



SomaLife

IQ150 Brain Fuel

Maximize
Healthy Cell
Regeneration

New! Now with Cognizin™ For the evolution of your mind®

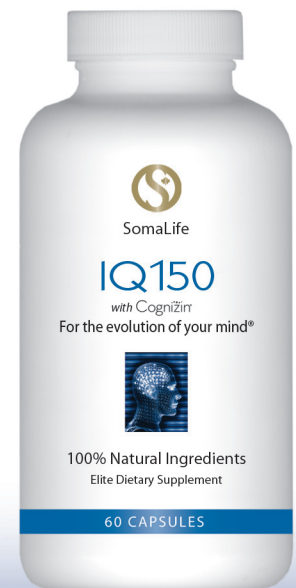
IQ150 is the world's finest combination of all natural ingredients created with the latest scientific evidence from the most up to date scientific papers on brain health to offer enhanced memory, clarity and retention.

It is increasingly recognized that a gradual loss of nerve cells and connections occurs at a relatively young age in childhood and that this continues through our adult life, so that by the time we are around 60 years of age cumulative effect can be quite noticeable and sometimes even embarrassing.

This is the reason why, for many people in their 60's and older, even 50's sometimes, retention, recall and clarity are not what they were when they were younger. For this reason the SomaLife Scientific Advisory Team formulated SomaLife IQ150 to assist with brain health. The constituents, which are described in more detail in the Science and Research section of the product, have been selected to offer optimal brain health support as well as the opportunity for improved clarity, retention and recall. The latest science has been incorporated into the product which is a unique combination of traditional brain health supporters and antioxidants as well as newer ingredients which have been demonstrated recently to assist as described on the corporate website.

Benefits

- Better memory
- Increased clarity of thought
- Enhanced cognitive functions
- Improved circulation
- Heightened awareness



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.



IQ150 • Brain Fuel • For the evolution of your mind®

How does IQ150 work?

IQ150 provides essential antioxidants and phytonutrients to the brain as well as other natural products that encourage the optimization of neuro transmitters. Neuro transmitters are those specific brain chemicals that play a major role in brain function in transmitting messages from cell to cell.

Why do I take IQ150 twice a day?

There is a stimulating effect from Green tea extract which for some individuals would be too much if both capsules were taken at once. By taking 1 capsules before breakfast and 1 before lunch the energizing and well-being effects are optimized without contributing to problems sleeping at night.

Should I consult my health care professional before starting IQ150?

The only time it is necessary to consult a health care professional before starting IQ150 is if you are taking blood thinners (anticoagulants, such as Coumadin, Warfarin or various Heparins). There is a theoretical possibility that Ginkgo Biloba and Aspirin can contribute to increased blood thinning but this has not been shown in practice to increase each individual constituent's normal anticoagulants effect.

Citicoline is found naturally in the body and has been used extensively for the promotion of optimal neural and cognitive function. Numerous scientific studies have shown that Citicoline may be an effective alternative to phosphatidylcholine and has a measurable effect on memory for healthy individuals as well improving mild memory problems associated with aging.

Baccopa Monnieri is a unique nerve tonic, which supports healthy brain functioning, promotes relaxation of mind and concentration. It helps to enhance intellect and consciousness, increases protein synthesis and activity in brain cells. It improves memory, decreases anxiety, restlessness and senility. It helps in cases of insomnia (sleeplessness) and confused and cloudy thoughts. Brahmi aids in categorizing information in the brain and the subsequent expression of said information.

Turmeric Root Powder also known as Curcumin is derived from the root of the Curcumin plant and was traditionally used for dyspepsia of abdominal pain, diarrhea, bloating and headaches. More recently it has

been shown to be effective in enhancing neuro transmitters and also has antioxidant and neuro-stimulatory effects.

Phosphatidylserine otherwise known as PS has been used for age-related decline in mental function in older people as well as improving quality of function in younger people. Additionally, it has been used in the treatment of attention deficit, hyper-activity disorder and depression.

Green Tea is derived from the leaf, leaf bud and stem of the common tea plant *Camellia sinensis* and has been traditionally used to improve cognitive performance and to treat stomach disorders and headaches, as well as being used locally as a wash to soothe sunburn or in bags as compresses and poultices. It has powerful antioxidant polyphenols, flavonoids and phenolic acids as well as caffeine, all of which act to protect the brain and improve alertness, clarity and retention.

Phosphatidylcholine is a fat soluble phospholipid that occurs normally in humans. Although the body is able to synthesize phosphatidylcholine it obtains most of its phosphatidylcholine from dietary sources. It is felt that phosphatidylcholine offers structural support to the cells and to the neuro transmitters. In particular, phosphatidylcholine has been shown to increase acetylcholine, norepinephrine, serotonin and dopamine levels in both animal models and patients with Alzheimer's disease. Phosphatidylcholine is another brain protector and is a major constituent of lecithin and in clinical trials has been shown to improve explicit memory. It is usually derived from soya beans in particular soya bean lecithin and works well in conjunction with phosphatidylserine.

Spanish Sage is an extract of the leaf of the Spanish Sage plant *Salvia lavandulaefolia*, which was demonstrated in recent studies to enhance memory in adults. It was known for years by our ancestors that it had this kind of effect which has recently been confirmed in clinical studies at European universities.

Ginkgo Biloba is widely used in Europe for treating dementia. Its use is primarily due to its ability to improve blood flow to the brain and because of its antioxidant properties. Ginkgo may improve thinking, learning, and memory in people with Alzheimer's disease (AD).

SUPPLEMENT FACTS

Serving Size: 2 Capsules

Servings Per Container: 30

	Amount per serving 753 mg	% Daily Value
Citicoline (Cognizin®)	250 mg	*
Baccopa monnieri Ext. 45% Bacosides A&B	170 mg	*
Tumeric Root powder	120 mg	*
Phosphatidylserine	18 mg	*
Green Tea Ext. 98% Polyphenols, 80% Catechins, 45% EGCG	45 mg	*
Caffeine (from Coffee Beans)	45 mg	*
Phosphatidylcholine	15 mg	*
Spanish Sage Ext. 5% Cineole	60 mg	*
Ginkgo Biloba Ext. 24% Flavone Glycosides, 6% Terpene Lactones	30 mg	*

* Daily Value not established

Other ingredients: Vegetable capsule (HPMC, water), rice flour, magnesium stearate, and silicon dioxide. Contains soy. **IQ150** contains no artificial flavor, color, preservatives, sucrose, starch, gluten, dairy or yeast. Due to the all natural ingredients in this product, color and odor variations may occur. **COGNIZIN®** and **FOR THE EVOLUTION OF YOUR MIND®** are registered trademarks of Kyowa Hakkō Kogyo Co., Ltd.

World's Alzheimer's Cases to Quadruple by 2050

1 in 85 people expected to have disease in 40 years, researchers predict

Associated Press Updated: 8:15 a.m. PT Jun 11, 2007

WASHINGTON - More than 26 million people worldwide have Alzheimer's disease, and a new forecast says the number will quadruple by 2050.

At that rate, one in 85 people will have the brain-destroying disease in 40 years, researchers from Johns Hopkins University conclude.

The new estimates, being presented Sunday at an Alzheimer's Association conference in Washington, are not very different from previous projections of the looming global dementia epidemic with the graying of the world's population.

But they serve as a sobering reminder of the toll to come if scientists cannot find better ways to battle Alzheimer's and protect aging brains.

"If we can make even modest advances in preventing Alzheimer's disease, or delay its progression, we could have a huge global public health impact," said Johns Hopkins public health specialist Ron Brookmeyer, who led the new study.

The biggest jump is projected for densely populated Asia, home of almost half of today's Alzheimer's cases, 12.6 million. By 2050, Asia will have 62.8 million of the world's 106 million Alzheimer's patients, the study projects.