

FASTER LEARNING, ENHANCED MEMORY & IMPROVED MENTAL PERFORMANCE



Safe, natural support for healthy adults who want 'peak cognitive performance'.

- Shown to speed learning, enhance memory, and improve mental performance
- Clinical studies targeted to information age consumers
- Patented, standardized extract of *Bacopa monnieri*
- Seed-to-shelf quality control
- Effective in single or multi-ingredient cognitive health formulations
- Studies support fast-acting formulations for improved mental performance

In the United States today, millions of consumers are part of an information era that asks all of us to learn faster, remember more and process faster and more accurately in cognitively demanding environments. In college, at work or in the pursuit of a fuller, more rewarding life, there's a growing demand for 'peak cognitive performance'.

Synapsa™ Natural Memory Support is a patented, standardized extract of *Bacopa monnieri* that has been shown to improve information processing, enhance memory and upgrade intellectual performance – naturally and safely – in healthy adults. With exciting studies on this engaged demographic – and more on the way – Synapsa is an ingredient that can help you build your brands in the categories of learning, memory and mental performance.

ON-GOING CLINICAL RESEARCH PROGRAM FOR SYNAPSA NATURAL MEMORY SUPPORT



The unique composition of Synapsa has been studied in a range of high quality clinical trials for over a decade. While most trials have shown performance improvement after weeks of use, new data also suggest that even short term use of Synapsa can improve mental performance. A fully-supported ongoing clinical research program promises additional new data in the near future.

Visual processing, learning rate & memory consolidation (Stough, 2001)

A randomized, double-blind, placebo-controlled 12-week study of 46 healthy adults, ages 18-60, showed a statistically significant improvement in speed of visual information processing, learning rate and memory consolidation in subjects consuming 300 mg/day Synapsa. A statistically significant reduction in the rate of forgetting was also observed.

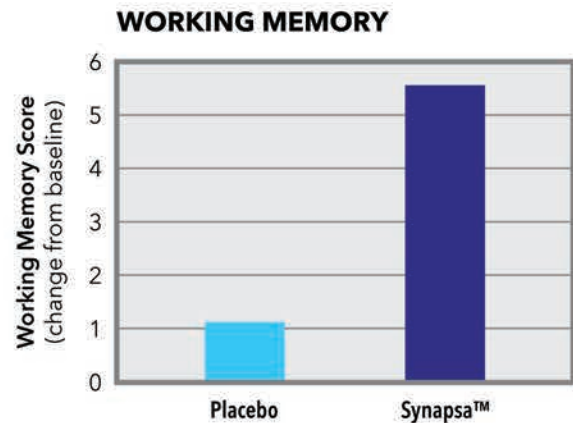
Information retention (Roodenrys, 2002)

A randomized, double-blind, placebo-controlled 12-week trial on a group of 76 adults, ages 40-65, demonstrated a significant effect of Synapsa on the retention of new information.

Working memory, visual info processing, improved accuracy (Stough, 2008)

A randomized double-blind, placebo-controlled 90-day study with 62 participants, ages 18-60, consuming 300 mg/day Synapsa showed a

statistically significant improvement in working memory, visual information processing (sustained attention) and accuracy in complex cognitive tasks.



The CDR computerized cognitive assessment battery was used to assess five cognitive factors at baseline and after the 90 d treatment period. Change from baseline Working Memory Score was significantly improved ($p=0.035$) in the Synapsa group. Working Memory refers to a process in the brain that provides temporary storage and manipulation of the information necessary for complex cognitive tasks such as language comprehension, learning, and reasoning.

Improved performance on demanding cognitive tests (Downey, 2012) (acute)

Two different doses (320 mg/640 mg) were examined in this study on sustained cognitive performance, examining the acute (short term) effect of Synapsa in healthy adult subjects. Significantly improved performance was seen in faster information processing and improved decision making time, in a multitasking environment.

POTENTIAL CONSUMER BENEFITS PLATFORMS FOR SYNAPSA

- Faster information processing
- Improved learning rate
- Decreased forgetting rate
- Improved memory consolidation
- Better multitasking accuracy



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