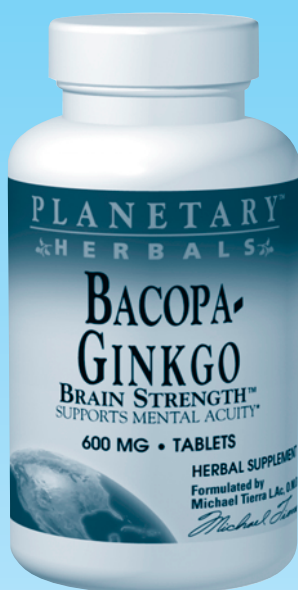


BACOPA-GINKGO BRAIN STRENGTH™



For Peak Cognitive Processing

There are times when you absolutely need your brain to work its best. You might have an important presentation at work, a critical academic test—or another situation in which you need optimal intellectual processing. From the ancient tradition of Ayurveda comes an herbal formula that can help you reach your goal. Whether you're seeking to stay on the competitive edge, trying to get there, or just wanting to achieve your “personal best,” BACOPA-GINKGO BRAIN STRENGTH can help.

Planetary Herbals, the company that unites traditional herbal wisdom with modern clinical research, offers BACOPA-GINKGO BRAIN STRENGTH, a synergistic duo of herbs to support your brain's peak functioning. The herb *Bacopa monniera*, also called *Brahmi*, has been used to support peak brain processing in Ayurvedic herbalism for five thousand years. Recent clinical studies affirm that bacopa supports brain functioning, in particular memory retention.

Ginkgo biloba, used traditionally in Chinese herbalism, has also been clinically proven to increase the effectiveness of the brain's functions of learning and recall. Enriching the herbal blend is a host of Ayurvedic support herbs, each known in its own right as a powerful antioxidant or tonic herb.



PLANETARY™
HERBALS

BACOPA-GINKGO BRAIN STRENGTH: The Smart Formula

The primary principle of Ayurveda is to maintain a healthful balance of mind and body. Key to this balance is a healthy mental state, especially during times when you want to learn and use new information. Planetary Herbals BACOPA-GINKGO BRAIN STRENGTH offers support for improved mental function that is based on Ayurvedic traditional herbalism as well as modern clinical research.

New Research Supports Ancient Wisdom

In various human studies, bacopa intake has been associated with faster information processing, increased learning rates, improved memory retention and reduced testing anxiety in as little as 12 weeks. In order to achieve clinically recommended dosages, Planetary Herbals *Bacopa monniera* extract is standardized to 20% bacosides, among the active ingredients in the herb.

Ginkgo biloba: Feed Your Brain

The other half of this brain-enhancing formulation is *Ginkgo biloba*, which provides “food for your brain.” Enhanced circulation brought about by *Ginkgo biloba* delivers bacopa to the brain readily, while the increased oxygen and glucose provide your brain with the fuel it requires for peak performance.

Environmental toxins inside the body, along with the effects of stress, cause the build-up of certain chemical messenger molecules known as Platelet Activating Factor (PAF). These molecules sometimes increase to a detrimental amount due to environmental toxins and stress. Although helpful to the body when present to the appropriate amount, cellular irritation occurs when PAF is present in excess. Heightened amounts of PAF in the brain clog the works, decreasing cognitive brain function.

A standardized *Ginkgo biloba* extract is included for its renowned ability to support normal circulation. The Ginkgo biloba curtails the build-up in the brain of excessive PAF; functioning as a sort of “traffic regulator,” it eliminates traffic jams and clogs with-

in the pathways of the brain. Multiple double blind, placebo-controlled clinical studies have shown ginkgo to provide an antioxidant action in the brain, as well as to protect the gray matter from the effects of stress.

Additional Adaptogenic Herbs

The complementary herbs rounding out the formula are called adaptogens, because these herbs help body systems, including the brain, adapt to stress. These herbs are cardamom fruit, ashwagandha root, Indian valerian root, gotu kola leaf extract, chebulic myrobalan fruit, and Chinese asparagus rhizome. In Ayurveda, the herbs within this category are named rasayanas, which means, “restores right relationships.” BACOPA-GINKGO BRAIN STRENGTH is formulated to do just that—restore right relationships within your body and brain in order to enhance cognitive processing.

Clinically Derived Herbal Formulas

BACOPA-GINKGO BRAIN STRENGTH was formulated for daily use in clinical practice with real patients. The result is herbalism that you can rely on. Get BACOPA GINKGO BRAIN STRENGTH, and start restoring right relationships within your body—and brain—today.

References

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