

A NEW formula for those suffering from memory impairment and dementia

CogniPlex™ with its combination of nootropic herbs is a therapeutically useful and natural alternative for those suffering with memory impairment and dementia or seeking to assist their learning and memory capability.

Our cognitive ability to recall things (called memory) is something we often take for granted. Yet, most people generally accept that as they get older their memory will become poorer, with the possibility of developing Alzheimer's disease or dementia being the greatest concerns associated with a loss of memory. The onset of Alzheimer's typically starts out with minor memory lapses and progressively worsens over time until it becomes a debilitating condition that robs a person of his or her ability to function independently. The occasional lapse of memory is normal and not a cause for concern. Likewise, there is no reason why with proper nutrition, diet and regular mental stimulation a person cannot retain a sharp mind and effective memory all of their life. Supplementation with Biomed's **CogniPlex™** can prove useful in assisting to retain an effective memory.

INDICATIONS:

- Dementia
- Alzheimer's disease
- Facilitates learning and memory

Demographic data reveals that Canada's population is getting progressively older. Whereas, in 1991 just over 1 in every 10 persons was over the age of 65, by the year 2031 greater than 1 in 5 persons will be over 65. At the same time, without some change in the current trend, the rate of dementia in Canada is expected to increase at an even faster pace.¹ In 1991, the cost of treating dementia alone in Canada was estimated at \$3.9 billion. The 1991 incidence of dementia is expected to double by 2021 and triple by 2031.² This will place increasing pressures on our already overtaxed health and other social systems.

Patients with dementia are typically treated with the prescriptive drug tacrine. Yet, a recent meta-analysis concluded that this medication was ineffective in improving cognitive function and behavioral disturbances in those afflicted with Alzheimer's.³ At the same time, several studies have shown that supplementation with specific herbs can be effective in supporting memory retention and be helpful in the treatment of dementia and Alzheimer's disease. For instance, **CogniPlex™** has been formulated to include therapeutic dosages of Ginkgo, Brahmi, Chinese Club Moss and Vinpocetine.

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Each capsule contains:

Ingredients		Mode of Action
Ginkgo (Ginkgo Biloba) (standardized to contain 24% ginkgo flavone glycosides and 6% terpene lactones)	40 mg	Improves the symptoms associated with cerebral insufficiency, including disorders such as Alzheimer's
Brahmi (Bacopa monniera) (standardized to contain 20% bacosides)	75 mg	Enhances learning rate, memory, and visual information processing
Chinese Club Moss (Huperzia serrata)	0.05 mg	Enhances cognitive and behavioral functions, including those associated with Alzheimer's
Vinpocetine	3.75 mg	Improves cerebral circulation Decreases symptoms of dementia

Non-medicinal ingredients: magnesium stearate, microcrystalline cellulose, and silicon dioxide.

Contraindications: Do not take during pregnancy or lactation. Do not use in individuals with known or suspected sensitivity to any of the above listed ingredients. Should not be taken together with anticoagulant (e.g. Warfarin), antiplatelet aggregating (e.g. Ticlid), acetylcholine enhancing (e.g. Aricept) medications, or Trazadone.

Side effects & interactions: may cause GI upset.

ADULT DOSAGE: Take two capsules twice a day with a meal. For more severe cases of dementia like Alzheimer's the dose should be increased to 4 capsules twice a day with a meal.

COGNIPLEX™

Gingko

Standardized Gingko (*Gingko biloba*) extract is well recognized for its ability to assist with brain functioning by improving cerebral and peripheral circulation and tissue oxygenation in both healthy and demented adults at doses ranging from 120 to 240 mg per day. Gingko has been shown to improve those conditions associated with cerebral insufficiency (early dementia) and neurodegenerative disorders (e.g. Alzheimer's, age-related cognitive impairment).⁴ In 2003, researchers at the UCLA Neuropsychiatric Institute found that subjects with age-associated memory impairment taking ginkgo experienced improved recall correlated with better brain function in key brain memory centers compared to the placebo group.

Brahmi

Brahmi (*Bacopa monniera*), an herb native to India, has been used by Ayurvedic physicians for centuries in treating conditions ranging from inflammation to failing memory. Modern research on the herb's active ingredients: bacoside A and B, has shown they possess significant anti-stress⁶, antioxidant⁷, and memory facilitating⁸ effects *in vivo*. A recent double-blind placebo controlled human study showed that 300 mg per day of a standardized *Bacopa* extract significantly improved the speed of visual information processing, learning rate, and memory consolidation ($p < 0.05$) in healthy volunteers after 12 weeks of therapy.⁹

Chinese Club Moss

Chinese Club Moss (*Huperzia serrata*) another nootropic herb, contains alkaloids, notably huperzine A, which acts as a selective acetylcholinesterase enzyme inhibitor.¹⁰ [Note:

acetylcholine is a key chemical compound in the brain that helps facilitate both learning and memory.] Several controlled clinical trials have concluded that doses of 400 mcg per day of huperzine A improves memory, cognitive and behavioral functions in those with Alzheimer's dementia.^{11,12} Lower daily doses of huperzine A (200 mcg/day) given over a short time period, were found to assist students with their memory and learning performance (especially with languages).¹³

Vinpocetine

Vinpocetine, the fourth ingredient in **CogniPlex™**, is the synthetic ethyl ester of the alkaloid apovincamine. Apovincamine is derived from the lesser periwinkle (*Vinca minor*) plant.¹⁴ Experiments have demonstrated that vinpocetine causes several neuroprotective pharmacological actions, including promotion of cerebral blood circulation and oxygen utilization, anti-ischemic and anti-hypoxic actions, reduction in platelet aggregation, anti-convulsive effects, and inhibitory effects on phosphodiesterase enzyme.¹⁵ A double blind clinical study indicated that 30 mg/day of vinpocetine for a month followed by 15 mg/day for another 60 days greatly improved overall functionality in patients with chronic vascular senile cerebral dysfunction.¹⁶ In another study, based on the Sternberg technique, after 3 days of use by 12 healthy female volunteers, 40 mg of vinpocetine daily resulted in memory enhancement.¹⁷

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