but think of it like this... Your body needs fuel in the way of foods and nutrients to keep you looking and feeling your best— your brain and ultimately your ability to pursue the power of your potential will certainly improve from that same focus and attention.

IF YOU FEED YOUR BRAIN, YOU FUEL YOUR LIFE.

Ready to boost your brain's nutrition and your overall performance?

Check us out at:

www.nooneectar.com/products/trial





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