

{Approach: First part is advertorial copy. The approach is to present the reader with different strategies for increasing cognitive skills and reducing the risk of Alzheimer's disease that include nutritional supplements. The supplements in AmyloidClear will be the most prominently featured part of this approach.

Format: 32-page self-mailer in standard Smart Publications style, two-columns with illustrations and sidebars.

Colors: Ideally, this should have three colors (red, blue, & black) on same stock as is normally used in Smart Publications mailings. But if the addition of a third color is too expensive, the standard red and black can be used.

Masthead: Use standard Smart Publications masthead. Include the following information beneath the masthead formatted as shown below.

Special Alzheimer's Prevention Issue

© 2006 Smart Publications, Inc.

Photograph: There should be a photo of John Morgenthaler on the right side of the page, preferably a clear one of him with Larry King and the caption "John Morgenthaler, CEO of Smart Publications on the Larry King Show." The picture should be below the masthead and fill in space to the right of the headline.}

{Headline: left justified, bold or black san serif such as Helvetica or Arial}

The worst thing you can do to ...

... Protect yourself or a loved one from Alzheimer's.

Doing *nothing* right now is a trap that can snag you or a loved one in the downward destruction of Alzheimer's disease.

Smart nutrients have a proven history of eliminating the risks of this dreaded and dreadful disease.

Dear Health Conscious Friend,

Does this sound familiar ...

You walk into a room ... but you have no idea what you came in for.

You see a familiar face, someone you've met several times. But when you reach into your memory, you cannot for the life of you come up with his name.

Or you know you put your car keys on the kitchen table ... but they aren't there. You're the only person in the house, so you know that no one moved them.

This is happening every day ... and it's getting worse.

"What's going on?" you ask yourself ...

“Do I have Alzheimer’s?”

Maybe you’re able to push this overwhelming fear of Alzheimer’s disease aside ... for now. But it keeps popping up. The worst part is you’re afraid if it is Alzheimer’s, there’s nothing you can do about it.

Well, you’re not alone. Alzheimer’s disease currently affects over 4.5 million Americans. So this is a very reasonable fear and one you share with many other people.

However, they’re very wrong about not being able to do anything. There’s good news about Alzheimer’s disease *right now*. You *can* protect yourself from Alzheimer’s ... and from many other forms of age-related dementia.

That’s my purpose in writing you today. I’m going to tell you about the best strategies and latest research on how you can bolster your body’s natural defenses against this devastating disease.

{INSERT SIDEBAR #1 NEAR HERE: Do I Have Alzheimer’s?}

Start the battle today and enjoy ... a rich, fulfilling life for as long as you live.

Hello. My name’s John Morgenthaler—CEO of Smart Publications. I founded our organization to bring scientifically based information about how nutritional supplements can enhance all parts of your life ... including how you can protect yourself and your loved ones from the ravages of Alzheimer’s through safe, natural, nutritional strategies.

Is this just so much wishful thinking? Not at all.

Professor Caleb Finch—professor of Gerontology and Biological Sciences at the University of Southern California and an acknowledged expert on the science and genetics of aging—has found unbeatable proof that you have a huge amount of control over how your brain ages as you get older.

Professor Finch researched a broad spectrum of species of animals—everything from fruit flies to humans—in his studies of what makes people age. He stated a major conclusion of his research in the October 1997 issue of the prestigious journal *Science*:

“The relatively minor heritability of human lifespan at advanced ages ... imply that choice of life-style profoundly influences the outcomes of aging.”¹

{INSERT CALL OUT NEAR HERE: ... *choice of life-style profoundly influences the outcomes of aging.*¹}

Two studies of human twins demonstrated that identical twins developed Alzheimer’s disease at much different rates. Or that one twin *never* even developed Alzheimer’s at all. Researchers attribute more than 65% of this difference to unshared environmental factors.² Twins reared apart shared even less heritability.³

So, what’s this mean to you? Simply stated, this means that age-related mental collapse—including Alzheimer’s disease—is *not* inevitable. You have control over it.

Does this mean that you don't worry? That you can throw it concern to the wind and everything will be fine? Not at all. But I would being stricken with worry isn't going to help, either.

Instead I the best place to be is to adopt a stance of cautious optimism. There is good reason for being optimistic ... if you take all the right steps.

Professor Finch's words are the key to being able to keep mentally sharp all through your life.

Your choice of life-style profoundly influences the outcome of aging

I've included some short articles throughout this report that contain exciting, non-nutritional, lifelong strategies you can use to keep dementia at bay.

But one of the most powerful ways to protect your brain *right now*—to make your dream of life-long mental power a reality—is by using what I call smart nutrients. These nutritional substances are proven scientifically effective in the battle against Alzheimer's and dementia.

And this proof doesn't just go back 10, 15, or even 20 years. Many of these smart nutrients have been proven through actual use for thousands of years in Indian (*Ayurvedic*) and Chinese (*houpu*) medical traditions.

This takes on special significance when you consider India and China have significantly lower rates of Alzheimer's disease—on the order of 4 times less—than the US. (Although these rates are increasing as these cultures adopt western eating habits and medical practices).

I'm not going to ask you to believe me that these nutrients work just because I say so. I'm going to share with you some of the abundant scientific and medical research that convinced me of the power these nutrients possess to wage a nutritional battle against Alzheimer's.

But let's first look at what causes Alzheimer's disease ... and how smart nutrients are able to succeed in protecting you from its ravages ... when the drug companies can only offer vague promises of help *sometime* in the future.

The 5-headed Alzheimer's monster

The latest research into the causes of Alzheimer's convincingly shows there is not one simple cause (at least not one that is known at this time).

Instead, five abnormalities build upon each other to produce Alzheimer's. These five abnormalities interplay so closely that researchers have a name for how they work together to create havoc in your brain. They call this action a "pathogenic cascade." I like to call it the 5-headed Alzheimer's monster.

Here's how this 5-headed monster produces Alzheimer's:⁴

1. Acetylcholine/Acetylcholine Esterase Imbalance

Imagine your brain is like a vast computer circuit board made up of over 100 billion neurons. All of the brain's work—from the simplest reflex response to the most complex act of creation—happens because nerve impulses move from one neuron to another to another, and so on.

Neuroscientists figured out long ago that impulses are carried between neurons by chemicals called neurotransmitters.

One of these neurotransmitters is acetylcholine (ACh). When a nerve impulse reaches one end of the neuron, ACh is produced and sent to a nearby neuron. This causes the second neuron to “fire” or carry the impulse along its length.

What would happen if the ACh just sat around at the second neuron? It would keep firing, sending messages down its length ... causing the brain equivalent of an electrical short circuit.

An enzyme called acetylcholine esterase (AChE) prevents this from happening. It breaks down the ACh shortly after it starts the second nerve impulse. This delicate balance between ACh and AChE is how normal brain functioning occurs.

But in Alzheimer's, free radicals—highly reactive molecules—lower levels of ACh and disrupts the ACh/AChE balance.

Where do these free radicals come from? Current research indicates they come from abnormal structures called amyloid plaques.

{INSERT FIGURE 1 NEAR HERE: AmyloidClear Figure 1 – Synapse01.jpg}

2. Amyloid Plaques

Amyloid is a microscopic protein fragment of a larger protein called amyloid precursor protein (APP). APP is normally found throughout the body. However, in Alzheimer's this protein is processed improperly, creating a substance called beta-amyloid.

Beta-amyloid is toxic to brain cells. In a healthy brain, these protein fragments are broken down and eliminated. But in Alzheimer's disease the fragments accumulate to form insoluble plaques. These plaques produce free radicals that cause oxidative damage in the brain. They also interfere with the ACh/AChE balance.

Additionally, amyloid plaques physically block normal brain message transmission.

{INSERT FIGURE 2 NEAR HERE: AmyloidClear Figure 2 – Alz. Plaques & Tangles.jpg}

3. Neurofibrillary Tangles

These bundles of twisted filaments in the neurons (brain cells) are another structural indicator of Alzheimer's disease. Neurofibrillary tangles are made up of tau protein, which in healthy neurons form a structure called a microtubule. Microtubules help transport nutrients and other important substances from one part of the nerve cell to another.

In Alzheimer's disease the tau protein is abnormal and the microtubule structures collapse, killing brain cells by starving them to death..

4. Oxidative damage

I'm sure you've heard a lot about how free radicals cause oxidative damage throughout your body. Oxidative damage has been implicated in almost every modern disease including heart disease, diabetes, and cancer.

As you might expect, free radical oxidation also damages brain tissue. And brain tissue is particularly sensitive to oxidation since your brain requires high levels of both oxygen and iron. This deadly but incredibly necessary combination increases the likelihood of oxidation of brain tissue. This, in its turn, brings on symptoms of symptoms of Alzheimer's disease.

5. Inflammation

Beta-amyloid plaque has another dangerous effect besides causing oxidation by generating free radicals. It triggers inflammation in brain tissue, causing tissue damage and death. Inflammation also increases free radical production, creating more oxidation and the damage it causes. And so on.

But inflammation is not just a result of beta-amyloid action. It might, in fact, be one of the causes of the formation of beta-amyloid plaque in the first place. Professor Jeffrey Kelly of the Scripps Research Institute has recently proposed that inflammation could start the chain reaction that leads to Alzheimer's.⁵

He has shown that inflammation causes normal amyloid precursor protein in the brain to misfold. Misfolded beta-amyloid proteins then form plaques, which cause free radical production, and increase oxidative damage.

According to Kelly the inflammation process might occur years before the onset of Alzheimer's and be the result of any number of causes.

You can see why researchers call it a pathogenic cascade. Alzheimer's 5-headed monster keeps feeding on itself until the inevitable happens to you or someone you care dearly about.

Unless you act soon to stop the cascade!

{INSERT FIGURE #2 HERE: ILLUSTRATION OF A 5-HEADED MONSTER AND FIVE GUNS AIMED AT IT IN CARTOON STYLE PER JOHN MORGENTHALER. (Still to be produced)}

How smart nutrients protect your brain from Alzheimer's deadly cascade

There are 10 powerful smart nutrients that, working together, can interrupt Alzheimer's pathogenic cascade. And their effectiveness is proven by solid, scientific research.

But when reading about scientific studies, it's all too easy to forget one important consideration. Even if the subjects of the studies are rats or mice, what we're *really* talking about are real people.

These are real people—perhaps family or friends of yours—who have had their lives torn apart by dementia and Alzheimer’s disease. These are real people who are suffering from this disease ... or those dedicating their lives to caring for Alzheimer’s patients.

I’m going to describe these 10 smart nutrients in alphabetical order. I don’t want to give the impression that any one of them is better or more important than any other. That simply is not the case.

It is this particular combination—with all of them working together—that makes them an effective armory against the 5-headed Alzheimer’s monster.

Many of these nutrients have similar ways to protect your brain. Similar ... but *not* the same. You’ll see how important these differences are as you get toward the end of this article.

But for now, understand this: The true power of these particular nutrients is that they each attack the problem of defeating Alzheimer’s from a slightly different biochemical perspective. They work synergistically. They combine their individual powers to reach a much higher level of effectiveness than they possess individually.

Together, these 10 smart nutrients are potent fighters against the 5-headed Alzheimer’s monster.

{INSERT CALL OUT NEAR HERE: *These 10 smart nutrients work synergistically. They combine their individual powers to reach a much higher level of effectiveness than they possess individually.*

Alzheimer’s Fighter #1: Ashwagandha ... 3,000 years of brain boosting power

Botanical name: *Withania somnifera*

Common names: Indian Ginseng, Winter Cherry, Withania

Ashwagandha is a woody shrub that’s been used in traditional Ayurvedic medicine for over 3,000 years as a tonic to rejuvenate the body and counter the ravages of aging ... a 3,000-year history of effectiveness and safety.

This exciting smart nutrient bolsters a wide range of important physiological processes throughout your entire body. Recent research confirms the effectiveness of Ashwagandha in improving brain function, increasing learning ability, and prolonging memory retention. It also has a positive effect on reducing the impact of Alzheimer’s disease and senile dementia.

Brain-Related Clinical and Research Findings

Ashwagandha’s effectiveness as a brain booster comes from its antioxidant power. Antioxidants scavenge free radicals, providing protective and restorative effects on all tissues.

Research shows that Ashwagandha increases antioxidant activity, imparting a protective effect on neuronal tissue.⁶ In addition to being the cause for the formation of amyloid plaques and neurofibrillary tangles, oxidative damage is also responsible for many aspects of aging including general cognitive decline.

Ashwagandha's ability to scavenge free radicals from brain tissue makes it a valuable component in your smart nutrient arsenal to protect you from free radical induced dementia and Alzheimer's disease.

{INSERT CALL OUT NEAR HERE: *Ashwagandha's ability to scavenge free radicals from brain tissue makes it a valuable component in your smart nutrient arsenal***}**

Stress, Anxiety, Depression and Free Radical Damage

Stress, anxiety, and depression are key players in decline in brain function, most likely because they increase your body's production of free radicals.⁷ Ashwagandha counters the brain diminishing effects of stress two ways. First, as a powerful antioxidant, it helps remove free radicals from brain tissue.

Second, Ashwagandha has been proven in animal studies to be as effective as commonly prescribed drugs in reducing anxiety and depression. And in doing so, it does not have *any* of the side effects associated with these prescription drugs.⁸ Reduce stress and anxiety, and you reduce the production of free radicals. And you reduce the likelihood of getting Alzheimer's.

{INSERT SIDEBAR #3 ON THIS PAGE OR FACING PAGE: *The Stress-Free Way to Reduce Stress***}**

Other Physiological Effects

Ashwagandha has been used in Ayurvedic medicine to boost physical performance, and stimulate sexual capacity. As an anti-inflammatory, it has been reported to be very useful in treating rheumatoid arthritis.

In addition, in laboratory tests and clinical trials, Ashwagandha was shown to possess certain anti-cancer properties, inhibiting the growth of tumors or putting them into regression.⁹

Side Effects and Toxicity

Ashwagandha is well tolerated with no real side effects when taken in normal clinical amounts.¹⁰

Alzheimer's Fighter #2: Ferulic Acid Powerful anti-inflammatory nutrient

Derived from: brown rice, whole wheat and oats, as well as seeds of plants such as coffee, apple, artichoke, peanut, orange, pineapple, and other fruits and vegetables

Ferulic acid is not a traditional Ayurvedic or Chinese remedy as such. It is a natural extract of many plants, seeds, fruits, and vegetables. However, it's been isolated from a number of medications from these ancient traditions. Consequently, these traditional medicines are undoubtedly deriving some of their effectiveness from ferulic acid.

Animal studies demonstrate that ferulic acid is an effective antioxidant and anti-inflammatory agent. This action accounts for part of its brain boosting and protective power.¹¹

Research done at Hallym University in South Korea discovered convincing evidence that ferulic acid protects specifically against Alzheimer's by counteracting beta-amyloid directly in the brain. In their experiments, researchers gave ferulic acid to mice for 4 weeks. After 4 weeks, they gave an injection of a form of beta-amyloid directly into the mice's brains.

The control mice—the ones who had not received ferulic acid—showed between 19% and 35% decrease in their ability to perform certain tests. The mice given ferulic acid not only did not show this decrease in performance, they showed improvement!

While the exact mechanism of this action isn't known yet, the researchers concluded that: "These results demonstrate that long-term administration of ferulic acid induces resistance to [beta-amyloid] toxicity in the brain and suggest that ferulic acid may be a useful chemopreventive agent against Alzheimer's disease."

{INSERT CALL OUT NEAR HERE: *"These results demonstrate that long-term administration of ferulic acid induces resistance to [beta-amyloid] toxicity in the brain, and suggest that ferulic acid may be a useful chemopreventive agent against Alzheimer's disease."***}**

Other Physiological Effects

There's anecdotal evidence that ferulic acid protects against cancer,¹² bone degeneration, and menopausal symptoms like hot flashes. Like many other antioxidants, ferulic acid reduces levels of cholesterol and triglyceride, thereby reducing the risk of heart disease.

Side Effects and Toxicity

Safety studies show that ferulic acid is non-toxic. Side effects have not been reported in animal studies using doses of up to 1,500 mg per day, which is about 7.5 times the amount normally taken by humans given to much smaller animals.¹³

{INSERT SIDEBAR #4 ON THIS OR ON FACING PAGE: Does Television Cause Alzheimer's?}

Alzheimer's Fighter #3: Ginkgo A complex, anti-Alzheimer's armory

Botanical name: *Ginkgo biloba*

Common names: fossil tree, maidenhair tree, Japanese silver apricot, kew tree

Ginkgo is the most widely used nutritional supplement in the world. The reason for its popularity is its 5,000-year history of safe and effective use.

According to records dating back to 2,800 B.C., Chinese medical practitioners used ginkgo to treat symptoms of aging including memory loss, poor circulation, and general mental decline. The Chinese have also used it to bolster memory and improve overall intelligence.

This long history is convincing proof in itself that anyone wanting to boost their cognitive skills *and* protect themselves against age-related mental decline should be using ginkgo as part of their daily supplementation plan.

{INSERT CALL OUT NEAR HERE: *Ginkgo extract is a very complex substance and counteracts aging along many varied biochemical pathways.*}

Ginkgo extract is a very complex substance and counteracts aging along many varied biochemical pathways. Cooperative research done at Scripps Research Institute, University of Southern California, Lawrence Berkeley National Laboratory, and three other research institutions came up with an amazing picture of how ginkgo works right at the DNA/RNA level changing the way genes are programmed to cause aging.¹⁴

This team discovered that ginkgo upregulates (increases) the expression of genes for the synthesis of transthyretin. Transthyretin is a natural chemical that protects neurons by keeping beta-amyloid away from them.

They also found that ginkgo's upregulation of genes had significant positive impact in the cortex of the brain. The cortex controls speech, memory, logical and emotional response, consciousness, interpretation of sensation, and voluntary movement. It also had a similar genetic upregulating effect in the hippocampus where learning is centered.

But ginkgo's protective action is not just due to genetic regulation. It is also a powerful antioxidant *and* anti-inflammatory. As we discussed earlier, both of these factors are major players in mental (and physical) decline as we age.

Ginkgo has also been shown to preserve mitochondria structure and function in aging animals. And it also significantly extends mitochondrial life span!

There is way too much research on ginkgo to describe it all here. But if you want some fascinating (and exciting) reading about how ginkgo counteracts the effects of aging, go to the Smart Publications website and read "Is Ginkgo the Smart Nutrient It Claims to Be?"

Other Physiological Effects

Ginkgo's positive contributions to your health are so numerous, that we'll just list them for you here. Ginkgo extract (containing active fractions called bilobalides and ginkgolides) are able to improve your life because they ...

- Slow down the aging process;
- Protect against Alzheimer's and other neurodegenerative disorders;
- Protect against cataracts and macular degeneration and retard their progression;
- Sharpen your mental performance;
- Increase your concentration and short-term memory;
- Boost your energy levels and protect against stroke;
- Protect mitochondria, the tiny "spark of life" energy factories inside cells;
- Improve circulation to your feet, legs and hands;
- Reduce blood pressure increases due to stress and exercise;
- Enhance your sex life as a result of increased blood circulation;
- Increase blood circulation throughout your entire body;
- Build capillary strength and reduce blood loss from capillary vessels;

- Decrease the clumping of blood in the circulatory system;
- Increase cellular glucose uptake to energize cells;
- Exert an anti-inflammatory effect.

{INSERT SIDEBAR #5 ON THIS OR ON FACING PAGE: Want a Stronger “Brain Muscle”? Then Try These Brian Exercises}

Side Effects and Toxicity

According to the Mayo Clinic listing, pharmaceutical grade ginkgo extract is safe and well tolerated.¹⁵

WARNING: Ginkgo leaves contain a toxic compound called ginkgolic acid. Pharmaceutical-grade ginkgo extract must contain less than 5 parts per million of ginkgolic acid. In the US, many nutritional supplement companies do not sell pharmaceutical grade supplements. They do not tell you if their ginkgo contains the acceptable limit of toxic ginkgolic acid, so you have no way of knowing.

Alzheimer’s Fighter #4: Huperzine-A Protecting memory by protecting nerve impulses

Botanical name: *Huperzia serrata*

Common names: Chinese moss

Chinese moss has a long history of use in Chinese traditional medicine for treatment of dementia and age-related mental decline. The active factor is the alkaloid Huperzine-A, which has been approved in China to treat Alzheimer’s disease and memory impairments.

Recall how a balance between acetylcholine (ACh) and acetylcholinesterase (AChE) regulates nerve impulse transmissions. A shortage of ACh is considered the most common cause of memory loss, decreased learning ability, and diminished intelligence.

Huperzine-A slows the breakdown of ACh by AChE, making ACh more available. As a result, the strength and duration of nerve impulses are improved. Consequently, learning is improved and memory strengthened.¹⁶

In a double blind, placebo controlled study reported in 2002, Huperzine-A was tested on 202 mild to moderate Alzheimer’s patients at the Peking Medical College Hospital in Beijing. The group treated with Huperzine-A showed remarkable improvement in cognition, behavior and mood, in comparison to the placebo group.¹⁷

In addition to regulating ACh-AChE, Huperzine-A also dramatically decreases the abnormally elevated free radical activity.¹⁸

Huperzine-A doesn’t just protect against Alzheimer’s.

Huperzine-A also improves memory and learning in people unaffected by Alzheimer’s disease. Chinese researchers tested Huperzine-A on middle school students whose only complaints were poor memory and difficulty in learning.

At the end of the study, the Huperzine-A group scored significantly higher than the control group on standard memory tests. They also did dramatically better in their Chinese and English lessons. No side effects of any kind were noted.

Advantages over prescription drugs

Animal research suggests that Huperzine-A's ability to preserve acetylcholine may be greater than that of the two FDA-approved Alzheimer's drugs tacrine and donepezil.

Like these drugs, Huperzine-A works by inhibiting acetylcholinesterase. But it has a longer duration of action, is absorbed more quickly, penetrates the brain more rapidly, has little or no side effects, and does not produce liver toxicity.¹⁹

{INSERT CALL OUT NEAR HERE: *Huperzine-A's ability to preserve acetylcholine may be greater than that of the two FDA-approved Alzheimer's drugs.* }

Side Effects and Toxicity

Huperzine-A does not cause liver toxicity attributed to tacrine.²⁰ In fact, it is safe to take with no side effects unless you have a history of epilepsy. In that case, Huperzine-A may increase the risk of seizures.

Alzheimer's Fighter #5: Magnesium Stearate Replacing a vital brain nutrient depleted by Alzheimer's

Natural sources: Defatted soy flour, whole grains, wheat bran, nuts, oat bran, broccoli, and other natural sources

Magnesium plays a crucial role in transmission of nerve impulses in the brain (as well as throughout the entire nervous system). It works in combination with calcium to keep important neurotransmitter receptors working properly.

When magnesium and calcium are present in the right amounts, nerve impulses are properly transmitted and memories are formed. When this system breaks down as in Alzheimer's, however, long-term memory formation breaks down as well.²¹

Magnesium is also an important brain nutrient that protects the brain from neurotoxins. So as crucial as magnesium is to memory formation and normal brain function, it's not surprising to find that its levels are severely depressed in Alzheimer's victims.²²

Researchers have not yet determined whether lowered magnesium levels in Alzheimer's patients are a result of the disease or a cause of it. But magnesium depletion is a significant problem that affects normal nerve function in the brain.

To compound this situation, magnesium intake decreases significantly in older people. For these reasons, Dr. James Penland, Ph.D.—Team Leader and Research Psychologist with the US Department of Agriculture—and other Alzheimer's experts recommend magnesium for “maintenance of normal brain arousal.”²³

{INSERT SIDEBAR #6 ON THIS OR THE FACING PAGE: Feed Your Brain Right
}

Side Effects and Toxicity

No significant toxicity or adverse effects have been reported to date when magnesium supplementation is followed as directed. The National Institutes of Health (NIH) list the following possible side effects when excessive amounts (way above supplementation levels) are administered: blurred or double vision; dizziness or fainting; drowsiness (severe); increased or decreased urination; slow heartbeat; troubled breathing, diarrhea (very rare).²⁴

Alzheimer's Fighter #6: Myricetin Preventing *and* reversing amyloid buildup

Sources: Berries, vegetables, teas, red wine, and herbs

Myricetin is a flavonoid compound commonly found in certain Ayurvedic medicines that have been used for millennia to treat a wide range of physical problems. But recent research has demonstrated that myricetin demonstrates significant power against Alzheimer's disease.

Myricetin's proven antioxidant and anti-inflammatory properties account for two of the ways protects you against Alzheimer's. But now—although the exact mechanism is unclear—scientists at Kanazawa University School of Medical Science in Japan have found that myricetin inhibits the accumulation of beta-amyloid protein.

These researchers also found that myricetin was extremely effective in not only preventing the build up of beta-amyloid deposits in the brain, but that it could also dissolve beta-amyloid deposits that have already formed!²⁵

This type of therapeutic strategy is of great interest to researchers trying to develop a means of not only preventing the formation of amyloid plaques, but also removing amyloid deposits that have already started the Alzheimer's pathogenic cascade.

Myricetin has an additional way it protects you against Alzheimer's. It helps mitigate the effects normal and acute stress have on your brain.

Stress is a known factor in the production of free radicals through the action of the stress hormone cortisol. This in turn causes oxidation, inflammation, misfolding of amyloid precursor protein, and other Alzheimer's promoting activities in your brain.

Myricetin conserves the neurotransmitter serotonin in the brain. Serotonin is an essential neurotransmitter for maintaining a calm yet cheerful mood state under stressful conditions. This significantly lessens the impact of stress and, as a consequence, reduces factors in the brain that lead to Alzheimer's.²⁶

{INSERT CALL OUT NEAR HERE}: *Myricetin can also dissolve beta-amyloid deposits that has already formed!*

Other Physiological Effects

Myricetin has been used traditionally for its antioxidant, anticancer, anti-hyperglycemic and detoxifying properties.

Side Effects and Toxicity

There appear to be no adverse side effects or drug interactions related to supplemental use of myricetin.²⁷

Alzheimer’s Fighter #7: Panax Ginseng Broad protection for many areas of your health

Botanical name: *Panax ginseng*

Common names: Asian ginseng, Chinese ginseng, Korean ginseng

It’s important to distinguish between true ginseng—*Panax ginseng*—and Siberian ginseng (*Eleutherococcus senticosus*) or American ginseng (*Panax quinquefolius*).

Siberian and American ginseng are *not* true ginsengs. And while they have positive physiological effects, they do not have the same mode of action as *Panax ginseng*, which is true ginseng.

Panax ginseng has higher levels of an important Alzheimer’s-protective component called ginsenoside Rg1 than either American or Siberian ginsengs.

Double blind, placebo control experiments were performed at the Mayo Clinic on Alzheimer model rats. These experiments showed that Rg1 reduced a protein precursor to beta-amyloid. These results in live animals were confirmed in “test tube” experiments on cell cultures.²⁸

{**INSERT CALL OUT NEAR HERE:** *Experiments performed at the Mayo Clinic ... showed that Rg1 reduced a protein precursor to beta-amyloid.*}

The ginsenosides in *Panax ginseng* have a variety of beneficial actions, including anti-inflammatory, antioxidant, and anticancer effects.²⁹ The importance of anti-inflammatory and antioxidant compounds in preventing and easing the effects of Alzheimer’s cannot be emphasized enough in this discussion.

Other Physiological Effects

In traditional medicinal uses, ginseng is used to enhance physical, sexual, and mental performance and to increase energy and resistance to the harmful effects of stress and aging. Ginseng appears to reduce blood sugar levels and increase levels of high-density lipoprotein (HDL) cholesterol—the “good” cholesterol.

Side Effects and Toxicity

Merck Manuals Online Medical Library states that ginseng has a good safety record. Because *Panax ginseng* is a stimulant, the most common side effects are nervousness and excitability, which usually decrease after the first few days.

Alzheimer’s Fighter #8: Rosemary Extract Modern protection from an ancient herb

Botanical name: *Rosmarinus officinalis*

In the last few years, medical researchers have begun studying common spices and herbs like rosemary for potential health benefits. This is a case of “coming to the table late.” Herbalists, alternative health practitioners, and nutritional supplement advocates have long known the value of culinary herbs.

The belief in the healing and brain supportive properties of rosemary goes back as far as ancient Greece. Students there wore sprigs of rosemary in their hair to fortify the brain and refresh the memory. It was burned regularly in French hospital wards until the twentieth century to purify the air and prevent the spread of infection.

Current research studies have identified more than two-dozen powerful antioxidant compounds in rosemary. Several new studies have indicated that rosmarinic acid—one of the antioxidants—is also anti-inflammatory.

Rosemary’s antioxidants may prevent some of the most dreaded diseases of the 20th century ... including Alzheimer’s when used in conjunction with the other smart nutrients discussed here. These studies suggest the protection comes from its ability to scavenge free radicals, reversing and preventing the Alzheimer’s pathogenic cascade and by additionally by protecting brain cells from beta-amyloid toxicity.³⁰

A study at the University of Naples, Italy, demonstrated the neuroprotective effect of rosmarinic acid on the brain cells of laboratory animals that were exposed to the toxic effects of beta-amyloid protein. In this study, rosmarinic acid reduced reactive oxygen species formation, reducing lipid peroxidation, DNA damage, and tau phosphorylation—all factors involved in Alzheimer’s disease.

The researchers concluded that rosmarinic acid—in the form of rosemary extract—may be effective in patients who are already suffering from mild to moderate Alzheimer’s disease. This is because it destabilizes and dissolves beta-amyloid fibrils that have already formed. These results were so impressive that the researchers concluded that rosmarinic acid “could be a key molecule for the development of therapeutics for Alzheimer’s disease.”

Another recent study demonstrated that rosmarinic acid has a calming effect while supporting short and long-term memory. Rosemary’s calming effect thus reduces the impact stress can have in causing Alzheimer’s.³¹

But rosmarinic acid is not the only component of rosemary extract with Alzheimer’s fighting abilities. Researchers have also identify ursolic acid, carnosol, and carnosinic acid as having both antioxidant and anti-amyloid plaque powers.

This list of active components derived from rosemary extract is growing with additional research. For this reason, it’s important to use supplements containing rosemary *extract* for maximum power and not restrict supplementation solely to individual components.

{INSERT CALL OUT NEAR HERE: *Researchers concluded rosmarinic acid—in the form of rosemary extract—may be effective in patients suffering from mild to moderate Alzheimer’s disease.* }

Side Effects and Toxicity

Rosemary is considered safe when taken in recommended doses. However, there have been rare reports of allergic reactions. Large quantities of rosemary leaves, because of their volatile oil content, can cause side effects including vomiting and spasms.³²

Alzheimer's Fighter #9: Turmeric **Stopping amyloid plaque before it forms**

Botanical name: *Curcuma longa*

Over the last several years, there has been increasing interest in turmeric and its medicinal properties. This is partially shown by the large numbers of scientific studies and popular press articles on turmeric that have been published recently.

Turmeric is a relative of ginger, frequently used in curries. Its rhizomes (thick underground horizontal stems) give curries their characteristic yellow color and piquant flavor.

Turmeric has long been used in both Ayurvedic and Chinese medicine. The active ingredient in turmeric is curcumin, which has been the subject of numerous studies—the most exciting for our purpose being those on its ability to combat Alzheimer's.³³ These studies are particularly exciting because they point to three major pathways turmeric takes to prevent and possibly ease Alzheimer's.

Curcumin has been shown in numerous studies to be a powerful anti-inflammatory and antioxidant throughout the body. These two effects account for *part* of its ability to prevent the pathogenic cascade that results in Alzheimer's.

Curcumin also appears to break up amyloid plaques as they are forming. This action prevents further oxidative destruction and inflammation in the brain. It also keeps areas between neurons open for proper transmission of nerve impulses, thought, and memory formation and recall.³⁴

As turmeric is being studied, other powerful anti-Alzheimer's components are being discovered in it. Exactly how each of these components work is still under intense investigation. But the promise this traditional spice holds for prevention and treatment of Alzheimer's is so exciting that UCLA is conducting Phase II of an ongoing study (managed by the National Institute on Aging).³⁵

{INSERT CALL OUT NEAR HERE: *Curcumin also appears to break up amyloid plaques as they are forming.*³⁴**}**

Other Physiological Effects

Turmeric has been used traditionally to treat a wide range of physical disorders including stomach upset, gas, abdominal cramps, osteoarthritis, atherosclerosis (hardening of the arteries), cancers, liver disease, bacterial infections, and uveitis—an inflammation of part of the eye.

Side Effects and Toxicity

Turmeric and curcumin are considered safe when taken at recommended doses. However, excessive use of curcumin may produce stomach upset and, in extreme cases,

ulcers. People diagnosed with gallstones or obstruction of the bile passages should not take turmeric without direction from a qualified practitioner.

Alzheimer's Fighter #10: Vinpocetine **A powerful memory enhancer**

Botanical name: *Vinca minor*

Other common names vinca, periwinkle

So far, all of our smart nutrients have had profound effects on Alzheimer's disease. But our last smart nutrient does not have any impact on Alzheimer's. What it does—and it does very impressively—is enhance your ability to remember.

This last smart nutrient is vinpocetine. Vinpocetine is made from vincamine, an alkaloid extracted from the periwinkle plant. Research has shown that vinpocetine is superior to vincamine because it has a greater range of clinical and metabolic benefits than vincamine without vincamine's minor side effects.

Vinpocetine is a powerful memory enhancer. It does this by improving blood flow in your brain (cerebral microcirculation), stepping up brain cell ATP production (ATP is the cellular energy molecule), and increasing your brain's use of glucose and oxygen.³⁶

One double-blind crossover study of healthy volunteers without any signs of dementia or Alzheimer's disease showed incredible short-term memory improvement only one hour after taking 40mg of vinpocetine.

Volunteers took a computer-administered short-term memory test before and after being given vinpocetine. When given vinpocetine, they showed better than 35% improvement over their scores before taking vinpocetine.³⁷

The reason for this huge improvement in such a short amount of time relates to the way vinpocetine works in the brain. Vinpocetine improves circulation in your brain, feeding all the cells including neurons. It ensures brain cells get the right amount of food in the form of glucose and enough oxygen to metabolize it properly. And finally, it assures that ATP (the molecule that converts glucose into energy) is functioning at peak performance.

When your brain's energy mechanism is functioning at peak performance levels, so will your brain ... and so will you. Peak brain performance translates into improved memory *and* improved overall cognitive functioning. And there is a growing body of research showing that mental activity is a key component of any program you undertake to fight the development of Alzheimer's ... or to lessen its impact on your life.

{INSERT CALL OUT NEAR HERE: *Peak brain performance translates into improved memory and improved overall cognitive functioning. In other words, this is how vinpocetine makes you smarter!*}

Other Physiological Effects

Vinpocetine is also used to treat acute or chronic eye diseases of various origins and sensorineural hearing impairment.

Side Effects and Toxicity

The Gedeon Richter company has funded more than one hundred studies on vinpocetine. The incidence of side effects in humans using vinpocetine orally is less than 1% of a study's participants, with the unwanted effects usually disappearing with continued use.

{INSERT SIDEBAR #7 ON THIS OR FACING PAGE: Why Are There So Many Asian Studies?}

**Lots of information but what's it all mean?
Improved brain function and
protection from Alzheimer's disease**

This is a lot to absorb, I know. So I've summarized it all in the following table. Pay special attention to the wide range of effects *and* mode of action these smart nutrients possess.

TABLE I

Smart Nutrient	Mode of Action
Ashwaghandha	Antioxidant; anti-stress
Ferulic acid	Disrupts amyloid plaque formation; anti-inflammatory in brain tissue; antioxidant
<i>Ginkgo biloba</i>	Changes genetic programming for aging; protects mitochondria; antioxidant; anti-inflammatory
Huperzine-A	Stabilizes ACh-AChE activity; antioxidant
Magnesium stearate	Crucial mineral for proper nerve impulse transmission; is significantly depressed in Alzheimer's victims
Myricetin	Antioxidant; anti-inflammatory; inhibits accumulation of beta-amyloid protein; dissolves beta-amyloid deposits
<i>Panax ginseng</i>	Disrupts amyloid plaque formation; antioxidant; anti-stress
Rosemary extract	Antioxidant; anti-inflammatory; prevents toxicity of beta-amyloid; inhibits formation of beta-amyloid; dissolves beta-amyloid fibrils that have already formed
Turmeric	Anti-inflammatory; antioxidant; breaks up amyloid plaques as they are forming
Vinpocetine	Improves blood circulation in the brain; improves brain cell ATP use; improves O ₂ /glucose use in brain

**The power of synergism ...
to keep your brain strong and healthy**

This table shows the amazing variety of activity these smart nutrients possess. What's happening here is called synergy.

Synergy—a term coined by Buckminster Fuller—means that when added together, two or more components have a greater impact than each would have had if taken separately. The familiar way of looking at it is “the whole is greater than the sum of the parts.”

For example, when you look at the table, you see that ferulic acid and *Panax ginseng* both disrupt amyloid plaque formation. But each one does it through different complex interactions.

Ferulic acid disrupts amyloid plaque formation by sequestering excess beta-amyloid that could form into plaques. *Panax ginseng* disrupts plaque formation by inhibiting the synthesis of a precursor protein necessary for production of beta-amyloid. This type of multiple actions is how synergy works on a cellular, subcellular, and chemical level.

Synergistic effects occur among all of these smart nutrients. Often their seemingly similar modes of action are similar only in the broadest sense. The smart nutrients are working differently and synergistically on the cellular and subcellular levels.

{INSERT CALL OUT NEAR HERE: *The smart nutrients are working differently and synergistically on the cellular and subcellular levels.*}

Armed with this knowledge what do you do now?

Can anyone guarantee you won't get Alzheimer's or dementia if you embark on a particular strategy to prevent them? Of course not. And if you've read anything that guarantees this, you're being lied to.

But there are some very real and very effective things you can do to increase your brainpower while protecting yourself from Alzheimer's disease and dementia.

1. Reduce Stress

You've seen how important stress and anxiety are in causing free radicals that eventually can lead to Alzheimer's. Start your anti-Alzheimer's disease program by reducing the stress in your life. I know this isn't easy. But it is possible. See the story on page XX for easy-to-implement strategies for reducing stress.

2. Exercise Your Brain

Your brain isn't a muscle, but it does benefit from being exercised. I know you've heard that people who engage in brain stimulating activities reduce their odds of getting Alzheimer's disease. And they get smarter.

Take a look at the article on page XX for enjoyable activities that help you “pump up” your brain.

3. Stay Armed against Alzheimer's with Information

Researchers are discovering more about Alzheimer's and dementia. By keeping informed, you stay armed against these dreadful diseases. And one of your best resources for this type of information is the *Smart Publications Health & Wellness* newsletter.

4. *Stay physically active*

People who are physically active are far less likely to acquire Alzheimer's than those who are sedentary. But you don't have to sweat and pant to be physically active. We've provided you with ideas of how to increase your level of activity sensibly in the article "How to Get Smarter and Beat Alzheimer's by Getting Your Heart Beating (a little) Faster."

{INSERT SIDEBAR #8 ON THIS PAGE OR FACING PAGE: "How to Beat Alzheimer's by Getting Your Heart Beating (a little) Faster"}

5. *Start on a smart nutrient Supplementation Program*

A supplementation program containing the smart nutrients you've learned about today will go a long way toward protecting you from dementia and Alzheimer's disease.

And ... as an added bonus ... these same smart nutrients boost your brainpower ... quickly, effectively and safely.

A brief warning about safety again

I stand by what I just said. These smart nutrients can protect you against dementia and Alzheimer's disease and boost your brainpower quickly, effectively and safely.

The problem is not whether these actual nutrients are safe. But if you remember back to the discussion of ginkgo, I mentioned ginkgolic acid, which is toxic. If you're taking ginkgo, for instance, you want to be sure you're getting the active ginkgolides and bilobalides ... and *not* ginkgolic acid!

So, be careful. These smart nutrients are perfectly safe *if* you get them from a reliable source that commits itself to providing compounds in bioactive forms, in the proper amounts, and without toxic components.

Once last thought about you ... and your loved ones

A moment ago I said that there are "no guarantees" when it comes to Alzheimer's disease. This is true except for this one guarantee.

If you adopt these strategies—including using smart nutrients—you and those you love will be able to live life with less fear suffering from Alzheimer's and dementia. You won't worry that the occasional lapse of memory isn't something more serious. You'll enjoy life far more.

And you *will* enjoy the admiration of those around you for your improved outlook and youthful attitudes.

Thank you for your time.

Yours for a bright, active, and mentally stimulating future,

{Legible signature}

John Morgenthaler
CEO, Smart Publications

{SALES PORTION: This section should be distinguished from the Smart Publications section visually, first by starting it on a separate page from the Smart Publications section (preferably on the recto) and perhaps by introducing it with a blue rule at the top of the page with the words “PAID ADVERTISEMENT” beneath the rule as shown immediately below.}

PAID ADVERTISEMENT

{HEADLINE:

Alzheimer's is *not* inevitable . . .

**...Smart nutrients provide powerful support for you
and your loved ones against this dreaded disease.**

Dear friend,

Sobering ... and encouraging. Very encouraging.

That's how John Morgenthaler's article about dementia and Alzheimer's disease made me feel.

It's sobering to realize that these diseases affect so many people ... 4.5 million Americans currently suffer from Alzheimer's disease.

But Alzheimer's affects far more than the people who get it. The devastating, disheartening, and sobering part of this picture is the people who love, care about, and care for Alzheimer's patients.

I would hate someone I love to have to live with Alzheimer's. But I'll tell you something that worries me even more: knowing that my loved ones might have to take care of my needs as more and more of me slips into Alzheimer's.

For my money, that fear is far more intense than the fear of losing my life to dementia and Alzheimer's.

But, as I said, John's discussion was also very encouraging.

Despair is *not* an option

The smart nutrients John talked about provide very real hope for all of us. While not a “sure-fire cure,” these smart nutrients provide us with something we can do right now to improve our chances against debilitating mental decline that comes with age.

One of the worst aspects of diseases like Alzheimer's is the feeling of hopelessness ... that there's nothing you can do as you watch someone you love gradually disappear before my eyes.

The smart nutrients give us hope for the future. But in addition, they give more than hope. They give you a positive way to do *something* that can have a very real effect against Alzheimer's ... right now. As you've read in John's article, there's ton of evidence that they support normal brain function.

(And one thing John didn't talk about is how many of these smart nutrients actually boost your brainpower and make you smarter! But that's a topic for another day).

The brain protecting power of 2 + 2 = 5

John gives a good description of how two smart nutrients—ferulic acid and *Panax ginseng*—really do work together against Alzheimer's so their combined power is stronger than either one of them separately.

John could have picked any of the smart nutrients and described how they work synergistically. For example, most of the smart nutrients are antioxidants. But while they each attack free radicals, they do so using different biochemical modes and in different places.

This is the power of synergy.

If you want to something positive to reduce your worry about Alzheimer's, it makes sense to start on a program using smart nutrients that have this synergistic power. But ... you don't want to rush into it without the crucial consideration of product safety and product effectiveness.

What good is a “nutrient” if it's toxic... or doesn't have any of the good stuff?

John brought up the problem of ginkgolic acid, which is toxic. There are hundreds of ginkgo products on the market. Most of them are worthless because they don't meet the pharmaceutical standards of the supplements that are used in clinical studies ... and many contain potentially dangerous levels of ginkgolic acid.

And this isn't just a problem with ginkgo. It's a huge concern with *all* nutritional supplements. In the US, you can't be sure how much of a particular active ingredient you're getting unless it is specifically stated on the label ... and most manufacturers don't list it on the label.

So, when you start your brain-support program, be sure you're getting what you're paying for ... that the active components are really there in pharmaceutical grade quantities. And that there are no toxic or dangerous compounds.

An easy solution ... to a potentially dangerous problem

I'd like to introduce you to the safest way to get the highest quality smart nutrients available ... in the right amounts ... with no toxic components ... and carefully formulated for maximum synergistic power.

These smart nutrients from Health Freedom Nutrition® are called AmyloidClear™.

AmyloidClear is unique among nutritional supplements in the war against the 5-headed Alzheimer's monster John described. It's the only supplement that offers such complete power to support your brain in your battle against Alzheimer's. Power that's increased by the synergistic interaction of all the carefully researched and compounded ingredients.

Other products claiming to support your brain and neurons don't contain the full range of nutrients AmyloidClear does. And they aren't formulated so that their ingredients' work together synergistically.

What's in the formula that will ease your worry about Alzheimer's?

AmyloidClear supplies you with *all* the smart nutrients John told you about in his article. They've been carefully compounded to boost their individual effectiveness through the power of synergy:

{OR USE THE REAL PRODUCT LABEL IF FEASIBLE}

AmyloidClear (per serving) **{ADD AMOUNTS IF FEASIBLE}**

Ashwagandha extract (root – X% winthanolides)	XX mg
Ferulic Acid (XX.X%)	XX mg
Ginkgo biloba extract (leaf – 24/6)	XX mg
Huperzine-A (X%)	XX mg
Magnesium stearate	XX mg
Myricetin	XX mg
Red ginseng* (root – XX% ginsenosides)	XX mg
Rosemary extract (leaf)	XX mg
Turmeric (rhizome)	XX mg
Vinpocetine	XX mg

*Red ginseng is Panax ginseng that has been steamed to increase its active ingredients.

At Health Freedom Nutrition, we do our own manufacturing, right in our facility. In this way, we control every variable of the production process to bring you the highest quality and freshest pharmaceutical-grade nutritional supplement products available today.

Nutritional supplements do age! And when they do, they lose effectiveness. Yet most companies manufacture in huge batches (to save money) and let the product sit around for months (or years) before you get it. We do our production in small but frequent batches, that way your product is as fresh as possible. And our products are all age-dated for your protection.

Reward yourself with the power knowledge brings

Some of the smart nutrients John described have an almost immediate affect on learning and problem solving. But most take longer to have full effect. Plus, if you're serious about supporting your battle to rid Alzheimer's from your life, you're talking about a long-term commitment.

To support your decision to make that long-term commitment to health, we're extending you a special offer to encourage you to try AmyloidClear for three months so you can really start enjoying its brain and neuron supporting power.

When you order a 3-month supply of AmyloidClear, you'll receive 4 gifts from Health Freedom Nutrition.

First, every month for a full year, you'll get the *Smart Publications Health & Wellness Update*. This 16-page, monthly newsletter keeps you informed on all the latest developments in the field of natural health and supplementation, Alzheimer's developments, and smart nutrients.

The *Smart Publications Health & Wellness Update* is written with readers like you in mind. It doesn't insult your intelligence by stating things too simply. But it's written in language you don't need a PhD to understand.

Your second gift is Smart Publication's *Weekly E-Alert*. This electronic newsletter is delivered weekly to your email box for a full year. Often it will detail current nutritional or medical research ... and arm you with information that can prolong and improve your life or the lives of those close to you.

Or it might introduce you to one of the "Mavericks in Medicine" a leader in nutritional research who has dared to buck the medical establishment, often to early ridicule but always to later acclaim.

These two valuable resources are worth \$36 ... but they're yours free just for trying AmyloidClear for 90 days.

Three months of brain protection with AmyloidClear would normally cost \$XX.XX {MONTHLY COST x 3} if you paid for it monthly. But Health Freedom Nutrition's third gift to you is a 10% discount off that price. So you pay just \$YY.YY {(MONTHLY COST X 3) - 10% DISCOUNT}

And when you order a 3-month supply of AmyloidClear, our fourth gift to you is free shipping. This is an additional \$14.85 savings over what you would pay if you ordered ever month.

But we have yet another offer to extend. When you take advantage of the 3-month offer, you qualify for our "Forget-Me-Not" auto order program.

Give us the authorization to charge your credit card monthly, and we'll automatically ship AmyloidClear to you every 30 days at the discounted price of \$ZZ.ZZ {MONTHLY COST - 10% DISCOUNT} per month. We guarantee that there will be no price increase for 2 years. And you will never pay shipping and handling.

And ... you can cancel your Forget-Me-Not program at any time just by calling. No questions, no hassle.

If you're the cautious type we have a gift for you, too

Maybe you don't want to commit to the "Forget-Me-Not" auto order program ... or even to the generous 3-month offer. You can try AmyloidClear for 30 days for just \$AA.AA {NORMAL MONTHLY COST} (plus \$4.95 shipping and handling). As our

way of thanking you, you'll receive a 6-month free subscription to *Smart Publications Health & Wellness Update*.

Our No-Nonsense Guarantee ... Nothing Less Than Complete Protection

What if AmyloidClear doesn't fit your nutritional regimen ... or your life style?

No problem. You are completely protected by Health Freedom Nutrition's No-Nonsense Guarantee. If you're not happy with AmyloidClear for any reason—or for no reason at all—simply call our toll-free hotline within 90 days. We will happily refund the full cost (minus shipping and handling).

And to save you the hassle of returning the unused portion, you get to keep it ... and you'll also get to keep the 6-month subscription to *Smart Publications Health and Wellness Update*.

There is no risk to you whatsoever. What could be more fair ... or safer for you?

You have two easy ways to start on the only supplementation program that harnesses the synergy of AmyloidClear's powerful protection. You can use the order activation form on the next page and send it to Health Freedom Nutrition.

Or, if you want to get AmyloidClear's protection even faster, call our toll-free client services line at 1-800-980-8780 (Monday-Friday, 8 a.m. to 6 p.m. PST).

But regardless of how you order, do it now. There's no reason to live with the fear of Alzheimer's disease any longer.

Do it for you. But most importantly for that special someone in you life.

Here's to your healthier future,

{LEGIBLE SIGNATURE}

Dale Fowkes

CEO – Health Freedom Nutrition

{ORDER DEVICE On last page of Smart Publications letter. Use dashed line and tiny scissor graphic on left hand side of page.}

SPECIAL OFFER RESPONSE CERTIFICATE

Support Your Brain's Battle against the Ravages of Alzheimer's

YES! Please send me AmyloidClear® immediately so I can start my battle against Alzheimer's with smart nutrients.

I understand I am fully protected by your ironclad guarantee. *Anytime* within 90 days of trying AmyloidClear if I'm not satisfied, I can call and get a full refund (minus shipping and handling). In this case, I will continue to receive my 6-month subscription to *Smart Publications Health & Wellness Update*.

☐ TOTALLY UNBEATABLE DEAL: **Health Freedom Nutrition's Forget-Me-Not Program**

I don't want to miss out on one day of AmyloidClear' synergistic power. Sign me up for the Health Freedom Nutrition *Forget-Me-Not Order Program*.

Every 30 days I will automatically be shipped AmyloidClear for just \$YY.YY. That's 10% off the regular price for a full 30-day supply! And I'm guaranteed this price for two full years.

I pay ***no shipping and handling*** as long as I participate in this program. I understand that I will never have to worry about ordering AmyloidClear again since my credit card will automatically be charged monthly. Also, I understand I can stop the Forget-Me-Not program at any time just by calling and saying, "stop my shipments."

In addition to the significant price discount and free shipping, you'll give me FREE a subscription to *Smart Publications Health & Wellness Update* and the Smart Publication *Weekly E-Alert* for as long as I remain in the Forget-Me-Not Program (a combined \$36 per year value!)

Send me _____ orders of AmyloidClear on the *Forget-Me-Not Shipping Program* every month (Just \$YY.YY per order per month ... and there's no shipping, ever).

☐ EXCELLENT DEAL! I am ordering a 90-day supply of AmyloidClear for \$YY.YY (I pay no shipping or handling). I understand you will give me FREE, a 1-year subscription to *Smart Publications Health & Wellness Update* the Smart Publication *Weekly E-Alert* (a \$36 value!)

Send me _____ 90-day supplies of AmyloidClear.

☐ GOOD DEAL! I am ordering a 30-day supply of AmyloidClear for \$AA.AA (plus \$4.95 shipping and handling-\$BB.BB total). I understand you will give me FREE a 6-month subscription to *Smart Publications Health & Wellness Update* (an \$18 value!)

AmyloidClear Sidebars

{SIDEBARS: To be distributed throughout promotion at places indicated. if the specified place does not work because of other inclusions,, then distribute evenly through copy.}

{SIDEBAR #1: Do I Have Alzheimer's?}

Do I Have Alzheimer's?*

Alzheimer's disease is more than forgetting where you put the car keys, or walking into a room and wondering what you went in there for.

Here's a guideline to help you access your concerns.

Does the person you are concerned about:

1. Repeat things or ask the same questions over and over?
2. Seem more forgetful, or have trouble with short-term memory?
3. Need reminders to do things like chores, grocery shop, eat, take nutritional supplements, etc.?
4. Forget appointments, family occasions, or holidays?
5. Feel "blue," or cry more often than in the past?
6. Have trouble doing calculations, managing finances, or balancing the checkbook?
7. Show a loss of interest in activities such as hobbies, reading, attending religious services, or other social activities?
8. Need help preparing a meal, dressing, bathing, or using the bathroom?
9. Become irritable, agitated, suspicious, or hear or believe things that are not real?
10. Get lost while driving or drive unsafely?
11. Have trouble finding the right words, finishing sentences, or naming people or things?

*Adapted from Mundt JC, Freed DM, Griest JH. Lay person-based screening for early detection of Alzheimer's disease: development and validation of an instrument. J Gerontol Psychol Sci Sco. 2000, 55B: 163-170. <http://www.aricept.com/memory1.php>

{SIDEBAR #2: The Stress-Free Way to Reduce Stress}

The Stress-Free Way to Reduce Stress

Stress is a killer. And one of the major ways it kills is by increasing your body's load of free radicals. Free radicals cause oxidative stress in every tissue and organ in your body

including your brain and brain cells. And this—as you’ve seen—can lead to Alzheimer’s disease, dementia, and general brain decline.

One very effective way of combating the affects of stress is with natural stress relieving smart nutrients like Magnolia extract, which brings powerful antioxidants into the fight against free radicals.

Another way to protect your body from the ravages of stress is reducing stress in your life and learning how to deal with it. Here are effective strategies that help to relieve stress.

Things to Avoid:

- Attempting to make everything in life stress-free. It can’t be done and trying to do it leads to feelings of failure ... and greater stress. Focusing on every event and constantly reminding yourself to relax.
- Regularly avoiding certain emotions (like sadness, anger, joy, fear, and the like.)
- Trying to find *one* answer like exercise, meditation, or vacations to relieve stress.

What works:

- Take an enjoyable class or go to regular group practices. Regular breaks from your daily (and often stressful) routine gives something to look forward to during stressful times. These classes could include some of the following activities that have been shown to have significant stress-relieving capacity:
 - Yoga.
 - Meditation
 - Tai Chi
 - Dancing
 - Bioenergetics Classes
- Participate in occasional events that provide respite from your daily stress like:
 - Retreats – religious, healing, spiritual, or activity-oriented ones.
 - Vacation – be careful, though, vacations can be a major source of stress if you allow them to be.
- Massage (Some people practice regularly by exchanging with a partner.)
- Daily Stress Reduction Tips
 - Add something beautiful to your life on a daily basis (for example, flowers).
 - Do some enjoyable activities whenever possible.
 - Walk, work, and eat at a relaxed pace.
 - Take a short break after meals to relax.
 - Take a short (15-20 minute) nap.

- If possible, go outside at least once a day and notice the simple things such as the weather and scenery.
- During the day, whenever you remember, notice any tension in your body (jaw, neck, diaphragm, shoulders). Breathe deeply and gently stretch and relax any tense areas.
- If you notice your mind racing or worrying about the past or future, take a minute to breath deeply and focus on something in the moment such as your breath, scenery, or birds.
- Take breaks during the workday to relax.
- Wear comfortable and loose clothing when possible. Take off your shoes when you can.

Dealing with Tasks and Time Constraints

There are situations where time and work pressure is constant. These add significant stress to one's life. Often you cannot avoid these situations. The best way to deal with them is to recognize you cannot eliminate the stress they bring but that you can reduce it.

- Develop a sensible work plan and write it down.
 - Split large projects and assignments into small, manageable pieces.
 - Write down what you can accomplish every day on a master schedule. Be reasonable. You're not Superman or Superwoman. It's better to plan too little than too much. When you accomplish more in one day than you scheduled, you have free time available to do something relaxing.
 - Every time you accomplish something on your To-Do list, cross it off—BIG. This leads to a sense of accomplishment that rewards you.
 - Set appropriate priorities for tasks and work accordingly. If you're the type of person who has to do everything perfectly, I can guarantee you won't accomplish much ... except stressing yourself.
 - Schedule into your To-Do list regular time for breaks.
 - Schedule into your master plan regular time to enjoy fun activities and to spend time with family and friends.
 - Realize that sometimes you have to have put on a real push to get something done. Do not let these pushes back up against each other. If you finish a push on a big assignment, give yourself a break and do something special ... even if it's just for a couple of hours.

There are a lot more ways of dealing with stress. For more information, check the following websites:

<http://stress.about.com/od/tensiontamers/tp/stressreliefkid.htm>

=====

{SIDEBAR #3: Laughter Really Is the Best Medicine}

Laughter Really Is the Best Medicine

Laughter is one of the best things you can do to improve your mental and physical condition. Laughing reduces stress hormones like adrenaline and cortisol. And it strengthens your immune system by increasing the number and activity of Natural Killer T-cells. These cells are your body's first line of defense against viral attacks and damaged cells.

Here are a few ways to get yourself laughing and feeling better:

- Watch funny TV shows;
- Read humorous books;
- Collect humorous books, videos, TV shows, and movies;
- Read the cartoons in the newspaper every day;
- Tell a joke every day;
- Laugh at yourself at least twice a day, preferably at mealtimes
- Recognize what makes you laugh—and do more of it.

=====

{SIDEBAR #4: Does Television Cause Alzheimer's?}

Does Television Cause Alzheimer's?

According to Alzheimer's researcher Dr. Robert Friedland, watching too much television, and doing too little physical activity could be linked to Alzheimer's disease.

He looked at the hobbies of a group of people with Alzheimer's and compared those hobbies to a healthy group. Out of those studied, watching TV was the recreational activity Alzheimer's sufferers were most likely to participate in.

The researchers looked at three kinds of activity—passive, intellectual and physical—covering all kinds of ways people spend their time outside work, from visiting friends to playing an instrument and sports.

Dr. Friedland said, "The brain is an organ like any other organ which ages in regard to how it's used. So learning is important for the brain. The brain has been honed by evolutionary forces to be active, and learning is an important part of life. When you watch TV, you can be in a semi-conscious state where you really are not doing any learning."

Here's what you can take away from Dr. Friedland's research: There's no reason to eliminate TV entirely from your day. But make sure it doesn't become your sole form of entertainment. Get out of your recliner. Get active. And become mentally and physically involved!

{SIDEBAR #5: Want a Stronger “Brain Muscle”? Then Try These Brian Exercises}

**Want a Stronger “Brain Muscle”? Then Try These Brian Exercises
And Ramp Up Your Fight against Alzheimer’s**

You’ve probably noticed the huge resurgence of interest in crossword puzzles and other brain challenges. The reason for this interest is research done by gerontologists, neurophysiologists, and psychologists. This research shows that people who keep mentally active are much less likely to develop Alzheimer’s disease as they get older than people who do not engage in these activities.

Even though it’s not really a muscle, your brain stays healthier when it gets more oxygen pumped to it ... which happens when you’re actively engaged in problem solving. Here are a few activities to exercise your most important “muscle” ...

- Do crossword puzzles: The New York Times crosswords run in many papers and are reprinted in many books. They vary in difficulty from easiest (Monday) to hardest (Saturday). Sunday puzzles are big and about as hard as a Thursday puzzle. There are also many monthly crossword magazines (such as those published by Dell) with easy to difficult puzzles (as well as other brain games).
- Solve Sudoku puzzles: Even though these puzzles use numbers, you *do not* have to have mathematical ability to do them.
- Listen to the “Puzzle Master” on NPR on Sunday mornings.
- Paint, draw, or do other art activities.
- Play the musical instrument you learned in junior high.
- Learn how to play a musical instrument.
- Take classes in subjects that interest you. Check your local community college for what they offer.
- Take up gourmet cooking, wine making, or beer brewing.
- Learn new skills. If you’ve always wanted to know how to make a cabinet, learn woodworking.
- Write: Write poetry, fiction, nonfiction; it doesn’t matter. But write.
- Volunteer with children. They will challenge your mind all the time.
- Volunteer with older people. Many of them want someone who will talk with them. This keeps you actively engaged in conversation—a great way to keep your brain active while helping them keep theirs active, too.
- Reduce passive consumption of television. When you do watch, limit the time and watch things that challenge your brain like Jeopardy® or news discussion programs.

- Join a discussion group. It can be about almost anything: politics, books, sport, anything you're interested in.
 - Take up bird watching. This activity combines physical and mental exercise.
-

{SIDEBAR #6: Feed Your Brain Right }

Feed Your Brain Right ... and Reduce the Risk of Alzheimer's

Experiments with mice and humans suggest the high fat, Western-style diet might lead not just to heart attacks but also to Alzheimer's disease.

Narayan Bhat of the University of South Carolina took healthy lab mice and fed them a diet with lots of saturated fat and cholesterol. The control group got a more normal rat diet of grains and fruit.

After two months, he gave the mice—which are middle-aged by then—a memory test. He found that those fed the bad diet made errors finding their way around a maze.

Mice eating the bad diet also had an increase in beta-amyloid, which leads to the amyloid plaques and symptoms of Alzheimer's.

The report published in the *Archives of Neurology* found that people eating a Mediterranean-style diet—low in saturated-fat animal products and high in fruits, vegetables and whole grains—had a lower risk of Alzheimer's than people eating standard American meals.

{SIDEBAR #7: Why Are There So Many Asian Studies?}

Why Are There So Many Asian Studies ... and so Few from the US?

Why have so many of the research studies on smart nutrients, Alzheimer's disease, and dementia been done in Asia?

This has happened for two reasons. First, most of these smart nutrients come out of traditional Asian medical practices. So it makes sense that Asian research institutions would be interested in studying these natural supplements.

The second reason for the overwhelming preponderance of Asian research on smart nutrients—and this is the most significant of the two—is that large pharmaceutical companies don't have the tight-fisted grasp on research monies in Asia that they have here in the United States.

Large pharmaceutical companies give research money for studies relating to drugs they have a chance of making good money on. Since smart nutrients come from trees, mosses, roots, and flowering plants, drug companies don't feel there is much profit in it for them. Not much profit means not much money for research.

But don't let this disparity turn you away from smart nutrients. The research done in Asian laboratories is sound science, supported by top technology, and reported in international, peer-reviewed journals.

{SIDEBAR #8: How to Beat Alzheimer's by Getting Your Heart Beating (a little) Faster}

How to Beat Alzheimer's by Getting Your Heart Beating (a little) Faster

According to the Alzheimer's Association (<http://www.alz.org>) physical exercise is essential for maintaining good blood flow to the brain. This encourages new brain cells. Exercise can be a very enjoyable strategy for improving your cognitive powers while helping to keep Alzheimer's disease at bay.

Aerobic exercise improves oxygen consumption and benefits brain function. Aerobic fitness reduces brain cell loss in all people tested including the elderly. Walking, bicycling, gardening, tai chi, yoga and other activities of about 30 minutes daily get the body moving and the heart pumping.

Growing evidence shows physical exercise does not have to be strenuous or even require a major time commitment. It is most effective when done regularly, and in combination with a brain-healthy diet, mental activity and social interaction.

Physical activities that also involve mental activity—such as plotting your route, observing traffic signals, making choices—provide additional value for brain health. Doing these activities with a companion offers the added benefit of social interaction.

Physical activity can also significantly reduce the risk of heart attack, stroke and diabetes, and thereby protects against those risk factors for Alzheimer's and other dementias.

Since severe head injuries have been associated with increased risk for later development of Alzheimer's disease and other dementias, the Alzheimer's Association advises wearing a helmet when appropriate for exercises like bicycling, horseback riding, skating, skiing, and so on.

And always wear a seat belt.

Don't feel you have to do just aerobic exercises. Regardless of how old you are now, strength training as you get older will make you look and feel better. It will increase your cognitive functioning. And ... it feels good.

The Centers for Disease Control and Prevention (CDC) together with Tufts University has developed an exercise program designed to help adults increase muscle strength, maintain bone density, and improve coordination, balance and mobility. You can check out this program at:

http://www.cdc.gov/nccdphp/dnpa/physical/growing_stronger/index.htm

¹ CE Finch; RE; Tanzi. Genetics of Aging. Science 17 October 1997: Vol. 278. no. 5337, pp. 407 - 411.

² A. M. Herskind, et al., Hum. Genet. 97, 319 (1996).

E. Ljungquist, S. Berg, J. Lanke, G. E. McClearn, N. L. Pedersen, in Aging and Survival: Studies of Social, Biobehavioral, and Genetic Correlations (Department of Geriatric Medicine, University of Goteborg, Goteborg, Sweden, 1995), Chapter 5.

³ E. Ljungquist, S. Berg, J. Lanke, G. E. McClearn, N. L. Pedersen, in Aging and Survival: Studies of Social, Biobehavioral, and Genetic Correlations (Department of Geriatric Medicine, University of Goteborg, Goteborg, Sweden, 1995), Chapter 5.

⁴ Paris D, et al. AB vasoactivity: an inflammatory reaction. Ann NY Acad Sci 2000, Apr; 903: 97-109.

Paris D, Townsend KP, Obregon DF, Humphrey J, Mullan M. Pro-inflammatory effect of freshly solubilized beta-amyloid peptides in the brain. Prostaglandins Other Lipid Mediat. 2002 Sep;70(1-2):1-12.

⁵ Bradle, Caroline. Inflammatory questions. QRD Newsletter (Quality Research in Dementia). Issue 62 April 2006. Alzheimer's Society

<http://72.14.253.104/search?q=cache:aSCoSx9anQ4J:www.qrd.alzheimers.org.uk/Newsletters/April2006.pdf+Alzheimer%27s+inflammation+%22Jeffrey+Kelly%22&hl=en&gl=us&ct=clnk&cd=3>

Kennard, Christine. Could Inflammation Cause Alzheimer's? About Alzheimer's. <http://alzheimers.about.com/od/research/a/inflammation.htm>

⁶ Dhuley JN. Effect of ashwagandha on lipid peroxidation in stress-induced animals. J Ethnopharmacol 1998;60:173-178.

Bhattacharya SK, Satyan KS, Chakrabarti A. Effect of Trasina, an Ayurvedic herbal formulation, on pancreatic islet superoxide dismutase activity in hyperglycaemic rats. Indian J Exp Biol 1997;35:297-299.

⁷ Li T, Zhang XJ. Role of oxygen-derived free radicals in stress -induced gastric ulceration [Article in Chinese] Sheng Li Xue Bao. 1993 Jun;45(3):286-91.

Murat Kayabali, Hovsep Hazar, Mehmet Ali Gürsoy, and Türker Bulut, Free oxygen radicals in restraint-induced stress gastritis in the rat. Surgery Today. Volume 24, Number 6; pp 530-533. June, 1994

⁸ Bhattacharya SK, Bhattacharya A, Sairam K, Ghosal S. Anxiolytic-antidepressant activity of Withania somnifera glycowithanolides: an experimental study. Phytomedicine 2000;7:463-469.

Bhattacharya A, Ghosal S, Bhattacharya SK. Antioxidant effect of Withania somnifera glycowithanolides in chronic footshock stress-induced perturbations of oxidative free

radical scavenging enzymes and lipid peroxidation in rat frontal cortex and striatum. *J Ethnopharmacol* 2001;74:1-6.

Singh B, Saxena AK, Chandan BK, et al. Adaptogenic activity of a novel, withanolide-free aqueous fraction from the root of *Withania somnifera*. *Phytother Res* 2001;15:311-318.

Archana R, Namasivayam A. Antistressor effect of *Withania somnifera*. *J Ethnopharmacol* 1999;64:91-93.

Dhuley JN. Adaptogenic and cardioprotective action of ashwagandha in rats and frogs. *J Ethnopharmacol* 2000;70:57-63.

Bhattacharya SK, Muruganandam AV. Adaptogenic activity of *Withania somnifera*: an experimental study using a rat model of chronic stress. *Pharmacol Biochem Behav* 2003;75:547-555.

⁹ Prakash J, Gupta SK, Dinda AK. *Withania somnifera* root extract prevents DMBA-induced squamous cell carcinoma of skin in Swiss albino mice. *Nutr Cancer* 2002;42:91-97.

Jayaprakasam B, Zhang Y, Seeram N, Nair M. Growth inhibition of tumor cell lines by withanolides from *Withania somnifera* leaves. *Life Sci* 2003;74:125-132.

¹⁰ Aphale AA, Chhibba AD, Kumbhakarna NR, Mateenuddin M, Dahat SH. Subacute toxicity study of the combination of ginseng (*Panax ginseng*) and ashwagandha (*Withania somnifera*) in rats: a safety assessment. *Indian J Physiol Pharmacol*. 1998 Apr;42(2):299-302.

¹¹ Ji-Jing Yan, Jae-Young Cho, Hee-Sung Kim, Kyoung-Li Kim, Jun-Sub Jung, Sung-Oh Huh, Hong-Won Suh, Yung-Hi Kim and Dong-Keun Song. Protection against bold beta-amyloid peptide toxicity in vivo with long-term administration of ferulic acid. *British Journal of Pharmacology* (2001) 133, 89-96.

Gary L. Wenk, Kristin McGann-Gramling, Beatrice Hauss-Wegrzyniak, Daniela Ronchetti, Raffaella Maucci, Susanna Rosi, Laura Gasparini, and Ennio Ongini. Attenuation of chronic neuroinflammation by a nitric oxide-releasing derivative of the antioxidant ferulic acid. *Journal of Neurochemistry*. Volume 89 Issue 2. Page 484 - April 2004.

¹² W. Kuenzig, J. Chau, E. Norkus, H. Holowaschenko, H. Newmark, W. Mergens and A.H. Conney. Caffeic and ferulic acid as blockers of nitrosamine formation. *Carcinogenesis*. Volume 5, Number 3. Pp 309-313.

¹³ Supplement Watch:

<http://www.supplementwatch.com/suplib/supplement.asp?DocId=1116>

¹⁴ Watanabe CMH, Wolfram S, Ader Pe, Rimbach G, Packer L, Maguire JJ, Schultz PG, and Gohil K. The in vivo neuromodulatory effects of the herbal medicine ginkgo biloba. *Proc Natl Acad Sci U S A*. 2001 June 5; 98(12): 6577-6580.

-
- ¹⁵ Ginkgo Biloba. MayoClinic.com, http://www.mayoclinic.com/health/ginkgo-biloba/NS_patient-ginkgo#B2FA0BBD-E7FF-0DBD-128F19D6D949550C
- ¹⁶ Zangara A. The psychopharmacology of huperzine A: an alkaloid with cognitive enhancing and neuroprotective properties of interest in the treatment of Alzheimer's disease. *Pharmacol Biochem Behav.* 2003 Jun; 75(3): 675-86.
- ¹⁷ Zhang Z, Wang X, Chen Q, Shu L, Wang J, Shan G. Clinical efficacy and safety of huperzine Alpha in treatment of mild to moderate Alzheimer disease, a placebo-controlled, double-blind, randomized trial. *Zhonghua Yi Xue Za Zhi.* 2002 Jul 25; 82(14): 941-4. [Article in Chinese]
- ¹⁸ Xiao XQ, Yang JW, Tang XC. Huperzine A protects rat pheochromocytoma cells against hydrogen peroxide-induced injury. *Neurosci Lett.* 1999 Nov 12; 275(2): 73-6.
- Shang YZ, Ye JW, Tang XC. Improving effects of huperzine A on abnormal lipid peroxidation and superoxide dismutase in aged rats. *Zhongguo Yao Li Xue Bao.* 1999 Sep;20(9):824-8.
- Xu SS, Cai ZY, Qu ZW, Yang RM, et al. Huperzine-A in capsules and tablets for treating patients with Alzheimer disease. *Zhongguo Yao Li Xue Bao.* 1999 Jun;20(6):486-90.
- ¹⁹ Cheng DH, Tang XC. Comparative studies of huperzine A, E2020, and tacrine on behavior and cholinesterase activities. *Pharmacol Biochem Behav* 1998;60:377-86.
- Tang XC. Huperzine A (shuangyiping): a promising drug for Alzheimer's disease. *Zhongguo Yao Li Xue Bao.* 1996 Nov; 17(6): 481-4.
- ²⁰ Ma XC, Xin J, Wang HX, Zhang T, Tu ZH. Acute effects of huperzine A and tacrine on rat liver. *Acta Pharmacol Sin.* 2003 Mar; 24(3): 247-50.
- ²¹ Qian A, and Johnson JW. Permeant ion effects on external Mg²⁺ block of NR1/2D NMDA receptors. *J Neurosci.* 2006 Oct 18;26(42):10899-910.
- ²² Durlach, Jean. Magnesium depletion and pathogenesis of Alzheimer's disease. *Magnesium Research* (1990) 3, 3, 217-218 [Letter to the Editor]
- ²³ James G. Penland, Ph.D. Acting Research Leader, Team Leader and Research Psychologist USDA.
<http://www.ars.usda.gov/pandp/people/people.htm?personid=4358&pf=1>
- ²⁴ MedLinePlus. U. S. National Library of Medicine and the National Institutes of Health. <http://www.nlm.nih.gov/medlineplus/druginfo/uspdi/202644.html>
- ²⁵ Ono K, Yoshiike Y, Takashima A, Hasegawa K, Naiki H, Yamada M. Potent anti-amyloidogenic and fibril-destabilizing effects of polyphenols in vitro: implications for the prevention and therapeutics of Alzheimer's disease. *J Neurochem.* 2003 Oct;87(1):172-81.
- ²⁶ Vitamin Source: <http://www.vitamin-resource.com/health/detail.cfm?id=446>
- ²⁷ Nutritional Supplements Guide.com: <http://www.nutritional-supplement-guides.com/Myricetin.html>

-
- ²⁸ Chen F, Eckman EA, and Eckman CB. Reductions in levels of the Alzheimer's amyloid ßbeta; peptide after oral administration of ginsenosides. *The FASEB Journal*. 2006;20:1269-1271.
- ²⁹ David Kiefer D, M.D., and Pantuso T. Panax Ginseng (article). <http://www.aafp.org/afp/20031015/1539.html>
- ³⁰ Iuvone T, De Filippis D, Esposito G, D'Amico A, Izzo AA. The spice sage and its active ingredient rosmarinic acid protect PC12 cells from amyloid- β peptide-induced neurotoxicity. *J Pharmacol Exp Ther*. 2006 Feb 22.
- ³¹ Pereira P, Tysca D, Oliveira P, da Silva Brum LF, Picada JN, Ardenghi P. Neurobehavioral and genotoxic aspects of rosmarinic acid. *Pharmacol Res*. 2005 Sept; 52(3):199-203.
- ³² University of Maryland Medical Center, Complementary Medicine website, <http://www.umm.edu/altmed/ConsHerbs/Rosemarych.html>
- ³³ Cole GM, Lim GP, Yang F, Teter B, Begum A, Ma Q, Harris-White ME, Frautschy SA. Prevention of Alzheimer's disease: Omega-3 fatty acid and phenolic anti-oxidant interventions. *Neurobiol Aging*. 2005 Dec;26 Suppl 1:133-6. Epub 2005 Nov 2.
- ³⁴ Lim GP, Chu T, Yang F, Beech W, Frautschy SA, Cole GM. The curry spice curcumin reduces oxidative damage and amyloid pathology in an Alzheimer transgenic mouse. *J Neurosci*. 2001 Nov 1;21(21):8370-7.
- Yang F, Lim GP, Begum AN, Ubeda OJ, Simmons MR, Ambegaokar SS, Chen PP, Kaye R, Glabe CG, Frautschy SA, Cole GM. Curcumin inhibits formation of amyloid beta oligomers and fibrils, binds plaques, and reduces amyloid in vivo. *J Biol Chem*. 2005 Feb 18;280(7):5892-901. Epub 2004 Dec 7.
- ³⁵ Alzheimer's Association. Masala medicine: Curry spice may target Alzheimer lesions. December 23, 2004. <http://www.alz.org/News/04Q4/122304.asp>
- ³⁶ Hadjiev D, Yancheva S. (1976) Rheoencephalographic and psychological studies with ethyl apovincamate in cerebral vascular insufficiency. *Arzneim-Forsch*, 26(10a): 1947-1950.
- Orosz E, Deak Gy, Benoist, Gy. (1976) Effect of ethyl apovincamate on the cerebral circulation. *Arzneim-Forsch*, 26(10a): 1951-56.
- ³⁷ Subhan, Z., Hindmarch, I. "Psychopharmacological Effects of Vinpocetine in Normal Healthy Volunteers." *European Journal of Clinical Pharmacology*. 1985, Vol. 28, pp. 567-71