



# ginkgo biloba

## FOR MEMORY ENHANCEMENT

From the Leaf of an Ancient Tree that First Appeared on Earth over 200 Million Years ago, Comes a Valuable Herb

### The History of Ginkgo

Ginkgo trees are one of the oldest living trees on earth. They first appeared about 200 million years ago and were present during the time of the dinosaurs. They even survived the Ice Age! So ancient that Darwin called it a "living fossil". The Ginkgo tree is sometimes referred to as the maidenhair tree. It is sacred to Buddhists and is a familiar sight outside temples in China and Japan.

For at least 5,000 years, an extract of Ginkgo leaf has been recommended in Chinese medicine as being good for the heart and lungs, as well as for coughs, asthma and acute allergic inflammations.

The Ginkgo tree is remarkably resilient to insects, disease and pollution. For this reason, Ginkgo Biloba trees are frequently planted along major boulevards and streets in cities throughout the world.

The tree bears an ivory colored inner seed, which resembles an almond and is widely consumed in the Orient. But it is the distinctive fan-shaped leaf of this majestic tree which has been found to be of therapeutic benefit for a variety of disorders and conditions.

### The Ginkgo Biloba Leaf

In the leaves of plants we find the metabolic and circulatory organs of the plant. The capillary sap stream can be compared to the capillary circulation of man.

Ginkgo leaves contain compounds called ginkgolides that have a unique chemical structure. Medical studies show that the Ginkgo leaf has remarkable effects on different parts of the circulatory system (arteries, capillaries and veins).

Ginkgo extract also seems to offer protection to the vascular wall due to its strong anti-oxidant or free radical scavenging properties. Free radicals are dangerous chemicals produced in the system which can damage the walls of arteries, causing blockages due to the accumulation of plaque. This process is similar to a sandbar in a river. Once it gets started, more and more sand tends to accumulate, further restricting the flow of water. Reduction of blood flow to the extremities is the cause of further accumulation due to a lack of oxygen. A circulatory system which is starved of oxygen creates further damage to the cells and tissues of the part of the body which is affected. By increasing blood flow, Ginkgo leaf extract increases the oxygen and glucose supply to the brain.

### What Clinical Research Has Shown

Most of the clinical research on Ginkgo Biloba extract has utilized a standardized extract, containing 24% Ginkgo flavoglycosides at a dosage of 40 mg three times a day. The clinical benefits were confirmed in 156 patients who completed a study of Ginkgo Biloba extract in dementia of the Alzheimer's type. David Hoffman, BSc., Past President of the American Herbalist Guild, also reports success with the use of Ginkgo with Alzheimer's patients and with senile dementia. "The herb is quite safe, even in doses many times higher than those which are usually recommended and clinically it seems to be effective for patients with vascular disorders, and for all types of dementia.

### How Europe Uses Ginkgo Biloba

The top selling prescription in Europe is a natural herbal product derived from the leaf of the Ginkgo tree. Herbal preparations from the Ginkgo tree containing glycosides are used in Europe to treat circulatory disorders, improve metabolism in the brain, and prevent oxidative damage to the cerebral membranes.



Numerous scientific studies have shown that this remarkable natural product may:

- ✓ Alleviate the "side effects" of aging, such as: short-term memory loss, dizziness, depression, ringing in the ears and problems with equilibrium or vertigo.
- ✓ Improve circulation to the brain and extremities, as well as in the ear, nose, throat and eye areas.
- ✓ Improve capacity to deal with stress.
- ✓ Improve mental function and improve awareness and intellectual functioning in individuals suffering from cognitive decline.
- ✓ Increase concentration in students and athletes.
- ✓ Increase maximal and pain free walking distance in those with arterial occlusive disease.

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