

# Optimaessentials

## MemoryPlus

**mind & memory superfood**

**complete food for thought formulation**

**Naturally organic phyto food**

**MemoryPlus** is an all-natural superfood formulated to give your brain the best that nature has to offer. The superfoods in MemoryPlus are a source of the nutrients that may help protect our cognitive function and assist in preventing memory loss by supplying optimal levels of essential nutrition. It's the only product on the market that has complete levels of nutrition designed to help protect memory function. When we designed MemoryPlus, our aim was to provide you everything you need to nourish your mind and we feel we have done just that. The foods in MemoryPlus are full of vitamins, minerals, amino acids, herbs and antioxidants, to give you the very best nature has to offer.

What's more, MemoryPlus is all natural and highly digestible, so your body has no trouble in breaking down and absorbing all those essential nutrients. That's because MemoryPlus is a food. It's not synthetic and it's not a pill.

MemoryPlus gives you that bit extra your body and mind needs. There's NO toxicity, so you receive the full benefits of these essential superfoods.

**It's energising. It's immune boosting. It will revive your spirit and boost your life!**

You've probably heard the phrase "you are what you eat". We also believe that what you eat affects how you think and feel. Optimal nutrition, or to be more precise, essential levels of optimal nutrition, protects every part of our body. So how we think and how we feel is directly affected by what we eat. Now this idea may seem strange to some, yet as a nutritionist I know that eating the right foods has been proven to enhance your IQ, improve your moods, strengthen your emotional stability, and sharpen your memory and cognitive function. Most of all, it may help keep your mind young. We call it **MemoryPlus** and it really is **FOOD FOR THOUGHT**.

As with all Optimal Essentials products we only use the best that nature has to offer. Vitamins, minerals and antioxidants: our bodies are designed to absorb, break down and use them. It is a bit radical for some but it is simple really. We use nature's superfoods. They're the source of all the good stuff in Optimal Essentials products. We started with a basic question - what does the human brain need to help it function at its best? After doing some extensive research we compiled a list of essential foods. Then came the hard part, but we've managed to pack them all into **Optimal Essentials MemoryPlus**, which really is *Optimal Nutrition for the mind*.

**So ask yourself these questions:**

- How sharp is your mind?
- Do you worry about your memory?

- How balanced are your moods?
- How consistent is your mental energy?
- How happy are you?
- Do you feel mentally tired and lethargic?

## The technical stuff

As we age, certain parts of our brains start to shrink. This shrinkage results in a loss of brain cells. Not a good thing, as we need as many brain cells as we can get. One region of our brain where such cell loss occurs is the hippocampus, the region responsible for learning and memory. Shrinkage of the hippocampus has been associated with both learning and memory loss problems.

So why does the loss of brain cells in the hippocampus region occur in the first place? Experts believe that the build-up of certain toxic proteins might be the culprit. They are nasties called beta-amyloids (or A-beta) and are detrimental to the brain. When these proteins reach excessive levels, they can cause neurons (brain cells) to malfunction and die. When neurons are damaged or die, signals are sent to other parts of the brain that may well ultimately affect memory and learning abilities. MemoryPlus is a natural food product consisting entirely of naturally occurring ingredients that may help nourish your brain. Research indicates these forms of nice nutrients could well bind to beta-amyloids and so reduce the deposit and toxic effects of those nasty proteins.

In one way or another we are all facing massive adaptive stress in our daily lives. The pace just seems to get faster and faster. The rate of acceleration is beyond belief, never faced by human beings before. What's red hot today is old hat tomorrow. The rate of technological advance is outstripping what the average person can absorb. Mobile phones with the power of the best computers available just ten years ago. DVD recorders that allow you to record two separate programs while watching another, and which can be operated from anywhere in the world. The requirement to keep up with these new technologies is adding huge stress to us all. The question that keeps getting asked is "*can our brains adapt fast enough?*" In many cases the answer is no. We are seeing alarming increases in mental illness, fatigue, anxiety, mood swings, memory loss, sleeping disorders, and the blues generally. Sadly these seem to be the hallmarks of today. If you stand at any supermarket checkout you will see the food most of us eat is just not helping. Remember: "*you are what you eat and what you eat affects how you think*". That's why we formulated **MemoryPlus**.

**Optimal Essentials MemoryPlus** contains no nasties – only good stuff. No gluten, artificial flavours, colours, preservatives, fillers, MSG, synthetic chemicals, sucrose, fructose, dextrose, cholesterol, yeast, peanuts or added salt. **MemoryPlus** contains minimal lactose and is never tested on animals, only relatives! Certified organic ingredients are used where relevant but there are no genetically modified ingredients.

**Serving Suggestions:** We have done all the hard work. All you have to do is mix a teaspoon (approx 5gm) in half a glass of water once daily in the morning. Stir well and drink to health.

Whey Protein Concentrate, Egg White, Soy Isolate, Magnesium Oxide, Potassium Citrate, Zinc Sulphate, Manganese Sulphate, Soy Lecithin, Colostrum, Creatine Monohydrate, Brewers Yeast, Spinach, Flaxseed, Grapeseed, Taurine, Ginkgo Biloba, Ginseng, Alfalfa, Phosphatidylserine, Stevia, Spirulina, B12, B6, Folate

**One teaspoon contains the following:**

<b>NUTRITION INFORMATION (per 5gm)</b>	
Energy	82kj (20cal)
Protein	2.9g
Fat, Total	0.4g
- Saturated	0.1g
- Trans	0.0g
- Polyunsaturated	0.2g
- Monounsaturated	0.0g
Cholesterol	0.0mg
Linoleic Fatty Acids	100mg
Linolenic Fatty Acids	30mg
Carbohydrate	1.1g
- Sugars (natural)	0.3g
- Lactose	0.0g
Vitamin B6	1.9mg
Vitamin B12	2.4ug
Folate	254ug
Sodium	25mg
Potassium	111mg
Magnesium	170mg
Zinc	6.4mg
Manganese	790ug
Spirulina	10mg
Alfalfa	30mg
Grape Seed	60mg
Brewers Yeast	300mg
Ginkgo Biloba	50mg
Siberian Ginseng	50mg
Creatine Monohydrate	300mg
Colostrum	300mg
Phosphatidylserine	30mg
Spinach Leaf	150mg
Taurine	60mg