



Doctor Jo Serrentino

## Brain Formulation

This formulation was designed to improve overall brain function and to prevent neurodegeneration.

How it works:

Each ingredient in the formula specifically targets brain regions to induce specific brain responses. How do we know that the ingredients are actually doing this? Really with high-tech research. Through short echo-magnetic resonance spectroscopy (SEMRS) we can actually see macromolecules moving through live brain tissue and see the brain responses, and we can record these. So, basically SEMRS takes pictures of the live brain as the supplements move through the regions. This enables us to see the metabolites, i.e. what is being absorbed and used, and the brain's responses to these metabolites and to their signals. This type of research is usually used to provide us with markers for diseases, so we can come up with interventions, protocols and medicines.

So, the Brain Formula is based on very advanced science – not just on a blend of herbals, vitamins and supplements that was based on hearsay. Importantly, each ingredient is also highly specific to the brain's function that we want to improve and/or protect. Not all herbals and supplements are created equal. But with today's technology we can fine-tune molecules to deliver metabolites and signals to cells and tissues. This really is the key signature of the formulation.

By the same token, the delivery method of the ingredients is very important. It has to be quick and compatible with the body's physiological processes, without leaving a footprint. By footprint I mean unusable residues. We want ingredients that use a direct route to the target without taxing the body. In this case, the formula is orodispersible, which means it melts in your mouth to deliver the metabolites to the bloodstream very quickly without digestion.

Unlike most orodispersible formulations that use a lot of excipient ingredients, the Brain Formula orodispersible formula does not. It uses only a few ingredients, and each one of these ingredients contributes to the whole formula. For example, the sweetener used is maple sugar. This is a very smart sugar, because sugars transform, i.e. the sugar molecules change shape under different conditions. Maple sugar is unique in that: when it transforms, it does not leave a footprint. Unlike other sugars, it does not interfere with the insulin and glucose sensitivity, for example. It won't spike your glycemic index. Plus, it contains a very beautiful healthy profile of amino acids and vitamins.

So, you get a product that delivers the brain-promoting effects individually, and transcends an overall improved brain function. That naturally trickles down to the rest of the body, because the brain is, of course, the control center of the body. Naturally, the cardiovascular system, the energy system of the muscles, the metabolism and so on will be positively affected.

So, the Brain Formula is made to order for an overall upgraded feeling of wellness throughout the physical body, better alertness and clarity, and energy, while preventing oxidative stress damage and inflammation which are so prevalent due to pollutants and stress and basic aging and degenerative processes of aging, and atrophy.

The formula targets regions of the brain that affect the functions of the central nervous system, the vascular network of the brain, and their associated signals.

From a physiological point of view, the formula should rev up your brain, so you have better mind and body function, better energy metabolism, and higher activity tolerance, and improved function for an overall better function of all of the senses.