



GIVE YOUR CHILD A HEAD START IN SCHOOL

Give him a helping hand with Memo Plus Gold

An all-natural herbal supplement developed from an ancient *Ayurvedic* formula, Memo Plus Gold contains the extract of *Brahmi* or *Bacopa Monniera*, a memory-enhancing herb that improves nerve impulse transmission for better memory and enhanced learning capability. Memo Plus Gold also enhances sharpness of mind and help relief stress for school-goers.

Memo Plus Gold is ideal for all students, professionals, homemakers, and the elderly. Clinical trials by the Central Drug Research Institute (CDRI) in India and extensive studies conducted in Australia prove that Memo Plus Gold is safe and effective.

For best results, take one Memo Plus Gold capsule after a meal, twice a day, for three months. For maintenance, the ideal dose is one capsule a day after a meal.

For children between 7 to 12 years of age, one capsule a day after breakfast is recommended.

- ❖ **ENHANCE SHORT AND LONG-TERM MEMORY**
- ❖ **IMPROVE CONCENTRATION AND LEARNING**
- ❖ **ALLEVIATE ABSENT-MINDEDNESS AND FORGETFULNESS**
- ❖ **REDUCE ANXIETY AND STRESS**
- ❖ **DECREASE SENILITY AND THE EFFECTS OF AGEING**
- ❖ **MAINTAIN GENERAL WELL-BEING**



FIGHT WORK STRESS AND FATIGUE. KEEP A SHARP AND FOCUSSED MIND

Give yourself a helping hand with Memo Plus Gold

In today's stressful lifestyle, the real challenge is to maintain focus and clarity of thought when working under pressure. Whether you are a busy professional, homemaker, or a student, our modern day lifestyles have caused a two-fold challenge for us. The first challenge is to be productive in stressful environments and the second challenge is to try to maintain "clarity of thought" during these times. Often one feels out of focus and this leads to mental and physical fatigue which then becomes part of our lives. Although many people have the intelligence to perform to high standards, they may sometimes lack the composure and self-confidence to attain them. A combination of these two factors when out-of-balance often causes sleep disturbances, nervousness, distraction, anxiety, and frustration.

Give yourself a helping hand with Memo Plus Gold. Memo Plus Gold is an all-natural herbal supplement developed scientifically from an ancient *Ayurvedic* formula. Memo Plus Gold contains the purified extract of *Brahmi* or *Bacopa Monniera*, a memory-enhancing herb that improves nerve impulse transmission in the brain for better memory and enhanced learning capability.

Memo Plus Gold is safe and effective. Adults should take one capsule of Memo Plus Gold after meals, twice a day, for three months. For maintenance, the ideal dose is one capsule a day after breakfast.

Achieve the following with Memo Plus Gold daily:

- ❖ **IMPROVE CONCENTRATION AND MEMORY**
- ❖ **ACCELERATE BRAIN FUNCTION AND ENHANCE PERFORMANCE**
- ❖ **RELIEVE MENTAL AND PHYSICAL STRESS**
- ❖ **CONTROL ANGER, FEAR, HOPELESSNESS AND OTHER EMOTIONS**
- ❖ **RESTORE CO-ORDINATION BETWEEN MIND AND BODY**
- ❖ **RELIEVE STRESS & ANXIETY**
- ❖ **BOOST YOUR ENERGY LEVELS**
- ❖ **MAINTAIN GENERAL WELL-BEING**



FIGHT BRAIN AGEING! KEEP YOUR MIND HEALTHY AND SHARP.

Modern scientific research has shown that as we grow older, our brain ages due to changes in chemical balance, attack of free radicals, change in lifestyle and nerve connections. Diseases such as Dementia and Alzheimer's where the person loses his/her memory and reasoning functions are related to a rapid brain ageing process.

Give yourself a helping hand with Memo Plus Gold. Memo Plus Gold is an all-natural herbal supplement developed scientifically from an ancient *Ayurvedic* formula. Memo Plus Gold contains the purified extract of *Brahmi* or *Bacopa Monniera*, a memory-enhancing herb that improves nerve impulse transmission in the brain for better memory and enhanced learning capability. Memo Plus Gold is also a potent anti-oxidant that slows brain ageing. *Brahmi* has been traditionally used as an anti-anxiety, anti-fatigue and memory strengthening herb.

Research shows that *Brahmi* has better memory enhancing effects than Ginkgo Biloba. The *Brahmi* extract is as potent an anti-oxidant as Vitamin E. We need good blood flow to and from our brain to remove waste and supply nutrients. Due to the ageing process, lipid peroxidation of fatty substances occurs, including those in brain cells. *Brahmi* has been found to reduce this damaging lipid.

Brahmi helps improve protein activity and protein synthesis, especially in brain cells, which can increase intelligence and decrease ageing. The *Brahmi* herb is commonly used as an anti-anxiety agent to help calm adults and restlessness in children or as a nervine tonic that enhances learning and academic performance, improves mental alertness and sharpens short-term and long-term memory. Memo Plus Gold is safe and effective. Adults should take one capsule of Memo Plus Gold after meal, twice a day, for three months. For maintenance, the ideal dose is one capsule a day after breakfast.

Achieve the following with Memo Plus Gold daily:

- ❖ **FIGHT BRAIN AGEING**
- ❖ **IMPROVE CONCENTRATION AND MEMORY**
- ❖ **ACCELERATE BRAIN FUNCTION AND ENHANCE PERFORMANCE**
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MEMO PLUS GOLD- Proven by Scientific Research

Memo Plus Gold contains the enriched standardized extract of Brahmi or Bacopa Monniera with optimum levels of two active molecules Bacoside A and B, isolated and concentrated by a patented manufacturing process. The Central Drug Research Institute (CDRI) in India, a world-renowned premier research institute developed this process and conducted scientific research on experimental animal models and human clinical trials.

Clinical Studies at CDRI

The safety and tolerability of Memo Plus Gold in healthy human volunteers were assessed. It was found that single oral doses of 20-200mg or 100mg once daily for 4 weeks were safe and did not produce any reactions or side effects. On the successful completion of Phase 1 human clinical trials, CDRI certified that the extract of Brahmi or Bacopa Monniera is safe and non-toxic.

Subsequently a placebo-controlled double blind phase II study in 36 children with Attention Deficit Hyperactivity Disorder was conducted with the brahmi extract. The children received either placebo or 50mg of extract twice daily for 12 weeks. The children receiving the extract showed significant improvements and there were no side effects. Later clinical trials were initiated in elderly cases of Age Associated Memory Impairment (AAMI) at 3 medical centres, and 30 patients completed a 16-week study. A significant improvement in logical memory, digit forward and paired associated learning has been observed from fourth week onwards in the group treated with brahmi extract.

At Swinburne University of Technology, Victoria, Australia

Another detailed clinical trial was conducted at the Neuropharmacology Laboratory, Brain Sciences Institute, Swinburne University of Technology, Australia in collaboration with the Neuropsychology Laboratory, School of Biophysical Science and Electrical Engineering, Victoria. In this trial the long term effects of brahmi extract were examined on memory function in healthy human subjects. The extract significantly improved speed of visual information processing, learning rate and memory consolidation and state anxiety. The results were published in Psychopharmacology 2001.

At University of Wollongong, Australia

Another study to measure the effect of brahmi extract on human memory was conducted by the Department of Psychology, University of Wollongong, Australia. 76 adults aged between 40 to 65 years volunteered for the double-blind randomized, placebo control study in which various memory functions were tested and levels of anxiety measured in three testing sessions: one prior to the trial, one after three months on the trial, and one six weeks after the completion of the trial. The results showed a significant effect of brahmi on the test for the retention of new information. In the follow-up tests it was found that the rate of learning was unaffected, suggesting that brahmi decreases the rate of forgetting of newly acquired information.



The Gold Standard in Memory Enhancement



N A T U R A L M E M O R Y E N H A N C E R



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THE GOLD STANDARD in MEMORY ENHANCEMENT



A Simple Way to
build a powerful mind

