

## OptimiZing for Adults Mini-White Paper

# The Latest Science: Cognitive Supplement Can Help People Boost Productivity, Think Faster, and Keep the Brain Healthy

## OptimiZing, a Nootropic Supplement Recommended for:

- Enhancing attention, learning, and focus
- Promoting memory
- Boosting problem-solving skills
- Decreasing mental fatigue and brain fog
- Keeping brain cells healthy
- Reducing everyday stress

Your cognitive abilities are one of your most prized and necessary skills, whether you are competing for a promotion at work, a college student who needs to ace exams, an entrepreneur trying to obtain a new client, or a retired person who wants to remain independent into old age.

That's why we created OptimiZing, a nootropic supplement that includes some of the most powerful, science-backed ingredients available including benfotiamine, methylcobalamin, Alpha GPC, acetyl-L-carnitine, bacopa, Ginkgo biloba, and huperzine A. This short white paper will present the science showing the impressive benefits of these ingredients.

### Keeps Memory Sharp

The ingredients in OptimiZing were specifically chosen because they may improve occasional absentmindedness as you age.

For example, **alpha glycerylphosphoryl choline**—Alpha GPC for short—is a rich-source of choline for the brain. This in turn helps the brain produce the neurotransmitter acetylcholine, which plays an important role in learning and memory.

**Alpha GPC's** role in raising choline levels could be the reason why double-blind, randomized, placebo-controlled research has shown Alpha GPC is beneficial to age-related cognitive health.<sup>1</sup>

**Acetyl-L-carnitine** is another brain support supplement that increases focus, memory, and cognition.<sup>2,3</sup> It also reduces mental and physical fatigue in the elderly.<sup>4</sup> Unlike other forms of carnitine, **acetyl-L-carnitine** readily crosses the blood-brain barrier,<sup>5</sup> where it can work effectively to boost brain health.

**Bacopa** is another scientifically supported ingredient that may help you remember where you put the car keys. Animal models of cognitive health during aging and human randomized controlled trials indicate it may support healthy memory.<sup>6,7</sup>



## Boosts Learning and Focus Even in Younger People

Ingredients in OptimiZing have been shown to promote memory and brain health long before a person becomes a senior citizen.

A double-blind, placebo-controlled study of men and women ages 18 – 60 found that **bacopa** improved the speed with which the subjects processed visual information as well as their learning rate and memory consolidation after 12 weeks.<sup>8</sup>

**Alpha GPC** can also lend a helping hand to focus, learning, and memory in healthy, young adults. One study found that subjects taking 400 mg of alpha GPC performed 18% faster on serial subtraction tests compared to participants consuming caffeine.<sup>9</sup> The subjects taking the alpha GPC didn't experience the jitteriness that the participants using caffeine did.

## Think Faster and Be More Motivated

A double-blind 12-week study found that **bacopa** boosted the speed of visual information processing compared to a placebo.<sup>8</sup> Bacopa also improved learning rate and memory. A single-blind, placebo-controlled study found that subjects were more motivated when taking an alpha GPC supplement.

## Keeps the Brain Healthy

OptimiZing contains ingredients that nourish neurons. **Benfotiamine**, a fat-soluble form of vitamin B1 (thiamine), supports a healthy inflammatory response in brain cells.<sup>10</sup> It also protects brain cells from the harmful effects of excess blood sugar.<sup>11</sup> These benefits may translate into clinical improvements in brain health as one study of five elderly people found that benfotiamine supported cognitive function.<sup>12</sup>

The formula also includes:

- **Vitamin B12**. Low levels of this vitamin are linked to brain shrinkage and cognitive decline.<sup>13</sup>
- **Huperzine A**, a compound extracted from club moss (*Huperzia serrata*). Huperzine A increases levels of the memory-boosting neurotransmitter acetylcholine and supports a healthy inflammatory response in the brain.<sup>14</sup> In human research of elderly subjects, it maintained healthy cognitive function and improved quality of life.<sup>15</sup>
- **Ginkgo Biloba**, a botanical derived from the leaf of the Chinese ginkgo tree, plays a role in healthy blood flow and maintains age-related cognitive health.<sup>16</sup>

## Relieves Everyday Stress

Stress is closely tied to cognitive health. Being under a lot of mental pressure can lead to problems with memory and cognition. Bacopa has stress-soothing effects,<sup>17</sup> which may be one reason why it's able to promote cognitive function. B vitamins are also important stress-fighters.

## Fuel for Your Brain's Cells

The mitochondria are the powerhouses of the cells, including neurons in the brain. Ingredients in OptimiZing like Ginkgo biloba and Alpha GPC keep the mitochondria healthy. Ginkgo has been shown to protect the mitochondria from damage and oxidative stress.<sup>18</sup> Animal research showed alpha GPC can improve mitochondrial activity.<sup>19</sup>



## Optimize Memory and Brain Function with OptimiZing

Science supports the use of the ingredients in OptimiZing to improve your memory and mental performance. This is an extremely powerful way to enhance cognitive function, whether you're a college student, businessperson, or senior citizen. The bottom line? Preserving your memory is the key to having a more productive life.

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