When You Remember too Little or Forget too Much
Did You Know?

- The brain weighs about 1.5 kg.
- The brain is approximately 75% water and is soft to the touch.
- There are approximately 100 billion neurons (nerve cells) in the average human brain.
- It uses between 20% and 25% of our energy supplies each day; the more intense the brain activity, the higher the energy consumption.
- It uses about 20% of the oxygen that enters the bloodstream.
- Around 20% of our blood is pumped from the heart to the brain. Even a temporary failure in the oxygen supply can lead to brain damage; any longer can be fatal.
- The brain uses glucose as the major fuel.

Vitality does not mean having a lively, strong physique; it also means having an active and healthy mind. Take a few minutes and try to recall a happy moment in your life. If you are able to do that, it is thanks to your brain which allows you to recall or retrieve information when you want to.

Your brain controls your body – everything from your ability to move your fingers to blinking your eyes, walking and even sleeping. In fact, the brain is one of the most complex organs in the human body.
Memory is defined as the ability to retain, recall and retrieve information or experiences. Memory is part of the brain while concentration is a mental activity. Concentration is directly affected more by physical activity. Lack of concentration can be caused by stress, anxiety or procrastination, exhaustion, insufficient sleep, multi-tasking or nutritional deficit.

Just like how you can influence your concentration, you can also improve your memory.

If you want to retain your memory and to function as well as feel good optimally, adopt healthy habits in your daily life.

**The reward:**

- **Vitality**
- **Healthy body**
- **Mental sharpness no matter what your age is**

**Did You Know?**

- Short-term memory is like a working memory which stores information for a limited period of time. A short-term memory can become long term if it is constantly remembered or rehearsed. Example, when a student is preparing for an exam.

- A long-term memory can last for a few days to a few years.
How **Good** is your **memory**?

Let’s do a quick check:

**Tick whether “Yes” or “No”**

<table>
<thead>
<tr>
<th></th>
<th>Yes</th>
<th>No</th>
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<tbody>
<tr>
<td>Sometimes I forget the dates or time of my appointments</td>
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<tr>
<td>Sometimes I easily forget the birthdays of my loved ones</td>
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<tr>
<td>I need a list when I go shopping (10 items or more)</td>
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<td>Sometimes I forget a person’s name</td>
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<td>Sometimes I forget where I left my car keys or my spectacles</td>
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<tr>
<td>I have difficulty learning new information or new facts</td>
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<td>Sometimes I forget phone numbers</td>
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<tr>
<td>I have difficulty concentrating on a task for too long</td>
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This product combines ginkgo biloba with cistanche tubulosa, a plant that grows naturally in the desert of China and has been used in Traditional Chinese Medicine for centuries, to help support memory, focus and concentration.

Adults who live active, busy or stressful lifestyles and believe that over the years there is a natural decline in mental acuity, specifically with memory, focus and concentration. Users of this product are looking for a natural product that helps support every-day mental sharpness.

Benefits of cistanche tubulosa extract:

- Antioxidants help protect your brain from daily oxidative stress and free radicals.
- This helps to support:
  - Brain cell communication
  - Optimal blood flow
  - Overall brain health
- Preliminary scientific research demonstrates that the exclusive cistanche extract improves memory, focus and ability to recall in healthy people.

Antioxidants help protect your brain from daily oxidative stress and free radicals.
FREE RADICALS
Free Radicals are ever-present in the body and can cause damages to cells and DNA. Free radicals also accelerate aging. Things such as environmental pollution, sunlight, stress and even your internal metabolism can cause free radicals.

DIABETES
Diabetes mellitus is a condition where a person’s blood glucose level is high due to either inadequate insulin production or the lack of proper response to insulin by the body’s cells or both. Diabetes is a risk factor for a stroke.

HIGH BLOOD PRESSURE
High blood pressure or hypertension can strain the heart, damage blood vessels and increase your risk of a stroke.

STROKE
A stroke is the result of a sudden lack of blood circulation to the brain due to blood clots blocking a blood vessel in the brain or neck. A stroke can disrupt physical movements and even speech or memory problems.

INFLAMMATION, FREE RADICALS AND HEART DISEASE
Inflammation is not necessarily a bad thing. In fact, it provides a protective function in the body. When the inflammatory process is under control, you will experience a healthy, balanced immune system which keeps your organs, including the brain, functioning healthily. It goes without saying then that when inflammation gets out of hand, it can lead to adverse effects.

Research has shown that inflammation can play a role in coronary heart disease. The arterial plaque accumulated in the arterial walls happens when bad cholesterol becomes oxidised by free radicals, which are present as a result of inflammation in the arterial walls.

ALCOHOL
Reducing the intake of alcohol can help in keeping up brain health. Heavy alcohol consumption can have far-reaching effects on the brain, from simple “slips” in memory to permanent debilitating conditions. Even moderate drinking is said to have the possibility of causing short-term impairment.

Studies have shown that male and female alcoholics both showed significantly greater brain shrinkage – a common indicator of brain damage – than controlled subjects. Studies have also shown men and women have similar learning and memory problems as a result of heavy drinking.*

SMOKING
According to researchers at King’s College London, smoking can compromise the brain by damaging memory, learning and reasoning.

Researchers collected data about the health and lifestyle and brain tests of a group of over-50's. In the tests, they were asked to learn new words or name as many animals as they could in a minute. They were tested again after four years and again after eight years.

The results showed that the overall risk of stroke was “significantly associated with cognitive decline” with those at the highest risk showing the greatest decline. It also said there was a “consistent association” between smoking and lower scores in the tests.

Dr Simon Ridley, from Alzheimer’s Research UK, said: “Research has repeatedly linked smoking and high blood pressure to a greater risk of cognitive decline and dementia, and this study adds further weight to that evidence.”

“Eating a balanced diet, maintaining a healthy weight, exercising regularly, getting your blood pressure and cholesterol checked, and not smoking can all make a difference.”

Source: BBC Health, 26 November 2012

LACK OF SLEEP
Sleep plays a critical role in thinking and learning. Lack of sleep can hurt these cognitive processes as it can impair attention, alertness, concentration, problem solving, etc. Lack of sleep can also affect your memory.

AGING
Misplacing keys, forgetting names or dates, etc are common the older you get as mental acuity can decline over time and affect the memory.

According to the World Health Organization (WHO), the world population is rapidly aging. Between 2000 and 2050, the number of people aged 60 years and over is expected to increase from 605 million to 2 billion.

One of the key brain drainers for the aging population is the fast-paced lifestyle in this day and age where technology plays a prominent role. This means that their brains are having to retain more information and have higher productivity than before.


It is also a good idea to try to avoid things that are known as neurotoxins, such as consuming too much alcohol or smoking cigarettes.

- Dawna Venzon, NUTRILITE Senior Research Scientist, and an expert on neurochemistry and brain health.
Protein

• Pump up on your proteins. Proteins in the diet provide the amino acids from which neurotransmitters are made. Neurotransmitters allow your brain cells to network and communicate, and this in turn influences your behaviour and your mood.

Omega-3 fatty acids

• Omega-3 fatty acids are highly concentrated in the brain. Omega-3 fatty acids appear to be important for cognitive (brain memory and performance) function, mental focus and brain development.

• 8 out of 10 studies found that higher blood omega-3 fatty acids were associated with reduced cognitive decline.


• As we get older our bodies form less DHA and EPA, which may cause less mental focus and cognitive function. Taking EPA and DHA may also help with mental abnormalities such as Alzheimer’s disease and dementia. EPA and DHA are converted into hormone-like substances called prostaglandins, which also regulate inflammation.

Multivitamin/multimineral/concentrate supplement

• Overall brain support and nourishment. Fills nutritional gaps in one’s diet.
Ginkgo biloba is an extract that is made from the leaves of the ginkgo biloba tree, the world’s oldest living tree, dating back about 250 million years. Ginkgo leaves have been used in traditional Chinese medicine for about 500 years.

A standardised extract is widely prescribed to combat a number of neurological disturbances, including memory and concentration problems, confusion, depression, anxiety, vertigo, hearing loss and lack of attention or vigilance.

Ginkgo promotes vasodilation and improves blood flow. It appears beneficial for short-term memory loss, headache and depression.

National Toxicology Program, Department of Health and Human Services (2003)

At least 16 controlled clinical trials have evaluated various ginkgo extracts for healthy, non-cognitively impaired adults. A systematic review has shown that in 11 of these trials, ginkgo increased short-term memory, concentration and time to process mental tasks.


Cistanche tubulosa is an important tonic herb prescribed by Chinese traditional doctors. It is traditionally prescribed as an anti-aging treatment. Cistanche used in traditional Chinese medicine is believed to replenish blood, strengthen the kidney and is used to treat impotence, sterility, cold sensation of the waist and knee, constipation, as well as poor memory. It is listed in the 2005 Chinese Pharmacopoeia.

Now a standardised extract in supplements, it shows positive results in supporting brain health, promoting clearer thinking and improving memory, focus, concentration and ability to recall.

Research suggests that the key components in the cistanche tubulosa extract (phenylethanoid glycosides and echinacosides) provides antioxidant support for the brain, and strengthens and supports the communication between brain cells. It helps protect and nourish the brain by supporting optimal blood flow. It has powerful antioxidant potential that will help protect the brain from daily oxidative stress and free radicals.
Nutrients to feed an Active, Healthy Mind & Lifestyle

Protein Powder

Active ingredient
活性成分
Bahan aktif:
Soy Protein

M-Plus Tablet

Active ingredients
活性成分
Bahan aktif:
Cistanche Tubulosa and Ginkgo Biloba

Salmon Omega Complex

Active ingredients
活性成分
Bahan aktif:
Omega 3 (d-Alpha Tocopherol, Salmon Oil, Fish Oil): EPA, DHA
**Siberian Ginseng & Ginkgo Biloba**

Active ingredients
*活性成分 Bahan aktif:*

- Multivitamin, Multimineral
- Plant Concentrates