

Think clearly



Cognizin®

For the evolution of your mind®

{ Cognizin®—the cognition enhancer*

The brain's energy consumption

Your brain. It makes up only two percent of your body weight, yet it consumes roughly 20 percent of your body's energy when at rest.

When you perform difficult mental activities, it needs even more.

Cognizin® helps supply the nutrients the human brain needs to stay alert and focused throughout the day.*



{ How does Cognizin® enhance brain function?*

Cognizin® provides vital nutrients that help the brain generate electrical impulses, care for healthy brain cells and protect neurons from free radical damage.*

Cognizin helps maintain normal levels of acetylcholine, a nutrient that regulates memory and cognitive function.*

Cognizin aids in the synthesis and maintenance of cell membranes.*

The brain requires tremendous amounts of energy. Cognizin supports the healthy mitochondria activity required for sustained mental effort.*

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{ How does Cognizin work?

Cognizin is a patented, branded form of Citicoline, a natural nutrient found in every cell of the body and especially vital to brain health. Unlike artificial stimulants that ramp up energy and attention levels only to have those levels come crashing down later, Cognizin provides nutritional support that helps:

- Fuel mental processes*
- Enhance focus and concentration*
- Support healthy memory function*

{ How does Cognizin pump up the brain's energy reserves?*

Cognizin Citicoline helps keep your brain's energy centers firing.* Clinical research has found that Cognizin supports the health of mitochondria, the powerhouses within cells that actually produce the brain's energy.* Healthy mitochondrial function results in higher levels of ATP—your body's main energy storage molecule—in brain cells.

{ How does Cognizin enhance focus and concentration?*

To sustain your focus and concentration, your brain requires: (1) an adequate ongoing supply of energy and (2) healthy communication between neurons. Not only does Cognizin support healthy brain metabolism, but it also protects your neural structures against free radical damage and provides phospholipids essential to healthy brain function.*

{ How does Cognizin improve memory storage and recall?*

Cognizin also benefits your brain's ability to recall and remember.* Often called a "brain nutrient" because it increases levels of several important neurotransmitters, Cognizin Citicoline provides important brain nutrients that regulate memory and cognitive function.* Cognizin has also been shown to support the activity of nerves that respond to acetylcholine, helping to raise activity levels in the brain's learning and memory circuits.*

Did you know?

- 1. Cognizin Citicoline has three primary health benefits. It helps:**
 - Fuel mental processes*
 - Enhance focus and concentration*
 - Support healthy memory function*
- 2. Cognizin provides the nutrients needed for the body to generate phospholipids. Phospholipids in turn:**
 - Make up approximately 30% of brain tissue
 - Provide essential protection for neurons
 - Aid neural communication
- 3. Cognizin supports brain health across the age spectrum.***

Regardless of age, Cognizin Citicoline provides the nutrients needed to support healthy cognition, concentration and memory.*
- 4. Cognizin Citicoline has been clinically studied.**

Cognizin has been the subject of several human clinical trials. The most recent trial studied the effects of Cognizin on healthy middle-aged adults. Using the latest brain-scanning technology, researchers at the Harvard-associated Brain Imaging Center at McLean Hospital observed increases in brain activity among people who had taken Cognizin for six weeks. Differences were particularly noticeable when participants performed tasks that required sustained attention or memory.
- 5. Cognizin is safe, vegetarian and allergen-free.**

The safety of supplemental Citicoline has been demonstrated in studies in which participants ingested more than the recommended dosage of 250–500 mg per day.

***These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.**

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Look for Cognizin® on dietary supplement, food and beverage labels where natural products are sold.

www.cognizin.com

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