

Shaklee®

product brief

Mind & Spirit



Mental Acuity Plus*™

For Mental Clarity*

The brain is the “control center” of the body. The brain’s 100 billion neurons communicate using chemical and electrical energy to store skills, ideas, emotions, and memories.

The brain performs so many important functions that, although it represents only 2% of body weight, it demands about 20% of the body’s blood flow every minute in order to receive the oxygen and nutrition it needs.

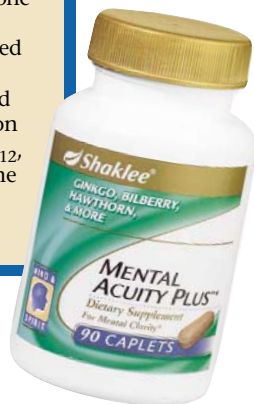
However, as we age, blood flow to the brain gradually decreases, and many people experience a gradual decline in their ability to remember, concentrate, and perform certain everyday activities. Declining cognitive function may first become apparent in stressful situations.

Mental Acuity Plus teams Ginkgo biloba with complementary herbs and essential nutrients in a unique combination that provides dietary support for proper blood flow to the brain, mental acuity, and circulation, and is also valuable for maintaining the strength of blood vessel walls.*

The primary ingredient in Mental Acuity Plus, Ginkgo biloba, provides time-tested nutritional support for mental acuity and circulation, and is also valuable for maintaining the strength of blood vessel walls.*

In addition to a potent standardized extract of Ginkgo biloba (24% flavone glycosides, 6% terpenes), Mental Acuity Plus* is a uniquely Enhanced Proprietary Blend with extracts of hawthorn, Gotu kola, bilberry, and rosemary. This unique combination formula also has folate, vitamin B₁₂, and vitamin B₆ which can have the benefit of lowering elevated homocysteine levels.*

Mental Acuity Plus*
90 caplets
#20637



Who Might Benefit from Mental Acuity Plus*?

- People who want to maintain proper cognitive function*
- People who want to slow the mental decline that they are experiencing as they age*
- People who want to decrease elevated homocysteine levels and help maintain circulation*

Try These Other Great Shaklee Products

- Lecithin
- Vita-E® Complex
- Zinc Complex
- Energizing Soy Protein
- Instant Protein® Soy Mix

Supplement Facts

Serving Size: 3 Caplets

Servings Per Container: 30

| | Amount Per Serving | % Daily Value |
|--|--------------------|---------------|
| Calories | 5 | |
| Total Carbohydrate | 1 g | <1%** |
| Vitamin B ₆ (as pyridoxine hydrochloride) | 4 mg | 200% |
| Folate (as folic acid) | 400 mcg | 100% |
| Vitamin B ₁₂ (as cyanocobalamin) | 300 mcg | 5000% |
| Ginkgo biloba extract (Ginkgo biloba) (leaf) | 120 mg | † |
| Acuity Enhanced Proprietary Blend | 325 mg | † |
| Hawthorn extract (<i>Crataegus oxyacantha</i>) (leaf and flower) | | |
| Gotu kola extract (<i>Centella asiatica</i>) (leaf) | | |
| Bilberry extract (<i>Vaccinium myrtillus</i>) (fruit) | | |
| Rosemary extract (<i>Rosmarinus officinalis</i>) (leaf) | | |

** Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

Other ingredients: Microcrystalline cellulose, maltodextrin, croscarmellose sodium.

* 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.

Normal Function of the Brain

Like the heart or the lungs, the brain is an organ. Unlike the heart or the lungs, however, the brain performs an astonishing range of functions, from “instinctive” actions, such as signaling your hand to pull away from a hot stove, to higher, cognitive functions, including short-term and long-term memory, concentration, language, problem-solving, perception, emotion, self-awareness, and so on.

All these functions are performed by neurons — extraordinary spiderlike cells that use chemical and electrical energy to transmit information throughout the body. Some neurons are “dedicated” to automatic functions such as controlling breathing or heartbeat, regulating body temperature, or producing reflexes. However, the vast majority of the brain’s neurons are continually “reassigned” from infancy through old age. Every experience our brain processes creates and re-creates the crucial connections that store skills, ideas, emotions, and memories.

By adulthood, the brain is crisscrossed with more than 100 billion neurons, each reaching out to thousands of others so that, all told, the brain may be maintaining more than 100 trillion connections. It is those connections — more than the number of galaxies in the known universe — that give the brain its unrivaled powers. Most of these connections aren’t permanent and new connections are always being formed. Today it is believed that you can literally “change your mind” throughout life, for better ... or for worse.

The Brain’s “Floor Plan”

Different parts of the brain control different functions and store different kinds of information.

Cerebrum — Your “thinking” brain, controlling sight, hearing, the processing of sensory information (such as textures and shapes), language, and abstract reasoning. It is now believed that particular aspects of memory — visual, auditory, olfactory, spatial, and so on — are stored in particular areas of the cerebral cortex, which is literally the “gray matter” of your brain. Cooperation of all these areas is required to produce a complete memory.

Cerebellum — Your “physical” brain, controlling voluntary muscle movement.

Brain stem — Your “automatic” brain, which controls breathing and heartbeat, and is the first part of the brain to develop in the growing fetus.

Limbic system — Your “emotional” brain, the limbic system forms a ring around the brain stem. It is the center for basic emotional drives (such as anger, fear, and hunger), and is also crucial for the cooperative process that produces and retrieves memories.

Fueling Your Brain

More than any other organ, your brain is critically dependent on abundant blood flow. In fact, although the brain represents only 2% of body weight, it requires 20% of all blood pumped by the heart every minute. An automatic system regulates blood flow throughout the body. Interestingly, blood flow to the skin can vary quite a bit. For example, a person can look “white as a sheet” or blush rosily. By contrast, blood flow to the brain remains constant — even during the normal blood pressure variations that occur during rest, exercise, and emotional states — ensuring constant delivery of two crucial fuels for the brain: oxygen and glucose.

Oxygen — When the brain is deprived of oxygen for even a few seconds, the person loses consciousness; irreversible brain damage may occur after just a few minutes. Consistent shortage of oxygen in the brain may interfere with cognitive processing — thinking — and impair memory. Chronic oxygen depletion may contribute to death of neurons. This is a permanent loss to the brain, as neurons cannot renew or replace themselves.

Glucose — Blood glucose is the brain’s primary energy source. Any disruption of glucose levels can immediately affect brain function. This may be why you feel light-headed or forgetful when you miss a meal — it’s because your brain isn’t getting fuel.

Challenges to Brain Function

Cognitive decline refers to the gradual lessening of reasoning ability, concentration, and memory. Cognitive decline may appear as an increased:

- Inability to attach a name to a face
- Inability to pull up memories quickly
- Forgetfulness
- Difficulty concentrating
- Inability to retain written information
- Irritability
- Lack of mental energy

The natural process of aging

In a cross-section of generally healthy people, studies have shown that memory declines by an average of 25% between the ages of 25 and 80.

30s = Peak mental capabilities.

40s = Brain begins to lose 2% in overall weight each decade.

50s = Visual and auditory memory loss may be noticeable.

60s = Limbic system begins to shrink with eventual loss of 2–25%.

While age and heredity are two risk factors for loss of brain function, a number of other factors are consistently associated with cognitive decline. In general, these factors fall into two major categories:

Slowing of circulation and blood flow, which restricts oxygen and glucose getting to the brain

Smoking — Cigarette smoke is absorbed into the blood stream through the lungs and constricts the blood vessels that supply oxygen to the brain. In addition, carbon monoxide inhaled from cigarettes reduces the amount of oxygen your blood can carry to the brain. Cigarette smoking has also been linked to the buildup of fatty substances in the carotid artery in the neck which delivers blood to the brain. In addition, nicotine artificially stimulates the release of brain chemicals, upsetting the body's normal metabolic balance.

High-fat, low-fiber diet and/or high cholesterol levels — Long-term consumption of high-fat, low-fiber diets and/or chronically high levels of blood cholesterol can lead to artery-clogging plaque that may impair cerebral circulation, just as it may impair cardiovascular health.

High blood pressure — Over 50 million Americans have elevated blood pressure, and the proportion of the population that is hypertensive increases with age. Studies have shown that untreated high blood pressure adversely affects memory and attention, even when other variables suspected of affecting cognitive function are factored out.

Lack of exercise — Regular exercise is critical for optimal brain function because it improves oxygenation of the blood and circulation to the brain. Many studies have shown that exercise is particularly effective at improving memory.

Stress — As we age, challenges to cognitive function may first become apparent under stressful situations.

Oxidative or toxic damage to brain cells and blood vessels supplying the brain

Free radicals — Oxidation by free radicals (molecules that are capable of disrupting the stability of other molecules) can cause damage to neurons and cells lining brain capillaries and other blood vessels leading to the brain. This damage can interfere with the ability of neurons to pass messages. In blood vessels, free radical-induced damage may contribute to the buildup of fatty plaques, constricting blood flow.

High homocysteine levels — Normally, homocysteine is a short-lived biochemical produced by amino acid reactions. But when certain nutrients — folate and vitamins B₆ and B₁₂ — are not available in sufficient amounts, the homocysteine cycle is altered and levels of this cell-damaging compound can rise. Research indicates that too much homocysteine in the blood may be damaging to arterial walls in the brain. Supplementary folate, B₆, and B₁₂ have been shown to lower elevated homocysteine levels and provide dietary support for normal blood flow to the brain. In addition, recent research has shown that high levels of folate, B₆, and B₁₂ are positively linked with cognitive function.

Alcohol — Chronic and excessive consumption of alcohol increases the brain's vulnerability to toxic damage to neurons and nerve fibers.

"If you don't use it, you lose it"

A final factor that can negatively affect cognitive function is the failure to adequately exercise your mental "muscles." Just as excitement and stimulation can biologically aid consolidation of new memories, apathy is linked to loss of cognitive function. Chronic apathy due to depression or prolonged use of over-the-counter or prescription sedatives can impair the "laying down" of new memories and lead to loss of cognitive function. Antidepressant drugs may also negatively affect cognition.

Optimizing Brain Function

Diet. Eat a balanced diet that is low in fat, high in fiber, and abundant in a variety of fresh fruits, vegetables, grains, and legumes. Maintain normal weight and keep a close eye on your blood pressure.

Feed your brain. By providing your body with the nutrients it needs to maintain a healthy circulatory system and metabolic equilibrium, you can support normal brain function and boost your body's natural defenses against cognitive decline.

Exercise. Keep both your mind and body moving and working!

Stop smoking.

Avoid excessive consumption of alcohol.

What Is Mental Acuity Plus*?

The primary ingredient in Mental Acuity Plus, Ginkgo biloba, comes from the oldest known species of tree on earth. The traditional use of Ginkgo biloba began about 5,000 years ago in China. Recent, well-controlled clinical studies demonstrate the impressive benefits of Ginkgo and confirm its historical uses.

Mental Acuity Plus* contains Ginkgo biloba leaf extract standardized to 24% flavone glycosides and 6% terpene lactones. These are unique, naturally occurring phytonutrients that help maintain proper circulation.*

Research has shown that the standardized extract of Ginkgo biloba:

- Has powerful antioxidant properties that can protect blood vessel walls from free radical damage.*
- Helps maintain normal metabolic activity in the brain.*
- Helps control platelet activation factor (PAF), which contributes to proper clumping of blood platelets, providing dietary support for normal blood circulation to the brain.*

Unique to the Mental Acuity Plus formula are folate, vitamin B₆, and vitamin B₁₂, which have been positively associated with cognitive function and help lower elevated homocysteine levels.*

The Mental Acuity Plus Enhanced Proprietary Blend also contains extracts of:

Hawthorn. A thorny shrub whose leaves and flowers have antioxidant properties and may help protect blood vessel walls.*

Gotu kola. Traditionally used in Asia to help maintain a sense of well-being.* Gotu kola nut is not related to kola nut, and contains absolutely no caffeine.

Bilberry. A relative of the North American blueberry, bilberry has antioxidant properties* and contains the flavonoid constituents anthocyanidins, which give the berries their rich purple color. Bilberries first attracted scientific attention during World War II when Royal Air Force pilots ate bilberry jam and claimed to have helped their vision during low-light missions.

Rosemary. Has antioxidant properties* and contains many valuable flavonoids and terpenoids.

- *No artificial flavors, sweeteners, colors, or preservatives have been added.*
- *Caffeine free.*
- *Vegetarian Formula.*

How Does Mental Acuity Plus* Work?

The unique combination of ingredients in Mental Acuity Plus* provides:

- Nutritional support for cerebral circulation*
- Antioxidant protection for brain cells and blood vessels*
- Nutritional support that can have the benefit of lowering elevated homocysteine levels*
- Time-tested nutritional support for mental acuity*

Choose Shaklee for Safety, Quality, and Science

- Combines time-tested herbal ingredients with advanced Shaklee science and technology.
- Conducts 130,000 individual analytical and microbiological tests annually so you are assured of the integrity of our herbal products.
- Performs more than 250 proprietary tests, beyond the industry norms. Test methods developed by Shaklee scientists have become industry standards.
- Processes 1.4 million pounds of raw herbal ingredients a year, meticulously tested for quality, potency, and stability.
- Offers you the benefit of over 4,730,000 man-hours of experience in our sophisticated Norman, Oklahoma, manufacturing facility alone.

If for any reason a Shaklee product is not satisfactory, return it to your Shaklee Independent Distributor or Shaklee Corporation for exchange or a full refund.



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