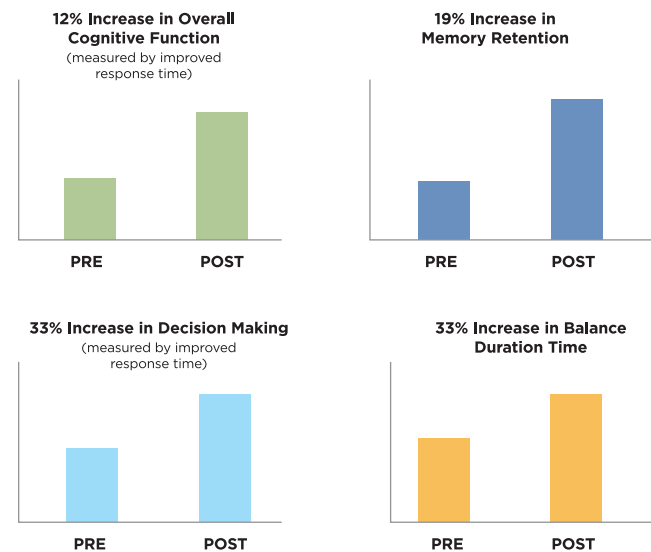


Study Validates Brain Boost & Renewal Formula

Findings from a recent human clinical trial demonstrated that a 6-week regimen of Isagenix Brain Boost & Renewal improved brain function in participants in several ways, including memory, balance, brain response and decision-making. The study showed significant improvement in all areas.



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Isagenix & BRAIN SUPPORT



Michael Colgan, PhD, CCN

YOUR LIFE AND HEALTH DEPEND ON YOUR BRAIN



The human brain is astounding. It works electrochemically through thousands of different skilled structures, each composed of millions of neurons. A good analogy is the master musicians and their instruments in a vast

symphony orchestra. Each brain structure sends timed and coordinated bursts of information—like notes of music—that combine into the magnificent, flowing concerto of your consciousness.

As with musical instruments, unless you carry out regular maintenance on brain structures, they gradually get out of tune or may break down altogether. Then the music of information becomes discordant, and the concerto of consciousness declines.

Your entire existence is centered in your brain, the magnificent machine that operates your mind and body. You can take it anywhere on Earth, but you can never sell it, exchange it, or leave it—lifelong. So it makes good sense to take care of it, to nurture it every day. The good news is that the Isagenix Brain and Sleep Support System was designed precisely for that purpose.

“Your entire existence is centered in your brain, the magnificent machine that operates your mind and body.”



5 KEY FACTORS

that affect the health of your brain, how you age, and how vibrant your mental function will remain



1. FREE RADICALS

Changes to the brain occur when free radicals made inside the brain cells multiply beyond the control of antioxidants also made inside the brain cells. These changes are called oxidative stress. The best way to eliminate oxidative stress is to promote the manufacture of these antioxidants.

Glutathione is the most abundant antioxidant. Inside the mitochondria (the powerhouses of the cells that produce our energy), the concentration of glutathione exceeds that of any other antioxidant by over 100 times.⁽¹⁾ Research on subjects from 19 to 85 years old shows progressive loss of glutathione with age.⁽²⁾

How the Isagenix Brain Support System Helps:

This product contains R+ lipoic acid, which is known to increase glutathione levels in animals. The product also contains acetyl-carnitine, which supports the health of your cells.⁽³⁾

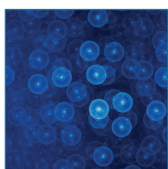


2. TOXINS

The urban environment in the US and Canada exposes us continuously to thousands of toxic chemicals in our air, food, water, workplace, and homes.^(4,5) Chemicals are especially toxic as they accumulate in the fatty tissue that comprises most of our brain and spinal cord.^(6,7) Our bodies inevitably absorb large quantities of these toxins, contributing to oxidative stress and chronic inflammation that detrimentally affect our brains.

How the Isagenix Brain Support System Helps:

When used with the Isagenix 30-Day Cleansing System, the Brain Support System can help rid the body of unhealthy impurities and chemicals, as well as protect the brain from the oxidative stress associated with these impurities.



3. NEUROGENESIS

Until recently, scientific dogma stated that, because neurons cannot divide or replicate to increase their number, the

brain gradually dies off from infancy over our lifetime. We know now this belief was dead wrong.

Studies since 1998 show that the adult human brain given the right stimulation can grow many millions of brand new neurons (neurogenesis) throughout one's lifetime.⁽⁸⁾ This growth increases brain capacity, a bit like providing your computer with more RAM.

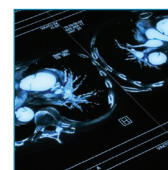
In new research, Dr. Amar Sahay and colleagues at the Department of Neuroscience at Columbia University show that inducing neurogenesis in young adult mice improves normal cognition. When combined with daily exercise, it also produces a significant increase in exploratory behavior, an animal model of improved cognition in humans.⁽⁹⁾

How the Isagenix Brain & Sleep Support System Helps:

Brain Boost & Renewal™ contains potent amounts of ginkgo biloba, R+ lipoic acid, acetylcarnitine and epigallocatechin gallate (EGCG), all of which help improve oxygen and nutri-

our teeth! But, unlike rotted teeth, rotted brains are irreplaceable. Recent science shows that **almost everyone begins to experience brain decline by age 35**, with a corresponding decline of cognition.⁽¹⁰⁾

ent flow to the brain, and enhance brain nutrition. Sleep Support & Renewal™ contains both instant-release and delayed-release melatonin to support the sleep cycle during which most neurogenesis occurs.



4. DOPAMINE & ACETYLCHOLINE PRODUCTION

Gradual loss of the neurotransmitter dopamine and the cells that produce it in the brain occurs in almost everyone over age 35. Symptoms progress slowly for decades, causing progressive tremor, loss of balance, indecision, and emotional distress.⁽¹¹⁾

Similar gradual loss occurs of the neurotransmitter acetylcholine and its cells. Acetylcholine decline causes progressive loss of memory and reasoning.⁽¹²⁾ If begun before these changes appear, however, nurturing the dopamine and acetylcholine systems can support them lifelong.

How the Isagenix Brain & Sleep Support System Helps:

This product contains velvet bean (*Mucuna pruriens*), a rich source of dopamine and its precursor NADH.⁽¹¹⁾ It also contains acetylcarnitine and citicoline sodium, which is shown to support acetylcholine production.^(12,13)



5. SLEEP

Sleep is an active physiological process essential for brain growth, memory consolidation, and restoration of brain neurons.

Yet the US National Center on Sleep Disorders reports more than one quarter of the population of North America, a total of 90 million people, have inadequate sleep.⁽¹⁴⁾

How the Isagenix Brain & Sleep Support System Helps:

This product contains instant-release and delayed-release melatonin in a complex of botanicals shown to support sound sleep.

BRAIN & SLEEP SUPPORT SYSTEM

Dr. Colgan and the Isagenix Science team have introduced a system that is redefining how to live life to the fullest with a healthy, well-functioning brain and restful night's sleep. When taken together as part of a daily Isagenix nutritional system, Brain Boost & Renewal and Sleep Support & Renewal provide optimal results for whole-body health and healthy brain aging.

BRAIN BOOST & RENEWAL™

is a multifunctional product containing a synergistic blend of natural ingredients scientifically formulated to support healthy brain function.

- Provides brain antioxidant protection
- Protects the brain against cellular reactivity that speeds aging
- Maintains healthy neuron function to promote mental focus and concentration
- Naturally supports production of healthy brain chemicals
- Supports cerebral blood flow

SLEEP SUPPORT & RENEWAL™

is a unique, all-natural, fast-acting melatonin nutrition complex spray that will help improve sleep quality without being habit-forming.

- Helps increase the quality and total time of sleep
- Helps to reduce the time it takes to fall asleep
- Helps relieve the fatigue associated with jet lag
- Helps re-set the body's sleep-wake cycle (circadian rhythm)
- Helps promote healthy aging, cardiovascular health, immune function, and brain health



Extra Support with Cleansing

The Isagenix 30-Day Cleansing and Fat Burning System is another terrific support for brain health. Based on the concept that we need to continually rid our bodies of environmental toxins, this system can improve the overall health of the body and brain.

- Provides a synergistic blend of herbs and other natural compounds that gently stimulate the body's own cleansing systems
- Promotes rapid elimination of the excreted toxins from the intestines, thereby preventing reabsorption into the body
- Delivers multiple potent antioxidants, also shown in clinical trials to boost glutathione production
- Increases resistance to oxidative stress, and improves mental and physical performance

Brain Decline Begins Early

We can't feel our brain creating our consciousness, so we tend to take it for granted. We spend more time and trouble looking after