GENESTRA BRANDS®

Neurogen Cognition

Herbal Formula

Research-driven support for cognitive health

- Combines LONGVIDA™ Optimized Curcumin with BACOGNIZE™ Bacopa and standardized ginger extracts
- LONGVIDA™ Optimized Curcumin is clinically demonstrated to
  - help improve cognitive function, reduce fatigue and improve the psychological effects of stress on mood
  - enhance working memory, which may reverse or prevent age-related memory impairments
- Bacopa is traditionally used in Ayurveda for memory enhancement

Neurogen Cognition was specifically developed to support cognitive health and brain function. It offers LONGVIDA™ Optimized Curcumin, which has been demonstrated in clinical research to help improve cognitive functions; reduce fatigue; improve the psychological effects of stress on mood; and enhance working memory, which may reverse or prevent age-related memory impairments. LONGVIDA™ provides curcumin in a solid lipid formulation, which helps to increase its bioavailability.[1] This formula also offers BACOGNIZE™ Bacopa, a standardized extract of the plant *Bacopa monnieri,* which has been traditionally used in Ayurveda for memory enhancement. BACOGNIZE™ Bacopa has been clinically shown to support cognitive health and brain function, increasing performance in a test measuring attention, freedom from distractibility, and working memory.[2] Additionally, Neurogen Cognition provides a standardized extract of ginger, another important plant used in Herbal Medicine.

EACH CAPSULE CONTAINS:

LONGVIDA™ Optimized Curcumin	200 mg
Providing	
Curcumin (from *Curcuma longa* rhizome)	40 mg
BACOGNIZE™ Bacopa (*Bacopa monnieri*) Aerial Parts Std. Extract (12% Bacosides)	150 mg
Ginger (*Zingiber officinale*) Rhizome Std. Extract (14.6:1) (5% Gingerols/730 mg Dried Equivalent)	50 mg

Non-Medicinal Ingredients: Hypromellose, cellulose, silica, sunflower lecithin, stearic acid, maltodextrin, ascorbyl palmitate

Longvida™ is a trademark of Verdure Sciences, Inc.
Patents: www.vs-corp.com/ip.html

BACOGNIZE™ is a trademark of Verdure Sciences Inc.

Recommended Dose
Adults: Take 2 capsules daily or as recommended by your healthcare practitioner. Use for a minimum of 6 weeks to see beneficial effects. Consult your healthcare practitioner if symptoms persist or worsen.

Size
60 Vegetarian Capsules

Product Code
07643

NPN 80067711

Non GMO | Gluten Free | Dairy Free | Vegan

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Scientific Rationale:

Cognitive function is influenced by a number of factors, such as genetics, diet, lifestyle, medication and aging.[1] Proper brain function during aging depends in part on an equilibrium of free radical production and antioxidant defence (with oxidative damage normally accumulating in the aging brain).[1] Maintaining vascular health during aging is also important, as the brain constantly requires an adequate supply of blood, nutrients and oxygen to capillary beds.[2] Research suggests that age-related decreases in cognitive function normally occur in healthy individuals, beginning in their late 20s and extending throughout the lifespan.[1]

Bacopa has been traditionally used in Ayurveda for memory enhancement for over 3,000 years.[3] It contains a wide variety of phytochemicals that support cognitive health, including bacosides.[2] Emerging evidence suggests that bacopa acts by a variety of actions, such as promoting antioxidant defence, increasing cerebral blood flow and regulating neurotransmitter levels.[2]

In a randomized, double-blind, placebo-controlled trial, daily supplementation with 300 mg of bacopa for 12 weeks supported cognitive performance in adults aged 65 or older.[4] Participants in the bacopa group demonstrated better delayed word recall memory and improved reaction times in a cognitive test when compared to the placebo.[4] Similarly, a recent meta-analysis of nine randomized, placebo-controlled trials concluded that bacopa supplementation for at least 12 weeks improved cognitive function, including measures of memory and attention (when taken at 300 mg daily).[3]

Neurogen Cognition provides BACOGNIZE™, a proprietary, clinically researched bacopa extract standardized to total bacosides. Preclinical research has shown that BACOGNIZE™ can bind to and regulate the activity of serotonin receptor 5HT1a, which plays an important role in neurochemical responses.[5,6] BACOGNIZE™ also contains flavonoids and polyphenols with antioxidant capacity found to be greater than acai, cocoa and curry powder, which may further contribute to its beneficial effects on health.[5]

In a randomized, double-blind, placebo-controlled trial involving healthy students in their second year of medical school, twice daily supplementation with 150 mg of BACOGNIZE™ for 45 days significantly improved measures of cognitive function.[7] BACOGNIZE™ improved performance in a test measuring attention, freedom from distractibility, and working memory, as well as a logical memory test, a measure of immediate recall of logical material and language comprehension.[7]

Curcumin is the primary bioactive ingredient in turmeric, which has been used for more than 4,000 years in traditional Ayurvedic medicine.[8,9] Research suggests that curcumin may have a role in supporting cognitive health by regulating oxidative stress and cytokine release.[10]

One of the primary challenges of curcumin supplementation is its low bioavailability and rapid metabolism in the body.[11] As a result, scientists have developed LONGVIDA™, a solid lipid curcumin particle formulation that was shown to achieve greater peak plasma concentrations of free (unglucuronidated) curcumin (the form that readily crosses the blood-brain barrier) than standard curcumin.[11,12]

LONGVIDA™ has been clinically evaluated for its ability to support cognitive health. In a placebo-controlled trial involving healthy adults aged 40–60, daily administration of LONGVIDA™ (400 mg for four weeks) significantly enhanced antioxidant activities, including increased salivary radical scavenging activity and catalase activity (an antioxidant enzyme).[13] LONGVIDA™ also decreased the activity of salivary amylase, a marker of sympathetic nervous system stress.[13]

An additional randomized, placebo-controlled trial reported that the same dose of LONGVIDA™ significantly increased performance on sustained attention and working memory tasks one hour after intake.[11] Following chronic (four-week) intake, significant improvements were observed for working memory and mood (general fatigue and change in state calmness, contentedness and fatigue induced by psychological stress).[11] Additionally, acute-on-chronic administration promoted beneficial effects on alertness and contentedness.[11] As working memory decreases in normal aging, LONGVIDA™ may be especially useful for supporting cognitive health and brain function in an aging population.[11]

Neurogen Cognition also contains ginger, another plant with a long history of traditional use.[14] This ginger extract is standardized to 5% gingerols, the pungent compounds primarily evaluated in scientific research.[14]

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