

Experiencing Memory Loss?

Are you one of the 76% of adults over 30 that experiences memory lapses and forgetfulness? Do you have trouble locating your keys or remembering where you parked your car at the mall? Do you find it hard to remember the names of people you've just met?

As we grow older, these and other memory lapses can make us feel we are losing our mental edge. Our busy lifestyles and just the simple aging of our bodies can cause our mental

abilities to begin to deteriorate. Small bits of information like names, special dates or specific events become harder to recall. Have you ever felt embarrassed when you forgot an important anniversary or a

birthday? We all have occasions when we can't find our car keys or we forget to pick up something on a trip to the store. This occasional memory loss is normal and not likely to lead to a permanent memory loss if we continue to maintain a proper diet, maintain proper nutritional support, and exercise our brain.

One of the primary reasons people experience memory loss is that their brain doesn't get a sufficient supply of nutrients. This is usually due to poor circulation. Our blood feeds and nourishes every cell within our body. When the cells and neurotransmitters in the brain don't receive sufficient oxygen and nutrients from the blood, memory loss can result. When cholesterol and triglycerides cause the blood to thicken, the vital nutrients in the blood have a harder time reaching the brain. If this situation is not improved, the brain can become malnourished. Further, the brain depends on neurotransmitters to function properly. The neurotransmitters, which act as chemical messengers for the brain, are made from the nutrients supplied by the blood. So, if the brain doesn't have enough neurotransmitters or sufficient nutrients to create more, then memory loss can occur.

Another factor that can affect memory is the exposure of the brain to toxic elements. The brain is very sensitive and exposure to free radicals, pollutants, pesticides, alcohol, tobacco, artificial sweeteners, dental mercury, and drug abuse can cause further damage to the brain and memory retention.

Fortunately, there are nutrients available that can help improve the flow of blood to the brain and enhance the work of the neurotransmitters, thereby increasing the oxygen and nutrients available to the brain cells. Further, some of these nutrients can help the body rid itself of free



radicals and dangerous toxins before they can cause extensive damage. Some of these powerful nutrients are: Alpha Lipoic Acid, Bacopin, Ginkgo Biloba, Gotu Kola, Huperzine A, and Phosphatidylserine.

Health Benefits

Today, memory loss is more of a concern than ever before. According to USA Today, "New scientific studies confirm what midlifers already know: Their memories are slipping". Here's a quick summary of the benefits provided by the nutrients mentioned above:

- Alpha Lipoic Acid works as an antioxidant to help neutralize free radical damage. Since it is both fat and water soluble, it can work both inside and outside the cell to prevent free radicals from damaging the cells.
- Bacopin is helpful for increasing the speed of learning and improving the perception of the sense organs.
- Ginkgo Biloba is one of the most popular alternative remedies for improving memory and concentration. It improves blood circulation to the brain, arms, and legs. According to Bottom Line Health, "Ginkgo Biloba has been shown to improve memory in Alzheimer's patients, as well as otherwise healthy people". Ginkgo also exhibits antioxidant and anti-inflammatory properties.
- Gotu Kola is helpful for revitalizing the nerves and brain cells, fortifying the immune system, and strengthening the adrenals. It appears helpful for promoting healthy skin, purifying blood, and improving circulation in the body by strengthening the veins and capillaries.
- Huperzine A is a pure extract from a Chinese herb used for centuries to improve memory and mental acuity. It helps protect acetylcholine from destructive enzymes. Acetylcholine is a brain chemical that is essential for maintaining memory. Also, researchers have found that Huperzine A is helpful for reversing memory loss.
- Phosphatidylserine is helpful for improving concentration, short-term memory, mood, learning, and reflexes according to the results from several clinical studies. It also appears to help increase the production of acetylcholine, the brain's messenger of memory.

Memory Formula

Memory Formula combines seven ingredients to create a powerful memory-boosting supplement to help you protect and improve your memory. As we grow older, memory lapses, forgetfulness, and decreased alertness are all too common. But you don't have to accept memory loss as a normal part of aging. *Memory Formula* is designed to keep memory-related pathways to your brain functioning properly so you can stay mentally sharp.



Supplement Facts Serving size 1 capsule		
	Amount per serving	% Daily Value
Alpha Lipoic Acid	45 mg	*
Gotu Kola	30 mg	*
Bacopin	30 mg	*
Phosphatidylserine	25 mg	*
Ginko Biloba	15 mg	*
Vinpocetine	1 mg	*
Huperzine A	500 mcg	*
Lipase	7,500 fip	*
Cellulase	80 cu	*
A-Galactosidase	300 galu	*
Capsule size # 3 Vegetarian Capsule		
* Daily Value not established.		

Each vegetarian capsule contains Alpha Lipoic Acid, Gotu Kola, Bacopin, Phosphatidylserine, Ginkgo Biloba, Vinpocetine, Huperzine A, and an enzyme activation system of Lipase, Cellulase, and A-Galactosidase to improve the action of the other ingredients.

Suggested Dosage: For usual adult dosage: take one capsule three times daily with meals.

Scientific Studies

In a double blind, placebo controlled study reported in a 1991 issue of *Current Medical Research Opinion*, the effectiveness of using ginkgo biloba for improving memory and cognitive function was examined. For this study, 31 patients over the age of 50 years were randomly selected to receive either 40 mg. of ginkgo biloba or a placebo three times a day, for 24 weeks. Patients were evaluated at 12 and 24 weeks using several psychometric tests (knowledge, abilities, and attitude). Researchers concluded that ginkgo provided significant benefits for improving cognitive function (thinking, reasoning, and remembering).

An article in a 1997 issue of the *Journal of American Medical Association* reported on the results of a one-year study to evaluate the benefits of using Ginkgo biloba on patients with dementia. For this placebo-controlled, double blind, randomized trial, 309 patients received either daily doses of 120 mg of ginkgo biloba or a placebo. Researchers found that ginkgo was safe and provided significant improvement in cognitive function, daily living, and social performance for patients with dementia.

In a double blind, placebo controlled study published in *Neurology*, 149 patients with age-related memory impairment participated in a twelve week study. Patients were divided into two groups, with one group receiving daily doses of 300 mg. of phosphatidylserine and the other group receiving a placebo. The group receiving phosphatidylserine experienced greater improvement than the placebo group in learning and memory performance tests. Researchers found that patients with relatively low scores at the beginning of the study showed greater improvement with phosphatidylserine. They concluded that it appears to be a viable tool for improving memory loss in age-related cases.

In a double blind, placebo controlled study published in a 1992 issue of *European Neuropsychopharmacology*, 494 patients (between 65 and 93 years of age) with

moderate to severe cognitive decline participated in a 6 month study. Patients were randomly divided into two groups. The first group received 300 mg. of phosphatidylserine daily and the second group received a placebo. Patients were evaluated at the beginning of the study, at three months, and at the end of the study. Researchers observed statistically significant improvements in behavioral and cognitive measurements in the phosphatidylserine group compared to the placebo group.

In an article published in a 1985 Chinese medical journal, 103 subjects with memory impairment participated in a double blind, randomized clinical trial. Fifty of the patients received 200 mcg of Huperzine A and 53 received a placebo, twice a day for 8 weeks. At the end of the study, 29 (58 per cent) of the patients in the Huperzine A group experienced significant improvements in the memory, thinking, and behavioral functions. Only 19 of the patients in the placebo group showed any improvement in these areas. No adverse side effects were observed. The researchers concluded that Huperzine A was a promising option for addressing memory impairment problems.

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Contact Information: R-Garden Inc., 1-800-800-1927

The FDA has not evaluated these statements. This product is not intended to diagnose, treat, cure or prevent any disease. PMF0207