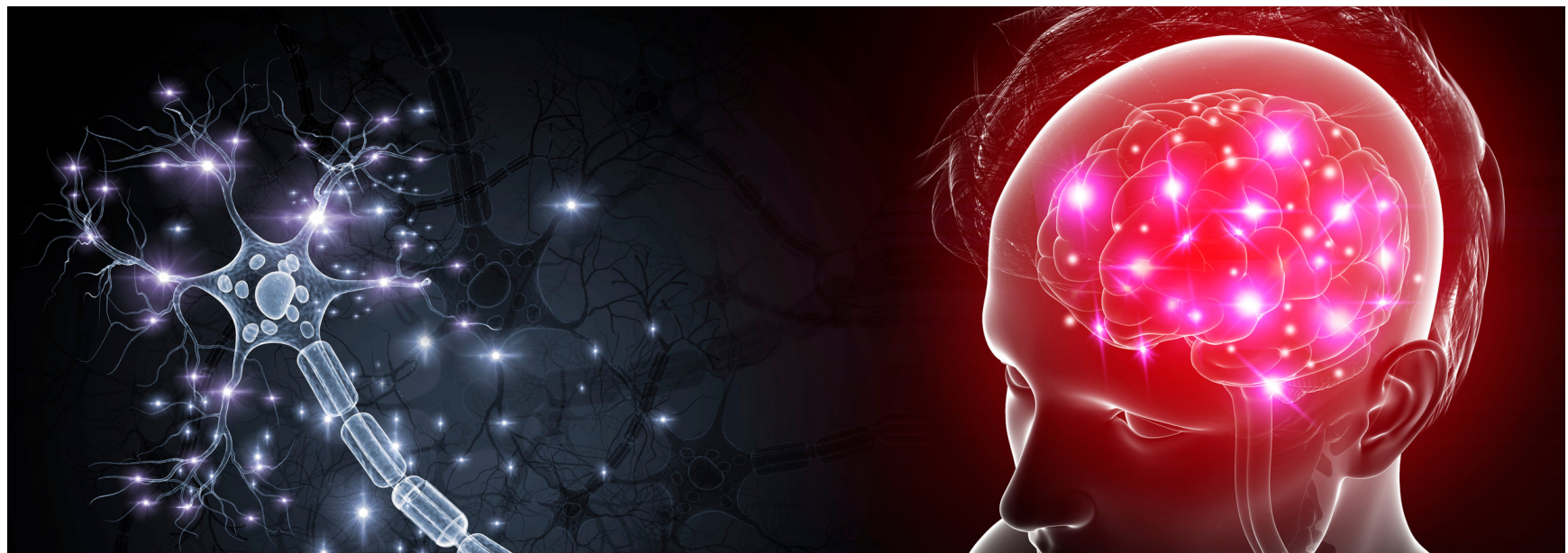


# HB 03: BRAIN TEASER

Sharpen your mental acuity, enhance your memory, awareness, concentration, and focus. One of today's fastest growing concerns is loss of cognitive function later in life. Accumulated prevention from daily use is the best cure – start now on a program that will both help you in today's competitive world and keep you on track.



# Fresh Green Tea Leaves:

A rare amino acid, L Theanine, found in green tea can cross the blood-brain barrier to have a direct influence on brain activity. It enhances alpha activity and was found to increase the general state of mental alertness and arousal.

The combination of caffeine (present in the green tea) and L-Theanine increases speed and accuracy in attention switching tests and reduces the likelihood of distraction in memory tasks. Randomized double-blind, placebo controlled studies show that L-Theanine improves memory, selective attention and cognitive alertness.



# Noni:

Noni helps the body to make specific brain enzymes more receptive to endorphins that have potent analgesic and calming properties. Phyto-chemical compounds in Noni stimulate the biosynthesis of Tryptophan, an amino acid that acts as a catalyst to increase serotonin levels. Serotonin is a hormone that acts as a neurotransmitter, sending electrical impulses from one nerve cell to another. Serotonin is also believed to affect a wide range of emotional as well as physical responses such as hunger impulses, sleep patterns, temperature regulation, pain responses, cognition, motor functions and emotional moods



# Noni:

Noni stimulates the hypothalamic-pituitary-adrenal axis and sympatho-adrenal system to create a nonspecific response to stress. The enhancement of our intercellular communications promotes a heightened state of homeostatic communication between all elements of the body and lends itself to the higher functions that are needed to develop, preserve and protect body, mind, and soul. Noni helps the body come into balance and accelerates our overall performance.



# Jiaogulan Leaves:

One of the most notable effects of Jiaogulan is its ability to heighten perception and mental acuity. For those looking for an herb that can assist in their practice of meditation and transform the body to its optimum performance levels of a yogi, jiaogulan is a great choice. Mental alertness cannot be separated from an overall balanced physiology. Jiaogulan is one of the most powerful adaptogens on the planet. Adaptogens have unique mechanisms that aim at bringing your entire being into balance with the goal of achieving homeostasis.



# Jiaogulan Leaves:

Adaptogens operate within a field of universal consciousness (quantum field) and assist our bodies and minds to reach a coherent state that expresses our highest potential. The neuro-endocrine regulation exhibited by Jiaogulan balances the central nervous system by calming irritated nerves and exciting depressed nerves. By adjusting the balance of the central nervous system, Jiaogulan normalizes a broad spectrum of cognitive responses and has shown the ability to improve brain and nervous system disorders.

# Sprouted Black Rice:

Sprouted Black Rice provides the perfect base for the mixture of these cognitive herbs. The digestion of grain proteins results in many nutrients including  $\gamma$ -amino butyric acid (GABA). GABA is a neurotransmitter in the brain and spinal cord and induces tranquilizing effects. It is used as a medication to increase blood flow to the brain. A purple (black) rice variety exhibited the highest GABA content of all 21 rice varieties tested by Chiang Mai University.

This indicates the importance of Thai black rice cultivars for supporting cognitive function. This HB03 Herbal Formulation promotes higher levels of Cognitive Function, which in today's competitive world may give you the edge you need to be more successful and lead a more fulfilling life.