



— VEGETARIAN —

ANTI-AGING BRAIN HEALTH

— GLUTEN FREE —

COMPREHENSIVE COGNITIVE SUPPORT
Acetyl-L-Carnitine • Phosphatidylserine • Vinpocetine

PIONEER® *Anti-Aging Brain Health* formula is intended to provide nutritive support for healthy mental function and memory, as well as antioxidant support to the brain and nerve tissue.

Most people experience mild memory loss with age. By the time one reaches adulthood brain cells begin to die off and the body produces fewer of the neurochemicals brain cells need to work. The older you are, the more these changes can affect your memory. As the number of older adults continues to rise in the U.S., so does the incidence of memory loss. Due to this trend, the number of new cases of dementia is expected to nearly double over the next one to two decades.

We can't stop the aging process, but it may be possible to help support healthy memory function through health-promoting interventions including a good diet, stress reduction, exercise, and many nutrients and botanical extracts including antioxidants, B-vitamins, minerals, herbs and phytonutrients.

CONSIDER THESE PIONEER® ADVANTAGES:

1. Homocysteine Reducing B-Vitamins: B6, B12 and Folic Acid. *Vitamins B6, B12 and Folic Acid* are well known to help reduce the levels of homocysteine in the body. A Boston University study published in the *New England Journal of Medicine* concluded that high homocysteine levels nearly doubled the risk of memory impairment. Vitamin B12 declines as we age and deficiency can lead to impaired neurologic and cognitive function. PIONEER® uses *Methylcobalamin*, the ideal activated form of Vitamin B12 that requires no conversion in the body to be utilized. Other forms of B12 require conversion and this conversion ability may be reduced as we age and lead to low vitamin B12 levels in seniors.

2. Vitamin E: Protecting the Brain.

Considerable evidence indicates that oxidative damage plays a major role in memory loss. Epidemiologic data suggests that antioxidant nutrients such as *Vitamin E* offer significant protection against oxidative damage-related memory loss. Researchers are beginning to show that antioxidant nutrients, especially vitamin E, may help prevent memory loss in the same way that they help with other health concerns that are linked to excessive oxidation.

3. Chromium Boosts Cognition.

Chromium is important for proper mental function since glucose is the primary fuel source for the brain. It is well known that hypoglycemia significantly impairs mental function and can cause irritability, confusion, amnesia, and many other mental symptoms. Research has suggested that, when supplemented with chromium, seniors with early memory changes experienced enhanced memory and motor function.

4. Acetyl-L-Carnitine: Cognition Enhancer.

Acetyl-L-Carnitine (ALC) appears to help provide nutritive support for memory, cognitive function and behavioral performance, and mood. It is thought to be especially effective for those who encounter memory loss earlier in life (prior to 66 years of age). ALC is also thought to be supportive in mild memory loss and constructional thinking.

ALC is thought to be substantially more active than other forms of carnitine in conditions involving the brain; it acts as a powerful antioxidant within the brain cell, helping to stabilize cell membranes and improve energy production, as well as enhance or mimic the function of acetylcholine. Acetylcholine is a key neurotransmitter in learning and memory.

5. Phosphatidyl Serine: Supporting Fluidity of Cell Membranes in the Brain.

Phosphatidylserine is the major phospholipid in the brain, playing an important role in the integrity and fluidity of cell membranes. In our earlier years, the brain can manufacture sufficient levels of phosphatidylserine, but this declines over time. Phosphatidylserine has been the subject of much research and at therapeutic levels improvements have been seen in mental function, mood, and behavior in age-related cognitive decline.

6. Phosphatidyl Choline: Supporting Cholinergic Activity in the Brain.

Phosphatidylcholine is an essential phospholipid which is believed to support acetylcholine levels in the brain. Acetylcholine is a neurotransmitter which is essential for memory and learning and progressively declines in those with age-related memory loss. Some research has suggested improvements in memory from phosphatidylcholine supplementation in both normal individuals and those with cognitive decline.

7. Rhodiola: Adaptogen for the Mind.

PIONEER® *Anti-Aging Brain Health* provides a therapeutic level of *Rhodiola* and its constituents *Rosavins* and *Salidroside*s. A research overview suggested *Rhodiola* to be a more effective and fast acting adaptogen than *Schizandra* and *Eleutherococcus*. *Rhodiola* is a powerful adaptogen primarily due to its *salidroside* and *rosavin* content. It has been suggested to help protect from stressors such as cold and radiation, decrease fatigue, restore energy, improve mood, and enhance learning, memory, and concentration. As an adaptogen, it can also be calming in times of over stimulation. *Rhodiola* also has antioxidant effects, potentially helping to reduce levels of CRP (C-reactive protein).

8. Alpha Lipoic Acid: Powerful Antioxidant for the Brain. *Alpha Lipoic Acid* (ALA) is a powerful antioxidant that is both water- and fat-soluble. In the body, ALA regenerates our own antioxidants such as glutathione which in turns prevents oxidative stress systemically. ALA also scavenges free radicals throughout the body on it's own. ALA has antioxidant activity specific to aging.

9. Vinpocetine: Supporting Blood Flow to the Brain. *Vinpocetine* is related to a constituent in the Periwinkle plant and has been used since the 1960s to help provide nutritive support for vascular health in the brain. It has been suggested to have a potential positive impact on the cerebral blood flow in the brain.

10. Huperzine A: Supporting Acetylcholine in the Brain. PIONEER® *Anti-Aging Brain Health* supplies a therapeutic level of *Huperzine A*. *Huperzine A* is a constituent of Chinese club moss (*Huperzia serrata*), a traditional Chinese herb used for ages as a tea. *Huperzine A* is believed to help provide nutritive support to inhibit the breakdown of acetylcholine which may lead to healthy levels of this neurotransmitter in the brain. Acetylcholine is a neurotransmitter that is vital in learning and memory. Besides supporting acetylcholine levels, *Huperzine A* also has antioxidant and neuroprotective effects. Research in China has suggested *Huperzine A* to offer considerable mental benefits, specifically enhance memory and cognitive function, as well as improve behavioral factors in those with age related cognitive decline.

Serving Size 4 Vegetarian Capsules Bottles of 60 Vegetarian Capsules	AMOUNT PER SERVING	%DV
Calories.....	10	
Calories from Fat.....	10	
Total Fat	1 g	2%†
Total Carbohydrate	<1 g	<1%†
Dietary Fiber.....	<1 g	2%†
Vitamin E (d-alpha tocopheryl succinate).....	100 IU	333%
Vitamin B6 (from pyridoxine HCl).....	10 mg	500%
Folic Acid.....	400 mcg	100%
Vitamin B12 (methylcobalamin).....	400 mcg	6.667%
Chromium (picolinate).....	200 mcg	167%
Acetyl-L-Carnitine.....	600 mg	*
Phosphatidylserine (soy).....	300 mg	*
Phosphatidylcholine (soy).....	250 mg	*
Rhodiola Root Extract (3% rosavins, 1% salidroside).....	200 mg	*
Alpha Lipoic Acid.....	60 mg	*
Vinpocetine.....	10 mg	*
Huperzine A (from <i>Huperzia serrata</i>).....	200 mcg	*

† Percent Daily Value based on a 2,000 calorie diet *Daily Value (DV) not established.

Other ingredients: vegetable capsule (cellulose), silica, cellulose, vegetable magnesium stearate, maltodextrin (carrier). 08.09

NOTE: Some ingredient details may be abbreviated on actual product labels.

For more information or to
request additional copies:
800.247.6505
www.pioneer nutritional.com

