MindMax
Magnesium l-threonate and three herbs to enhance brain function and memory

It’s common for people to experience a decline in their mental abilities as they age. Between the ages of 20 and 90, the average person loses 5-10% of his or her brain weight with an accompanying loss in memory, attention and other cognitive functions. Scientific research is zeroing in on a decreased number of nerve synapses (the connection between nerve cells) as the reason for this decline. A higher concentration of nerve synapses in the brain directly correlates to better memory. Protecting and even increasing nerve synapses may promote brain health.

MindMax offers a new and effective way to reverse this decline and optimize your mental performance. In addition to three proven brain-boosting herbs, Gotu Kola, Bacopa and Ginkgo, this formula contains magnesium l-threonate – a highly absorbable form of magnesium that has been shown in studies to cross the blood-brain barrier to increase cognitive function.

The ingredients in MindMax enhance blood circulation to the brain and provide antioxidant protection to brain tissue. They improve concentration and memory for students and those who are engaged in learning. They also counteract the effects of aging by improving blood flow throughout the body, thereby minimizing the potential for heart attacks and strokes.

MindMax is a great formula for anyone over 50 who wants to improve their circulatory system and keep their brain functioning better. Here is a breakdown of the ingredients and what each of them does:

**Magnesium l-threonate**
Magnesium plays an essential role in the function of nerve synapses. Most forms of magnesium, however, are not well-absorbed by nerve tissue. Recently, researchers at MIT found a highly absorbable form of magnesium, magnesium l-threonate, which has been shown to cross the blood-brain barrier and increase the brain’s magnesium level. In their studies, researchers found that both young and old participants experienced increased cognitive function while taking magnesium l-threonate.

**Ginkgo**
Ginkgo is one of the most thoroughly studied herbs in modern times. Research in Europe has centered around an extract of flavonoid glycosides and terpene derivatives in the ginkgo leaves. This standardized extract of ginkgo has been shown to have powerful benefits for the brain and the cardiovascular system.

Research has shown that ginkgo extract has antioxidant properties that protect the lipids in the brain against oxidative damage. It improves blood flow to the brain and to the extremities. Ginkgo improves alpha-wave activity in the brain and can help with problems like absentmindedness, confusion and dizziness.

Ginkgo inhibits platelet aggregation, which reduces the incidence of blood clots in the arteries and veins. This helps prevent heart attacks and strokes. Ginkgo has also been shown to slow macular degeneration, reduce asthma symptoms, strengthen blood vessels and relieve some cases of tinnitus (ringing in the ears).

**Gotu Kola**
Used in Ayurvedic medicine as a nerve tonic in the treatment of mental and nervous ailments, Gotu kola has antibiotic, anti-inflammatory, sedative and adaptogenic properties (helping the body adapt to stress by normalizing body functions). Three main components provide gotu kola’s primary effects: asiaticoside, which gives an antibiotic action by aiding in wound healing; brahmoside and brahminoside, which provide diuretic effects; and madecassoside, which is a strong anti-inflammatory agent.

Gotu kola also contains theobromine, which is believed to help increase oxygen to the brain, thereby promoting greater mental capacity and vitality. The herb may also increase circulation in the lower limbs, thereby reducing swelling.

**Bacopa**
Known in the West as the “herb of grace,” Bacopa is a classic brain and nerve tonic that heightens mental acuity. It contains the memory boosting compounds bacopaside-A and bacopaside-B and well-known antioxidants that help protect the brain’s memory centers from free radical damage. It also helps lower concentrations of stress-related biochemicals.

Bacopa also increases the neurotransmitter acetylcholine, which enhances memory, reaction times and learning during stressful periods. It also helps to slow aging and degeneration of the brain.

**Selected Use**
Take 3 capsules before breakfast and 3 capsules before bed. Only nighttime dose is recommended in the first week, add morning dose as tolerated.

**Selected References**
- Herbal Therapy and Supplements by Merrily A. Kuhn and David Winston
- The Healing Herbs by Michael Castleman
- Herbal Tonic Therapies by Daniel B. Mowrey
- Nutritional Herbology by Mark Pedersen
- Weiner’s Herbal by Michael A. Weiner

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