NeuroScience®

Alpha GABA™

Ingredients to promote calm during times of anxiousness while supporting a healthy response to stress, day or night*

Patient Profile†

- ☐ Need to "downshift" from feeling mentally engaged*
- ☐ Feelings of anxiousness, seeking to restore relaxation and calm*
- ☐ Desire for help balancing stress*

Key Ingredients

L-theanine	■ Amino acid that acts as a glutamate receptor antagonist for balanced activity[1]* ■ L-theanine has been linked to the generation of **alpha brain waves**, indicating a state of restored **relaxation**[2]*
Ashwagandha *(Withania somnifera)*	■ Patented ashwagandha leaf and root extract that provides the highest amount of withanolides on the market (>10% withanolides) ■ Research and multiple data sets indicate Sensoril **reduced stress and anxiousness**[3]*
Passionflower *(Passiflora incarnata)*	■ Botanical shown to bind to the GABA site of GABA-A receptors for healthy activity[4]* ■ Activation of GABA-A receptors are essential for **downregulating the hypothalamic-pituitary-adrenal (HPA) axis**[5]*
Lemon balm *(Melissa officinalis)*	■ Botanical shown to inhibit the enzyme GABA transaminase to restore balance, **which may increase healthy levels of GABA** in the brain[6]*
L-taurine	■ Neuroprotective amino acid that provides antioxidant protection[7,8]* ■ Demonstrates healthy **GABA-A agonist activity**[9]*

The Science

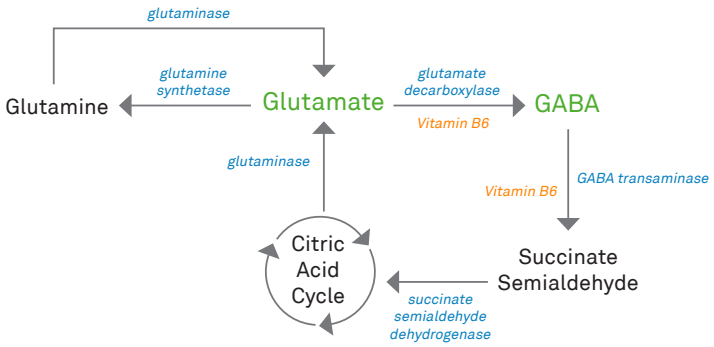
GABA is the primary inhibitory neurotransmitter in the brain[10]

- GABA is important for **calm** and **sleep**[11,12]

Glutamate is the primary excitatory neurotransmitter in the brain[13]

- Glutamatergic signaling underlies mechanisms related to anxiousness and stress[14]

GABA Pathway



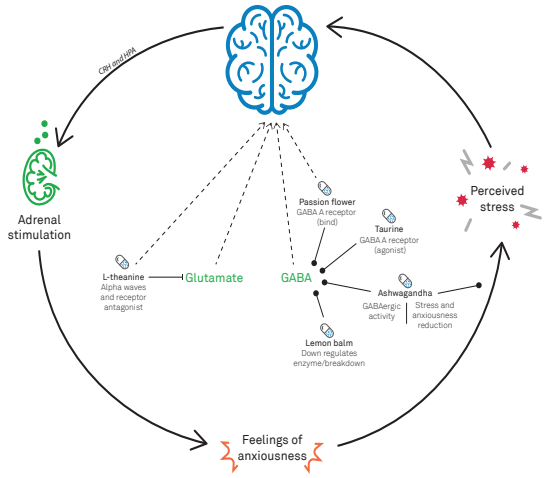
Green = Biomarker
Blue = Enzyme
Orange = Cofactor

† Symptom depictions represent a possible presentation based on scientific information and claims found on this sheet, references provided on reverse.

***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.**

MORE SCIENCE BEHIND ALPHA GABA

Figure 1. Stress and Anxiousness, A Cycle to Balance



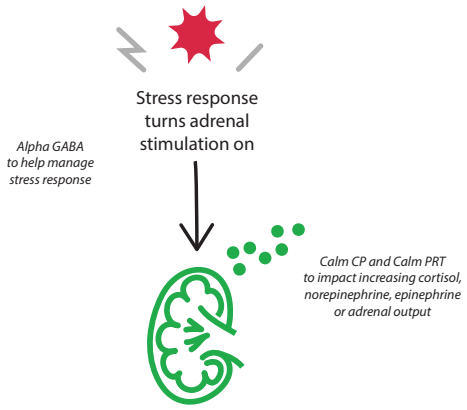
Stress processing and balancing the symptom cycle

Stress, GABA, and the HPA axis

- GABA signaling inhibits corticotropin-releasing hormone (CRH) and glutamate signaling stimulates CRH[15]
- Stress increases CRH secretion, stimulating the hypothalamic pituitary adrenal (HPA) axis and adrenal gland production of cortisol and the catecholamines[15]
- Chronic stress causes neuroplastic changes in the paraventricular nucleus, decreasing GABA receptor expression and increasing glutamate receptor expression, perpetuating the stress response[5]

Alpha GABA provides a multi-faceted approach to stress management with ingredients to balance symptoms of anxiousness while supporting a healthy stress response[3,5]*

Figure 2. Stressed Induced Adrenal Output



Complete stress support, to restore a healthy response

Alpha GABA contains ingredients to:

- Induce healthy, relaxing alpha brain waves and feelings of calm with a targeted neurotransmitter approach[1,2]*
- Provide comprehensive HPA axis support for optimal stress management[3,5]*

Support the circadian rhythm for patients already feeling the "fight or flight" response by adding:

Calm CP	or	Calm PRT
Cortisol targeted blend*[16]* Elevated bedtime activity can disrupt sleep and is associated with increased abdominal fat[17]*		**Manage norepinephrine activity[18]*** Elevated norepinephrine activity can perpetuate stress, anxiousness, and fatigue[19,20]*

NeuroScience®

Item Number	Available Sizes	Serving Size
20057	90 Capsules	3 Capsules

Stress disrupting sleep?

Consider Alpha GABA PM with a similar blend targeted for bedtime instead.

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14. Bermudo-Soriano C, et al. Pharmacol Biochem Behav. 2012;100:752-774.
15. Levy B and Tasker J. Front Cell Neurosci. 2012;6(24):1-13.
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17. Abraham S, et al. Obesity (Silver Spring). 2013;21(1):E105-17.
18. Calm PRT Data on file. 2006. NeuroScience, Inc., Osceola, WI 54020.
19. Meerlo P, et al. Sleep Med Rev. 2008;12:197-210.
20. Mehta R, et al. Neuropharm. 2016;14:28-40.

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