

OPEN YOUR MIND™

THE SCIENCE BEHIND AN OUNCE OF GENIUS



“Memory glitches” can happen to us all. From remembering important dates and people to recalling facts, figures and words, our memories are put to the test every day. And the older we get, the more details there are to remember. Fight forgetfulness with **MIND**, a dietary supplement featuring clinically shown, memory-keeping silk protein hydrolysate and distraction-reducing L-Theanine. Read on to see how these proven ingredients can help give your memory an “Ounce of Genius.”*

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

SILK PROTEIN HYDROLYSATE SCIENTIFICALLY PROVEN

MEMORIZATION

Significant improvement memorization ability from the same level of IQ.

WORD RECOLLECTION

Number of words recalled increased 90% from the baseline.

COGNITIVE FUNCTION

Statistically significant improvement in cognitive ability.

MEMORY QUOTIENT SCORES

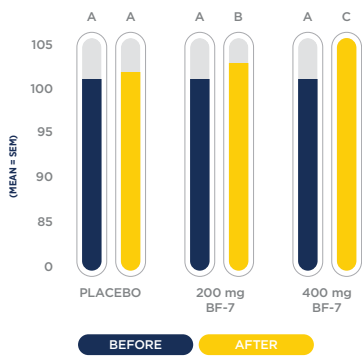


FIGURE 1.

Memory Quotient scores from Rey-Kim Memory Test after 3 weeks of 0, 200 or 400 mg silk protein hydrolysate given daily to normal, healthy adults. Silk protein hydrolysate showed a dose-dependent, significant improvement in memorization ability from baseline and from placebo with both doses. Bars with different letters (a, b, c) were significantly different ($P < 0.05$) by One-Way ANOVA with Tukey's Multiple Comparison Test (between groups) or paired t test (within group). Adapted from Figure 1 of Lee et al., 2004b.

RAVLT NUMBER OF WORDS RECALLED

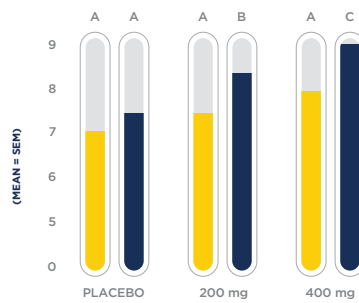


FIGURE 2.

Changes in number of words recalled from the RAVLT section of the Rey-Kim Memory Test measuring memory maintenance in normal, healthy adults. Bars with different letters (a, b, c) were significantly different from each other ($P < 0.05$) by One-Way ANOVA with Tukey's Multiple Comparison Test (between groups) or paired t test (within group). Adapted from Figure 4 of Lee et al., 2004b.

ADULT INTELLIGENCE SCORES

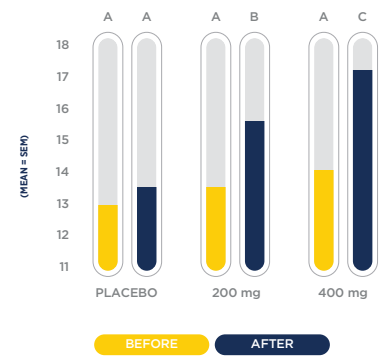


FIGURE 3.

Improvement of cognitive function by silk protein hydrolysate in clinical settings. Volunteers were randomly divided into placebo and two treated groups (200 mg and 400 mg). Improvement effects were evaluated by comparison of scores of K-WAIS test before and after intake of silk protein hydrolysate. Indication was two capsules b.i.d., p.o., 3 weeks. The values are reported as mean \pm S.E.M. Student's t-test was used to analyze the relationship between the scores of before and after intake. The dose-dependent relationship among placebo, 200 mg and 400 mg groups was analyzed by using one-way ANOVA (Tukey's Multiple Comparison Test). Different characters (a, b, c) indicate statistically significant, and same character indicates statistically non-significant ($P < 0.05$).

THE PROPRIETARY MIND BLEND:

Silk protein hydrolysate:

A protein sourced from silk cocoons.

GABA

(Gamma-aminobutyric acid):
An amino acid that is naturally occurring in the body.

L-Theanine:

An amino acid sourced from corn starch.

N-Acetyl-L-Tyrosine:

An essential amino acid.



BOOST YOUR MEMORY WITH SILK PROTEIN HYDROLYSATE

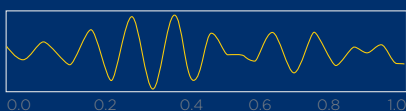
Discovered in 2000 by Korean researchers, silk protein hydrolysate is a unique combination of bioactive proteins created by breaking down silk cocoons. Seven clinical studies show silk protein hydrolysate supports memory and recollection. Some of these studies even show statistically significant improvement in memorization ability and word recall in 3 weeks.*

- Remember more names, facts and words*
- Sourced from protein in silk cocoons
- Backed by clinical trials*
- Statistically significant improvement in memorization ability and word recall in 3 weeks*

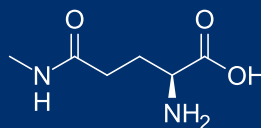
REDUCE MENTAL DISTRACTION WITH L-THEANINE

In 1990, Japanese food scientists developed an enzymatic process that is chemically identical to the L-Theanine found in tea. This amino acid is clinically shown to reduce mental distraction and support a calm state of mind.* Thirty to forty minutes following ingestion, some studies show an increase in alpha brain waves, which is the electrical activity between our conscious thinking and subconscious mind. Alpha-waves are commonly linked to increasing creative thinking.

ALPHA WAVE



L-THEANINE



Clinically shown to reduce mental distraction*



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AN OUNCE OF GENIUS

MIND™

- Clinically shown, memory-keeping silk protein hydrolysate*
- Distraction-reducing L-Theanine*
- Delicious lemon meringue flavor
- Commuter-friendly travel packet



BE THE MASTER OF YOUR MIND.

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