



# I.Q.

## THE ULTIMATE BRAIN FORMULA

### a Multi-Nutrient Formula for Memory Enhancement

With age and stress our brain often doesn't function as optimally as we'd like it to. IQ – The Ultimate Brain Formula from Albi provides a unique combination of herbs and nutrients to help nurture those brain cells and to ensure 'peace of mind' from knowing you are taking care of your most important organ.

#### A unique combination of herbs and nutrients to help nurture those brain cells

**Ginkgo Biloba** is known as the 'memory herb'. Full of flavonoids, proanthocyanidins and flavoglycosides, it functions as both a circulatory stimulant and an anti-oxidant. These properties allow it to work in the body to protect the brain from toxins and ensure adequate blood flow to cells for optimal function. Its use in health and wellness can be traced back more than 5000 years; recorded in the ancient Chinese Materia Medica Ginkgo was noted for its results in treating dementia, memory loss, senility and vascular insufficiency.

**Korean Red Ginseng** is a small plant that grows abundantly throughout China, Manchuria and Korea. The roots have been used for thousands of years as a tonic for the body and mind. The ginsenosides found in the root are the compounds responsible for its ability to

stimulate the central nervous system and alleviate fatigue, brain fog and hypertension. Current research at the University of Alberta has shown Korean Red Ginseng to improve memory and possibly function as a preventative for Alzheimer's disease.

A second ginseng in the combination, **Siberian Ginseng**, helps the body deal with stress and fatigue. When stress levels rise, the body's ability to deal with free-radicals decreases and the brain is particularly vulnerable to these damaging compounds. By helping the body stay calm yet energized, Siberian Ginseng adds another layer of protection for the neurons of the brain.

The last herb in this combination is **Fo-Ti**, a plant native to Asia that functions as a whole body tonic. In order to protect and provide nutrients to the brain the digestive, detoxification and structural framework of the body must be intact. Known to strengthen the liver, kidneys, and musculoskeletal system, Fo-Ti helps maintain whole body wellness.

In addition to these beneficial herbs, IQ also contains **L-Glutamine** and **Lecithin**. L-Glutamine is a non-essential amino acid that along with glucose is the preferred fuel of the brain. Brain neurons need a constant supply energy in order to function well and L-Glutamine helps to ensure that they 'never go hungry'. Lecithin helps improve brain activity by providing the phospholipids phosphatidyl choline, phosphatidyl serine and myo-



inositol. Phospholipids are an essential component of the myelin sheaths that surround and protect the neurons of the brain and when levels are low the neurons are susceptible to damage and improper electrical functioning. By providing the building blocks of the myelin sheath Lecithin helps protect the brain and boosts the speed of nervous transmission.

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