

## PRODUCT INFORMATION

# Ginkozin®

*The mix of ginkgo and huperzine in Ginkozin® supports mental fitness, focus and the ability to concentrate and has also shown promising results for certain forms of cognitive decline.*

### Basic Facts

As our society ages as a whole, memory concerns become more frequent. Whether due to our stressful modern lifestyles or to the high expectations we or others have of ourselves, more and more people are becoming aware of this complex of problems. And rightly so: Impaired memory and cognitive decline influence all aspects of life, and not only for the individual. The burden is shared by society as a whole. In the United States alone the annual costs are estimated to be approximately 100 billion dollars.

The older people get, the less active their brain cells become. What was once easy gets increasingly more difficult. It is estimated that approximately half of those older than 50 suffer from impaired memory, with symptoms ranging from simply forgetting things to full-blown cognitive decline and dementia.

Ginkozin®, a blend of the two potent extracts Ginkgo biloba, one of the oldest plants on earth, and huperzine A, which is extracted from the moss Huperzia serrata, could prove to be the answer to these problems.

Both remedies have been used in China for millennia, however it is primarily huperzine A that has been proven in large clinical studies to be successful in promoting healthy memory and protecting against cognitive decline. Even the renowned Journal of the American Medical Association reported on these findings.

### Effects

**Ginkgo biloba leaf extract**, an extract derived from the leaves of the ginkgo tree which grows in the southern and eastern United States and China, has antioxidative properties, thus helps to protect the nerve cells. The active components in this extract discourage the platelet-activating factor (PAF), supporting healthy blood flow. PAF that is too high damages nerve cells and affects blood flow to the central nervous system. Ginkgo also supports the tone and elasticity of the blood vessels, which in turn promotes healthy circulation in both the larger blood vessels and the microvessels.

**Huperzine**, an alkaloid found in Huperzia serrata (a moss which grows in the cool mountain regions of China), has been used in China for millennia to support memory, focus and concentration. The molecular structure of huperzine A (HupA) is well-researched. HupA reversibly inhibits acetylcholinesterase (AChE), an enzyme that splits and degrades acetylcholine. Acetylcholine is the messenger substance for memory functions in the brain and is also important for promoting concentration and attentiveness. Normally, AChE molecules degrade excess acetylcholine, maintaining a healthy balance. However, with advanced age, when stress is present and in cases of toxic influences, acetylcholine levels go down and the delicate balance is disturbed. This is when symptoms of deficiency begin to occur, and cognitive ability begins to suffer.

### Uses

**Supporting healthy memory:** In clinical and experimental studies, huperzine A produced clear benefits relating to brain performance and attention span and supported the ability to concentrate. The test subjects experienced better focus and reported improved feelings of mental well-being.

**Cognitive decline:** In certain forms of cognitive decline that are characterized by extreme loss of memory and presenile dementia, a marked deficiency and reduced synthesis of acetylcholine is the neurochemical change most often observed. By inhibit-



**At a Glance**

**Ginkozin®**

- ▶ Contains ginkgo (Ginkgo biloba leaf extract) and huperzine (Huperzia serrata)
- ▶ Promotes optimal brain performance
- ▶ Helps maintain healthy blood flow
- ▶ Supports focus and ability to concentrate
- ▶ Shows promising results for certain forms of cognitive decline
- ▶ Is safe and very well-tolerated

**Ginkozin®**

ing AChE, some symptoms may be delayed because the degradation of the messenger substance acetylcholine is slowed.

The efficacy of HupA is based on the fact that it adheres to the acetylcholine molecule at exactly the spot where AChE would normally act. Its half-life is longer than that of AChE, so it renders the latter ineffective. As a result, acetylcholine stays intact longer and is, therefore, able to act for a longer period.

The results in the treatment of certain types of cognitive decline were promising, and some researchers believe that HupA is more effective and safer than all medications available to date. Also, the therapeutic effect lasts longer than that of other medications.

**Mood disorders:** Initial studies produced good results in elderly people suffering from mood disorders who had not reacted to commonly used medications.

**Cardiovascular system/brain health:** Due to its ability to support healthy blood clotting, ginkgo helps to maintain healthy circulation. This is true in both the arteries and veins. In the brain, the maintenance of healthy blood flow protects the nerve cells, which may have a positive effect in cases of interrupted blood flow to the brain.

**Tinnitus/vertigo:** Ginkgo has a positive influence on these very disturbing and life-quality limiting symptoms due to its ability to support healthy blood flow. This effect was proven in double-blind studies.

**Prevention:** Ginkozin® can also be taken preventatively by healthy people. It can be especially helpful for people of the baby boom generation who are now around 60 years old and experiencing the first signs of occasional forgetfulness. In this situation, Ginkozin® can be used as a safe and effective way to support healthy memory.

Huperzine A can be said to be the first line of defense for the nerve cells. Its mechanism of action differs from that of other natural substances that support healthy memory, as it acts directly at the spot where the messenger substances are transferred and helps to ensure sufficient levels of acetylcholine. Ginkgo, in turn, plays the role of the «supporting actor» due to its antioxidative and protective properties.

In Ginkozin®, both substances are combined at an optimal mutual ratio to enhance each substance's efficacy.

## Composition

### One capsule contains:

Ginkgo biloba leaf extract	100 mg
Huperzine (Huperzia serrata)	100 mcg

in pharmaceutical grade. Other ingredients: rice flour, magnesium stearate, SiO<sub>2</sub>.

## Dosage

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




## Instructions

Food supplements are no substitute for a well-balanced diet and a healthy lifestyle. The indicated recommended daily intake should not be exceeded. Persons under constant medical care should consult a physician before taking the supplements. Product information is not to be considered a statement regarding cure; in general, we advise against self-medication without proper consultation of a doctor. Subject to mistakes and print or typographical errors.

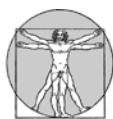
Store in a cool and dry environment, out of reach for children.

### Ginkozin® Product Groups

Ginkozin® can be found in the following product groups ([www.vitabasix.com](http://www.vitabasix.com)):

-  Brain & Memory
-  Depression & Moods
-  Cardiovascular System

Manufacturer:



**VitaBasix**®

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### Important information:

Our products are manufactured in accordance with the GMP (Good Manufacturing Practice) standard. Their quality, purity and concentration are regularly tested in independent test laboratories, in keeping with the FDA (Food and Drug Administration) guidelines.

Our products should be regarded as preventive measures or measures to enhance the individual's general wellbeing. Patients must consult a doctor before using the products for the treatment of diseases.

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