

CogniMag

Introduced 2012



What Is It?

CogniMag offers a blend of magnesium-L-threonate and polyphenols to support cognitive function.*

Special Features

- Offers magnesium in the only form that crosses the blood brain barrier*
- Optimal brain magnesium levels support cognitive function, learning ability and working memory*
- Preliminary research suggests magnesium-l-threonate may:
 - Support learning ability, short and long-term memory and brain function*
 - Promote synaptic plasticity and density in the regions of the hippocampus correlated with learning and memory*
- PhytoMemory polyphenol blend maintains healthy prolyl endopeptidase (PEP) activity to protect brain neuropeptides involved in learning and memory*
- Blueberry, strawberry and spinach extracts protect the central nervous system from oxidative stress and support healthy dopamine activity, GABA release, receptor function and neuronal signal transduction*

What Is The Source?

Magnesium-l-threonate is sourced from elemental ore magnesium and synthetic threonate. Wild blueberry extract is derived from *Vaccinium angustifolium* fruit, Orléans strawberry extract is derived from *Fragaria vesca* var. *Orléans* fruit. Spinach extract is derived from *Spinacia oleracea* leaves. Ascorbyl palmitate is derived from corn dextrose fermentation and palm oil.



Magnesium-l-Threonate, Patent Pending is a trademark of Magceutics, Inc. Magtein™ is distributed exclusively by AIDP, Inc.

The Development Process for Magnesium-l-Threonate

Phase I: Evaluation of Magnesium Forms

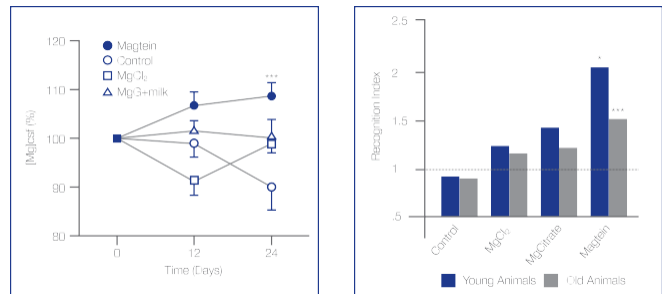


Figure 1. Evaluation of magnesium concentration in the cerebrospinal fluid following treatment with different magnesium compounds.

Figure 2. Magnesium-l-threonate offered statistically significant support for memory and cognitive function in both young and old animals. *p<0.05, ***p<0.001.

Phase II: Spatial Working Memory Tests

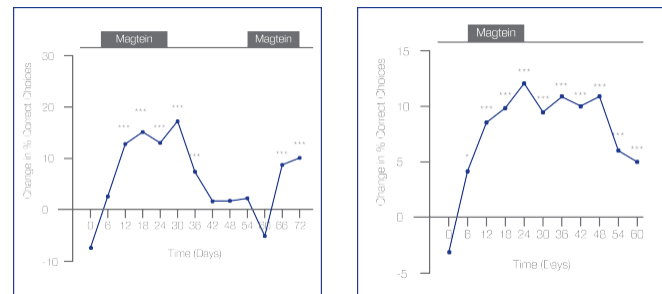


Figure 3. Aged animals supplemented with magnesium-l-threonate, spatial memory tests day 0-72. *p<0.05, ***p<0.001.

Figure 4. Young animals supplemented with magnesium-l-threonate, spatial memory tests day 0-72. *p<0.05, ***p<0.001.

(continued)

‡These statements have not been evaluated by the Food & Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

Phase III: Brain Synapse Evaluation

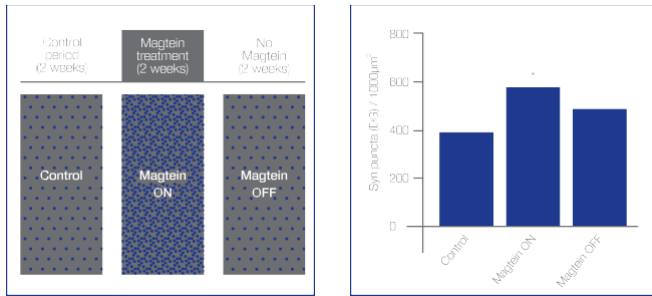


Figure 5. Brain synapse density was increased after 2 weeks with magnesium-l-threonate, which decreased after cessation of supplementation.

Figure 6. Magnesium-l-threonate promoted synaptic connections in the dentate gyrus (DG) region of the brain.

Recommendations

Pure Encapsulations recommends 2 capsules, twice per day, with a meal and at bedtime.

Are There Any Potential Side Effects Or Precautions?

If pregnant or lactating, consult your physician before taking this product. In rare cases, Magtein™ magnesium-l-threonate has been associated with drowsiness or headache. Reduced dosage should minimize this effect. Discontinue use if conditions persist for more than one week. Consult your physician for more information.

Are There Any Potential Drug Interactions?

Magnesium should be taken separately from bisphosphonate medications. Caution should be taken with concurrent use of potassium-sparing diuretics. It may also be contraindicated with certain antibiotics. Consult your physician for more information.

CogniMag

two vegetable capsules contain 0

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|---|----------|
| Magtein™ magnesium-l-threonate | 1,000 mg |
| magnesium (as magnesium-l-threonate)..... | 72 mg |
| PhytoMemory proprietary blend | 50 mg |
| providing wild blueberry (<i>Vaccinium angustifolium</i>) extract (fruit), Orléans strawberry (<i>Fragaria vesca</i> var Orléans) extract (fruit), and spinach (<i>Spinacia oleracea</i>) extract (leaf) | |
| ascorbyl palmitate (fat-soluble vitamin C) | 20 mg |

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