

*The mixture of ginkgo biloba and huperzine A can support mental fitness, alertness and the ability to concentrate.*

### Basics:

The older our society as a whole gets, the more common memory problems become. Whether due to our stressful, modern lifestyles or the high expectations we or others place on ourselves, more and more people are becoming aware of this problem. The burden is borne by society as a whole. In the US alone, the annual cost is estimated at around \$100 billion.

Ginkgo biloba is one of the oldest plants in the world, and huperzine A is extracted from the moss *Huperzia serrata*. Both nutrients have been used in traditional Chinese medicine (TCM) for thousands of years.

**Ginkgo biloba:** An extract from the leaves of the ginkgo tree, which originally grows in southern and eastern China but is now native to almost everywhere, has antioxidant properties and thus helps to protect the nerve cells from any damage. The active components of the leaves also inhibit platelet-activating factor (PAF) and thus support normal blood flow.

**Huperzine A** is an alkaloid found in *Huperzia serrata* (a moss that grows in the cool mountainous regions of China). The molecular structure of huperzine A (HupA) has been well researched and it has been shown that huperzine can have clear benefits in terms of brain performance as well as concentration.

The effect of HupA is based on the fact that it attaches itself to the acetylcholine molecule at the exact place where AChE, the enzyme that breaks down acetylcholine, would normally act. Its half-life of HupA is longer than that of AChE, so that the latter becomes ineffective. As a result, acetylcholine is retained longer and can therefore have a positive effect on memory performance for longer.

We can therefore say that huperzine A is the first line of defense for the nerve cells. Its mechanism of action is different from other natural substances that support healthy memory, as it acts directly at the site where the neurotransmitters are transmitted and helps to ensure sufficient acetylcholine levels.

Both nutrients should be combined in an optimal ratio to each other in order to increase the effectiveness of the respective nutrient. Such a combination can be particularly helpful for people of the baby boom generation, who are now around 60 years old, as they are particularly struggling with the modern, stressful lifestyle.

If the absorption of these nutrients through the diet is not sufficient or there is an increased need, these nutrients can be supplemented through special food supplements

### Ingredients:

#### One capsule (clear) contains:

100 mg Ginkgo biloba leaf extract

100 mcg Huperzine (*Huperzia serrata*)

#### Other ingredients:

Rice Flour, Magnesium Stearate, SiO<sub>2</sub>.

The product is vegan, vegetarian, gluten-free, lactose-free, not genetically modified.

Capsule shell vegan.

#### Recommended consumption:

In normal cases take 1 capsule daily with plenty of fluid.

#### Notes:

Food supplements are not intended as a substitute for a balanced and varied diet and a healthy lifestyle. Do not exceed the recommended daily intake. Keep out of the reach of children.

Store protected from light and dry at room temperature.

The published information is not a cure and is not intended as a request or suggestion for selfmedication.

Although some of the above statements on individual micronutrients are derived from scientific studies, they have been categorised as “not yet sufficiently proven” by official authorities such as the European Food Safety Authority (EFSA), meaning that no positive effect can be confirmed.

The product described herein has not been conclusively evaluated by the Food and Drug Administration (FDA; USA) or the European Food Safety Authority (EFSA; Europe). This product is not intended to diagnose, treat, cure or prevent any disease.”

Errors and typographical errors excepted. VBX-1-24

#### Ginkozin®-Product groups

 Brain and Memory

 Cardiovascular System

 Depression and Moods

Manufacturer



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