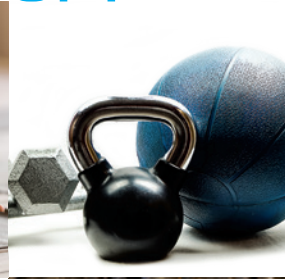


Cognitive Health



NOW® Guide to Cognitive Health

What Is Cognition?



Cognitive Health

Every time you reason, perceive, judge, or exercise awareness you're utilizing your cognitive abilities. Intelligence, creativity, humor, and the full range of emotions — cognition covers almost everything that has to do with the process of thinking. It ranges from the biological to the analytical and everything in between, such as mathematics, linguistics, philosophy, psychology, and much, much more.

Biologically speaking, cognition is performed by the brain and, to a lesser extent, the nervous

system. As your body's biological computer, the brain is charged with the monumental and life-long task of processing every thought, emotion, movement, reaction, feeling, instinct, scent, sound, and sight that you're privy to and perform. This hard-working organ rests only briefly during sleep; even then it works to regulate vital functions and recharge your major organ systems, while simultaneously building new cells and coordinating the mending of damaged tissues.

Why is Cognitive Health So Important?

We're reliant on the normal, healthy functioning of our brain and nervous system for everyday living and a good quality of life. When everything is healthy and humming along as it should be, things like basic motor skills, problem-solving, conflict resolution, emotional control, and more are effortless and unnoticed. When cognitive function is compromised, basic tasks can become difficult to perform, and quality of life can be drastically reduced.

Why Am I Hearing More About Cognitive Health Recently?

Age-related cognitive decline is one of the 21st century's biggest health challenges. The 20th century saw an unprecedented rise in life expectancy all over the world, especially in Europe and the United States. With a rising population over the age of 65, the total

number of cases of cognitive decline steadily increased to such an extent, that in 2013, leaders from the G8 countries decided to make cognitive decline and related health issues a priority and to combine their efforts to better understand and fight this major health challenge.

It's not all bad news though. In the last few decades, results from several studies have shown a decline in the prevalence and/or incidence rates of advanced cognitive decline among certain populations. These studies suggest that brain health benefits by maintaining cardiovascular health and a healthy lifestyle.

We are hearing a lot about cognitive decline, because it is a major global health issue. Results from international studies suggest that long-term lifestyle changes – such as maintaining regular physical activity, a healthy diet, cognitive training, social activities, and managing cardiovascular risk factors like maintaining a healthy blood pressure – can positively impact the course of cognitive decline and health related issues.



What Can I Do To Maintain Healthy Cognitive Function Throughout Life?

Maintaining healthy cognitive function and a healthy nervous system is vitally important for any one to succeed in life and, more importantly, for a good quality of life.

Two of the easiest and most effective ways to support normal cognitive function are a healthy diet and regular exercise. A healthy, diverse diet with raw fruits and vegetables, lean meats, and healthy fats provides almost everything your body needs to maintain healthy cognition, and studies continue to support the benefits of an active lifestyle for mental health and well-being.

For those looking for additional cognitive support, there are a variety of natural nutrients and brain supplements that can nourish the brain and nervous

system.* When shopping for cognitive support supplements here are some ingredients to consider:

Phosphatidyl Serine

Phosphatidyl serine is a naturally occurring compound found in a variety of food sources, including soy lecithin. It plays an essential role in cell membrane composition and intercellular communication.*

Phosphatidyl serine is a major structural component of the nervous system and supports the activity of neurotransmitters.*

These properties make phosphatidyl serine an ideal nutrient for the support of cognitive function.*



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Acetyl-L-Carnitine

Acetyl-L-Carnitine (ALC) is a modified amino acid that supports cellular energy production by assisting in the transport of fat into the mitochondria where it is converted into ATP (cellular fuel).* ALC is a highly bioavailable form of L-Carnitine that can cross the blood-brain barrier, where it helps to manage oxidative damage, supports mitochondrial function and helps to maintain normal neurotransmitter activity.* Clinical studies suggest that ALC helps to maintain optimal neurological health.*

Alpha GPC

Alpha GPC is a physiological precursor to acetylcholine, a neurotransmitter that is involved in memory and other cognitive functions.*



Alpha GPC is more bioavailable than other forms of choline and is known to cross the blood-brain barrier. In the brain and other neural tissues, Alpha GPC becomes a constituent of cell membranes.*

Docosahexaenoic Acid (DHA)

Docosahexaenoic acid, or DHA, is an omega-3 fatty acid obtained in the diet primarily from fatty, cold water fish such as mackerel and salmon, and found in certain marine plants and microalgae. DHA is an essential structural component of brain, nerve, and eye tissues.* Studies indicate that DHA plays a role in the production of new brain cells and the protection of existing cells, and may enhance cell-to-cell connection, known as neuroplasticity.*

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Ginkgo Biloba

Ginkgo biloba, also known as the maidenhair tree, is a type of tree native to China. The ginkgo tree yields an extract that possesses high levels of various phytochemicals with free radical-scavenging properties, has phenolic acids and proanthocyanidins.* It also contains unique phytochemicals known as ginkgolides and bilobalides that have exhibited potential health-supporting properties.*

Huperzine A

Huperzine A is a compound extracted from *Huperzia serrata*, a type of club moss found in Southeast Asia. Studies indicate that huperzine affects the activity of acetylcholinesterase, an enzyme that inhibits and/or degrades acetylcholine (ACh), a neurotransmitter widely involved in learning and memory functions.* By helping to maintain healthy levels of acetylcholine in the brain, huperzine may enhance overall cognitive function.*

Supplements for Cognitive Health

NOW offers a targeted selection of cognitive support formulas, brain supplements, and memory supplements that are uniquely formulated and clinically tested to provide these nutrients your brain needs.*

Alpha GPC

Clinical studies have demonstrated that supplementation with Alpha GPC can support the brain's synthesis of acetylcholine.* In this way, it helps to promote normal cognitive function and mental acuity.*



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Brain Elevate™

NOW® Brain Elevate™ is scientifically formulated to support healthy cerebral functions.* Brain Elevate™ features ginkgo biloba and RoseOx®, two plant extracts known for their free radical-scavenging properties.*

This product is also formulated with phosphatidyl serine, L-glutamine, and choline as critical brain nutrients to promote optimal results.*



CurcuBrain™

Curcumin is a powerful free radical neutralizer that is known to support balanced immune function but is also known to have poor bioavailability.* NOW® CurcuBrain™ features Longvida® Optimized Curcumin,

which in studies exhibits up to 65 times the bioavailability of free curcuminoids compared with generic curcumin.* Longvida® is absorbed by the GI tract and delivered to the rest of the body as free curcumin, the active form in the body.* Longvida® is shown to penetrate the blood-brain barrier for the support of healthy neuronal tissues.*

DOPA Mucuna

Dopamine is a neurotransmitter that promotes enjoyment and interest in life.* With 15% L-DOPA (the immediate precursor of dopamine), NOW® DOPA Mucuna helps the body with what it needs to make this important neurotransmitter.* Mucuna has been used in the traditional Ayurvedic system in India for thousands of years.

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Lecithin

Lecithin is a naturally occurring compound found in all cells in nature, plant and animal. Our brain is approximately 30% lecithin.* The insulating sheaths that protect the brain, spine, and nerves in your body are almost two-thirds lecithin.* Even the heart has a high concentration of lecithin.* Lecithin is composed of many naturally occurring components, including choline, inositol, linoleic acid, phosphatidyl serine, fatty acids, and triglycerides.* NOW® Non-GMO Lecithin Granules are derived entirely from non-genetically modified soybeans that have been identity preserved (IP).

Ginkgo Biloba

As mentioned earlier, ginkgo is a tree native to China that's been used for hundreds of years as an herbal supplement. Studies indicate that ginkgo extract has free radical-scavenging properties and may help support healthy circulation.* Our ginkgo biloba extract is the finest quality available worldwide. Scientific research has demonstrated that ginkgo biloba extract has powerful free radical scavenging activity in *in vitro* studies.*



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Phosphatidyl Serine

NOW® Phosphatidyl Serine with Ginkgo Biloba combines two ingredients that can help to support healthy mental activity.* Phosphatidyl serine (PS) is a naturally occurring phospholipid derived from soy that plays a critical role in proper cellular membrane function.* It is especially important in the brain and nervous system where PS is critical for mental functions such as memory, attentiveness, and reaction time.* Ginkgo biloba may support brain health through its powerful free radical scavenging activity, as well as through other biological mechanisms.*



PQQ Energy

Mitochondria are the organelles that produce almost all of the cellular energy the body requires. While present in all cells, organs like the heart and brain are particularly dense with mitochondria due to their high energy demands. Pyrroloquinoline Quinone (PQQ) is a B vitamin-like enzyme cofactor that helps to protect mitochondria from oxidative stress and promotes the generation of new mitochondria within cells.* PQQ may thus help to maintain robust cellular energy production, support heart health, and promote normal cognitive function.* CoQ10 and acetyl-L-carnitine have been included for their critical roles in mitochondrial function and energy production.*

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Bacopa Extract

Our Bacopa supplement is scientifically extracted and standardized to ensure potency at 40% bacosides. *Bacopa monnieri* has been used by Ayurvedic herbalists for centuries, and recent scientific studies indicate it can support nervous system health by supporting the brain's free radical protective systems.*

Brain Attention™

Stay sharp and focused with NOW® Brain Attention™, a cutting-edge cognitive support supplement made with Cera-Q™, a silk protein derivative that can help maintain healthy brain functions in both children and adults.* Cera-Q™ has a unique structure that allows it to easily interact with existing proteins in the brain.* This activity helps to support normal brain activities including memory, learning, attention, focus, and more.*

The NOW Difference

Since 1968 NOW has been empowering people to lead healthier lives with an award-winning selection of dietary supplements, natural foods, sports nutrition, health and beauty, and essential oil products. With more than 1,400 products, including cognitive health formulas, NOW is your source for natural health products of the highest quality. Available at fine health food stores across the nation and online, NOW products are fuel for your healthy lifestyle. Live happy, live healthy, live NOW!



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