

## Alpha GABA™

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



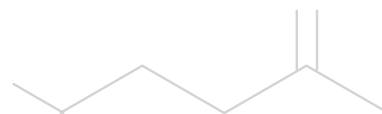
### Patient Profile†

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

## Key Ingredients

<p>L-theanine</p>	<ul style="list-style-type: none"> <li>■ Amino acid that acts as a glutamate receptor antagonist for balanced activity<sup>1*</sup></li> <li>■ L-theanine has been linked to the generation of <b>alpha brain waves</b>, indicating a state of restored <b>relaxation</b><sup>2*</sup></li> </ul>
<p>Ashwagandha (<i>Withania somnifera</i>) (as Sensoril®†)</p>	<ul style="list-style-type: none"> <li>■ Patented ashwagandha leaf and root extract</li> <li>■ Multiple data sets indicate Sensoril <b>reduced stress and anxiousness</b><sup>3*</sup></li> </ul>
<p>Passionflower (<i>Passiflora incarnata</i>)</p>	<ul style="list-style-type: none"> <li>■ Botanical shown to bind to the GABA site of GABA-A receptors for healthy activity<sup>4*</sup></li> <li>■ Activation of GABA-A receptors are essential for <b>downregulating the hypothalamic-pituitary-adrenal (HPA) axis</b><sup>5*</sup></li> </ul>
<p>Lemon balm (<i>Melissa officinalis</i>)</p>	<ul style="list-style-type: none"> <li>■ Botanical shown to inhibit the enzyme GABA transaminase to restore balance, <b>which may increase healthy levels of GABA</b> in the brain<sup>6*</sup></li> </ul>
<p>L-tyrosine</p>	<ul style="list-style-type: none"> <li>■ Neuroprotective amino acid that provides antioxidant protection<sup>7,8*</sup></li> <li>■ Demonstrates healthy <b>GABA-A agonist activity</b><sup>9*</sup></li> </ul>

## The Science



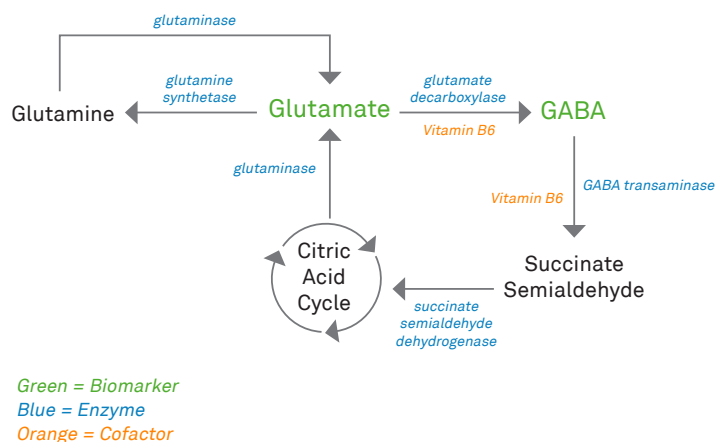
**GABA** is the primary inhibitory neurotransmitter in the brain<sup>10</sup>

- GABA is important for **calm** and **sleep**<sup>11,12</sup>

**Glutamate** is the primary excitatory neurotransmitter in the brain<sup>13</sup>

- Glutamatergic signaling underlies mechanisms related to anxiousness and stress<sup>14</sup>

## GABA Pathway

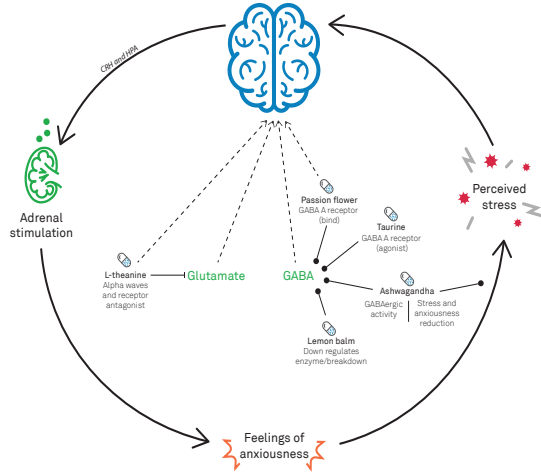


† Symptom depictions represent a possible presentation based on scientific information and claims found on this sheet, references provided on reverse.

\*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



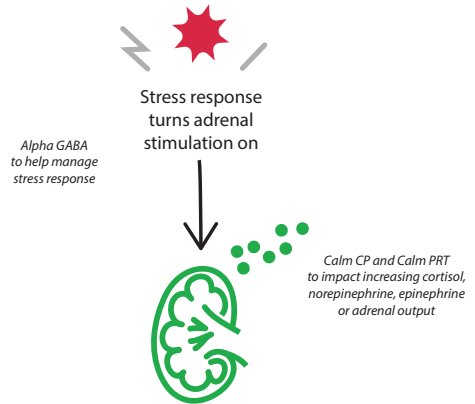
## Stress processing and balancing the symptom cycle

### Stress, GABA, and the HPA axis

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

Alpha GABA provides a multi-faceted approach to stress management with ingredients to balance symptoms of anxiousness while supporting a healthy stress response<sup>3,5\*</sup>

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<sup>1,2\*</sup>
- Provide comprehensive HPA axis support for optimal stress management<sup>3,5\*</sup>

### Support the circadian rhythm for patients already feeling the “fight or flight” response by adding:

- |   |           |   |
|---|-----------|---|
| <p><b>Calm CP</b></p> <p>Cortisol targeted blend*<sup>16*</sup></p> <p>Elevated bedtime activity can disrupt sleep and is associated with increased abdominal fat<sup>17*</sup></p> | <p>or</p> | <p><b>Calm PRT</b></p> <p>Manage norepinephrine activity<sup>18*</sup></p> <p>Elevated norepinephrine activity can perpetuate stress, anxiousness, and fatigue<sup>19,20*</sup></p> |
|---|-----------|---|



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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‡ SENSORIL® is protected under U.S. Patent No. 7,318,938 and CA Patent No. 2,508,478, and is a registered trademark of Natreon, Inc.

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