

Science to Symptoms Introduction



- Norepinephrine and other catecholamines are associated with:
 - Wakefulness in the CNS²
 - Physical energy in the PNS
- Depletion of norepinephrine and other catecholamines results in inattentiveness and depleted energy¹
- Norepinephrine and epinephrine, noradrenaline and adrenaline, are stimulating and associated with positive mood³



- Concentration is the ability to stay focused on one thing/ subject at will, to control one's attention
- Through trace amine associated receptor (TAAR) activation, PEA prolongs the activity of catecholamines like norepinephrine¹⁶
- PEA levels were found to be significantly lower in individuals with focus issues compared to controls¹⁵

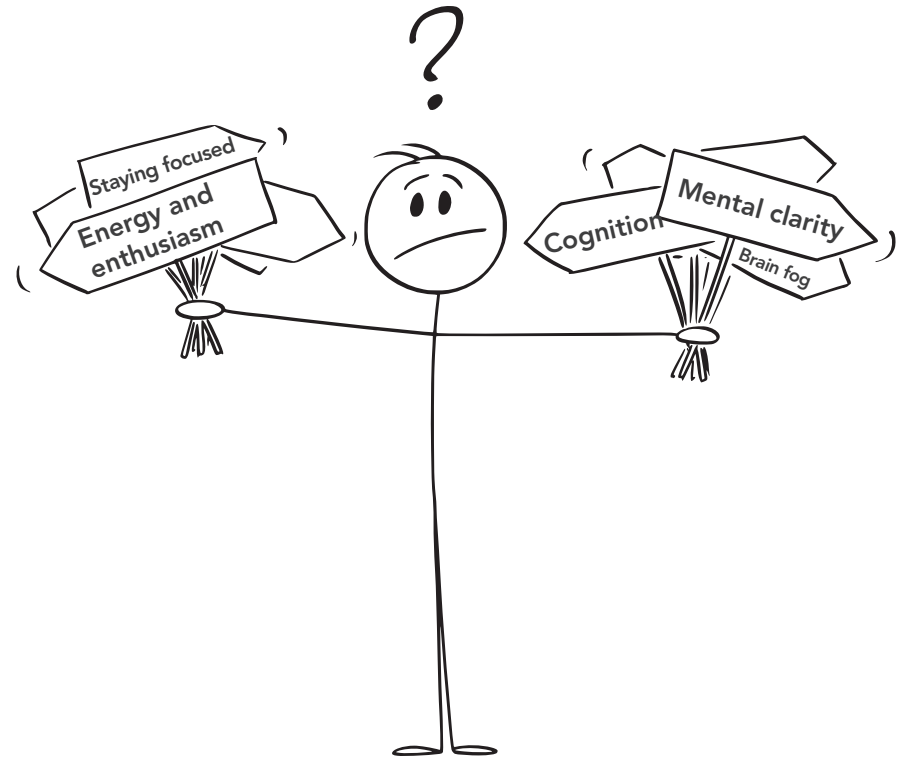


- Dopamine release stimulates the primary pleasure/reward pathway in the brain⁹
- Dopaminergic function is critical in the regulation of cravings, reward based behaviors¹⁰
- Catecholamines play an important role in mood, memory processing, attention, and cognition¹¹⁻¹⁴



- Cognition is the mental action and process of understanding through thought, experience, and the senses
- Non-scientific "brain fog" used to describe when thinking seems fuzzy and not sharp
- Acetylcholine impacts neuronal signaling and is key in attention, learning, memory, and is essential to immune health due to its ability to downregulate cytokine expression^{18,19}
- Acetylcholine precursor groups also support mitochondrial energy production and provide antioxidant support^{10,23}

Finding focus support shouldn't be confusing



Which presents in your office?

Go beyond the intro, download full product specification sheets at www.neuroscienceinc.com

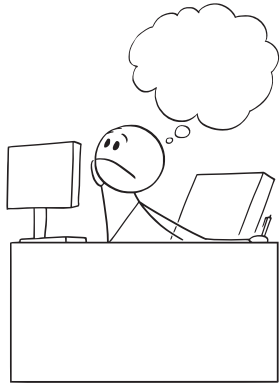


*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

- Verhoeff N, et al. Pharmacol Biochem Behav. 2003;74(2):425-32.
- Berridge C, et al. Sleep Med Rev. 2012; 16(2): 187-197.
- Moret C, Briley M. Neuropsychiatr Dis Treat. 2011;7(Suppl 1):9-13. doi: 10.2147/NDT.S19619. Epub 2011 May 31. PMID: 21750623; PMCID: PMC3131098.
- Schwalfenberg G, et al. Scientifica. 2017;4179326.
- Nesidi S, et al. J Mol Biol. 2014;426(2):4112-4124.
- Lee S, et al. Aastavan Inhib Nitric. 2003; 16(1):97- 105.
- Kishimoto Y, et al. Eur J Nutr (2010) 49: 119.
- Mousavi S, et al. Arch Iran Med. 2015;18(1):28-33.
- Wise R. Philos Trans R Soc Lond B Biol. 2006;361(1471):1149-58.
- Blum K, et al. Front Psychol. 2014;5:919.
- Blier P. J Psychiatry Neurosci. 2001;26 Suppl:S1-2.
- Verhoeff N, et al. Pharmacol Biochem Behav. 2003;74(2):425-32.
- Xing B, et al. Brain Res. 2016;1641(Pt B):217-33.
- Clark K and Noudoost B. Front Neural Circuits. 2014;8:33.
- Kusaga A, et al. Ann Neurol. 2002;52:371-74.
- Irlsfield M, et al. Webmedcentral. 2014;4(9):1-15.
- Data on file. 2009. NeuroScience, Osceola, WI 54020.
- Ferreira-Vieira T, et al. Curr Neuropharmacol. 2016;14(1):101-15.
- Tracey K. Nat Rev Immunol. 2009;9(6):418-28.
- White H and Scates P. Neurochem Res. 1990;15(6):597-601.
- Rebouche C. Ann N Y Acad Sci. 2004;1033:30-41.
- Pekala J, et al. Curr Drug Metab. 2011;12(7):667-78.
- Gulcin I. Life Sci. 2006;78(8):803-11.
- Murthy S. N. et al. 2015. Int. J. Ayur. Pharma Research, 3(11):8-13.

AttenTrex

Chewable tablet with customizable dosing for children to adults

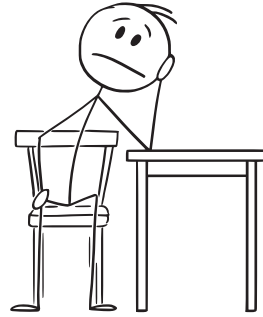


Lack of energy to spark attention

- Feeling sluggish or unable to start on a task
- Seeking a more energetic mood

Balance D

Contains *Mucuna cochinchinensis* as species with highest L-DOPA content^{24*}

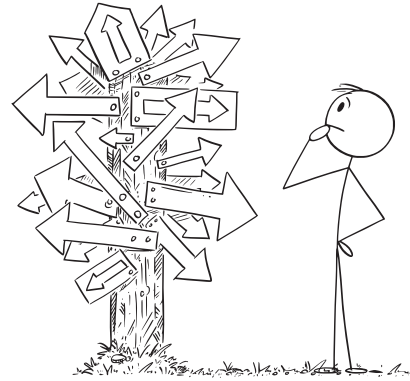


Feeling flat, lack of interest

- Cravings, difficulty concentrating
- Daytime mood support

Focus DL

Supports sustained attention and focus*



Difficulty concentrating and remaining focused on a task

- May have energy but is distractable
- Benefits from catecholamine support but impact seems short term

Avipaxin

Proven to support mental clarity and reduce pro-inflammatory activity*

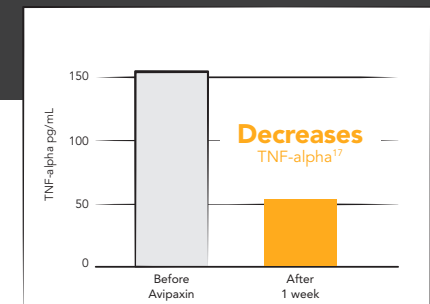
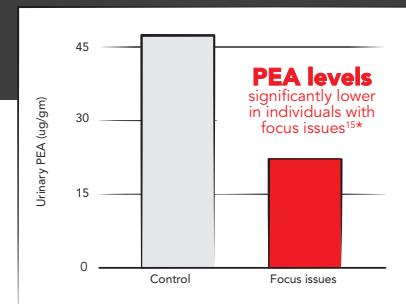
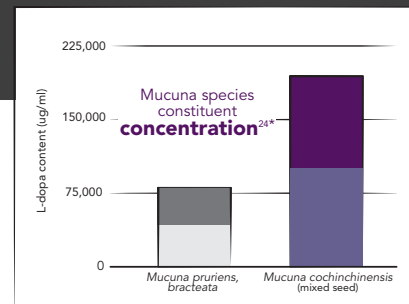
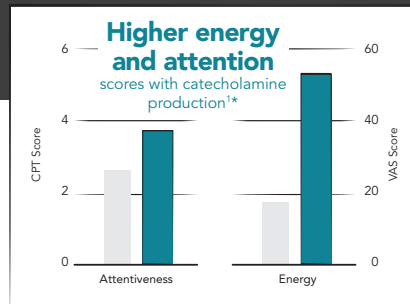


Seeking cognitive support

- Doesn't feel mentally "sharp", seeking clarity from brain fog
- Would like to feel alert
- May have an active immune system

Symptom depictions (above) represent a possible presentation; please see back page for referenced scientific claims

Formula and ingredient data



Targeted pathways

- Dopamine
- Norepinephrine
- Epinephrine

- Dopamine
- Norepinephrine
- Epinephrine

- PEA

- Acetylcholine

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