

Harvard Medical School: "No matter what your age, it's not too late to take steps to prevent memory loss."



M.D.'s Brain Health Guide

Based on findings by the prestigious Brain Sciences Institute...

"Improve your memory starting in just one hour!"

Miracle plant found to be *three times* more potent than its Asian counterpart.

OPEN to discover a new natural formula featuring this botanical breakthrough and other little-known nutrients clinically shown to...

✓ **Reduce cognitive decline with an 87% success rate.** "It's like Viagra® for the brain," says noted cerebral expert. Page 10

✓ **Improve poor concentration by 75.8%,** according to the *Journal of the American Nutraceutical Association*

M.D.'s recommendation:

"This is a must if you want..."

- Razor sharp memory
- A re-energized brain
- Clear mental focus
- Laser-like concentration
- Improved alertness."



INSIDE: How people of any age are improving their memory, minds and moods fast!

✓ **Sharpen mental alertness... clear up "brain fog"...reduce forgetfulness...calm your brain...and improve your moods!**

In fact, this is the first and only natural formula that will **supercharge your memory, mind and moods, starting in just one hour.** **GUARANTEED, or it's FREE!**

The three hidden causes of age-related memory loss

...and the remarkable new natural discovery that banishes them all!



By Joseph Brasco, M.D., Pioneer in natural medicine

Age-related memory loss is like playing Russian Roulette with three bullets! If you're age 60 or older, you have nearly a *1 in 2* chance of suffering from memory loss, forgetfulness, brain "fog," cognitive decline or worse.

Why such a shocking rise in memory loss?

➤ **Hidden Cause #1: Missing vital brain**

chemicals. As you age, your brain's levels of key chemicals, called neurotransmitters, plummet. These are vital for your brain's processing speed and memory—and with low levels, your brain slows down and your memory fades.

➤ **Hidden Cause #2: Poor circulation to the brain.** As you age, blood flow to your brain decreases—by as much as 20% by age 80 according to *The Neurology of Aging*. Poor blood flow, caused by blockages of small arteries in your brain, means less nutrients, oxygen and glucose. The result? Slow thinking, memory loss and cognitive impairments.



➤ **Hidden Cause #3: Too much stress, worry or nervousness.** As you age, stress causes more havoc on your brain. Harvard Medical School warns stress hinders mental abilities. That's why their doctors recommend you must "care for your emotions."

But now, thanks to a new breakthrough formula from nature's pharmacy—**Memoril**—you can flood your brain with key neurotransmitters... improve blood flow to your brain...and de-stress your brain, all at once!

As you'll see, **Memoril** includes three proprietary memory-boosting nutrients—the "best of the best" from leading brain scientists—now available together for the very first time. All to supercharge your memory, mind and moods, starting in just one hour. Satisfaction guaranteed—or it's **FREE!**

Need some proof? Read on...

Stanford University Center for Memory Disorders:



"Research has revealed a number of factors that may be able to prevent or delay [serious mental decline]."

Stanford University Center for Memory Disorders is the registered trademark of its owner and its use is not intended to imply an endorsement of this product.

New solution for a deficiency in brain neurotransmitters:

Neuroscientists at the world famous Brain Sciences Institute discover miracle plant improves memory in just one hour!

Found to be nearly **three times** more potent than its more famous Asian counterpart.

New medical research from "Down Under" now makes clear you can do more than just protect your brain from memory loss — **you can improve your memory — and quickly, too!**

Want a chance to accurately remember names and faces? Recall phone numbers and addresses with precision? Bring up great memories with friends? It's all possible because of what neuroscientists at the renowned Brain Sciences Institute at Swinburne University, Melbourne, Australia have discovered.

They found a special extract of **American Ginseng** called **Cereboost®** can enhance your memory...word recall...reaction time...and cognitive performance.

In a randomized, double blind, placebo controlled study⁽¹⁾ published in *Psychopharmacology*, 53 healthy young adults received 100 mg, 200 mg, 400 mg of Cereboost® or a placebo, and were evaluated at one, three or six hours after administration.

The results? Stunning!

Those taking American Ginseng Cereboost® showed **significant improvements in...**

- ✓ **Working memory:** Recalling sequences of letters and numbers
- ✓ **Immediate word recall**—Remembering words shown on a computer at one-second intervals, then having 60 seconds to write down as many as possible
- ✓ **Attention accuracy and reaction time**—Recalling the direction of arrows on the screen

(Continued on next page...)

(1) Scholey, Andrew et al. Effects of American ginseng (*Panax quinquefolius*) on neurocognitive function: an acute, randomized, double-blind, placebo-controlled, crossover study. *Psychopharmacology*, published online July 31, 2010.

To order or for more information please call toll-free 1-800-914-6311

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This humble plant
can boost your
memory power in
one hour

- ✓ **Cognitive performance**—Repeating a sequence of illuminated squares, a task that became progressively harder

Best yet, these results were achieved in just *one hour!*

Why such remarkable—and fast—memory boosting results?

For more than 5,000 years, Ginseng has been prized by natural healers in China and India for its energizing and revitalizing effects, especially for enhancing cognitive performance. Ginseng is also an *adaptogen* that helps your body adapt to and cope with physical and environmental stress.

What makes it work so well for memory boosting? We now know it's due to special plant chemicals found in its roots called *ginsenosides*.

The ginsenosides in American Ginseng improve your memory because they help your brain release a key neurotransmitter, **acetylcholine**, which you need for better memory power. As I mentioned, a deficiency in neurotransmitters is a hidden cause of memory loss.

Acetylcholine allows the sending of signals from one brain neuron to the next—and is vital for your brain's processing speed and memory.

How important is it? Research indicates that people suffering from severe memory problems have as much as **a 90% deficiency in acetylcholine!** Without enough acetylcholine, your brain and memory will sputter like a high performance engine running on cheap, low octane fuel.

Yet there's another reason why American Ginseng Cereboost® improves your memory power so effectively.

It's nearly three times more potent than Asian Ginseng

Asian Ginseng is the most widely used form of ginseng, popular all over the world and prized for its cognitive enhancing benefits. It is a concentrated extract that contains 4% ginsenosides.



"Best New Ingredient" of the Year skyrockets your memory!

Each year, at the natural supplement industry's annual convention Natural Products Expo West, a "Nutraaward" is given for the best new natural ingredient.

The 2010 award winner was Cereboost, the American Ginseng shown by Australian neuroscientists to boost memory power in just one hour.

This is the industry's highest honor for a new natural breakthrough—and it's the same unique American Ginseng found in the new *Memoril* formula.

But the American Ginseng used in this study contains 11.65% ginsenosides—making it nearly *three times* more potent!

Imagine a razor-sharp memory

As you improve your memory, you'll...

- ✓ make sure you don't miss important appointments or social events...
- ✓ show off your sharp memory to your children, grandchildren or co-workers...

(Continued on page 7...)

Based on Nobel-prize winning research, this discovery could make you a memory whiz!

If you want a near-photographic memory...if you want to impress your friends and family with your remarkable ability to remember names and faces...and if you want to easily recall the most treasured events of your life, then you need *Memoril*.



Cereboost® American Ginseng floods your brain with memory boosting acetylcholine.

What makes *Memoril* so effective at boosting your memory is the Cereboost American Ginseng in it floods your brain with the neurotransmitter acetylcholine.

This important brain neurotransmitter was discovered in 1921 by a German biologist named Otto Lowel. He would later win a Nobel Prize for his study of acetylcholine.

Acetylcholine is important for memory boosting

because it (1) helps your brain's neurons to communicate with each other and (2) regulates the speed at which your brain processes information. Too little of it leads to forgetfulness and in the worse case, more serious cognitive decline.

Now, you can boost your memory and even become a "memory whiz" with *Memoril*.

Supercharge your memory, mind and moods, starting in one hour.

Satisfaction GUARANTEED or it's FREE!



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Harvard botanist reveals secret behind ancient memory-improving miracle

Harvard University botanist Shiu Ying Hu reports that the earliest mention of ginseng in print was in the 2,000-year-old herbal writings of Shen Nong.

In China, Ginseng has been prized for thousands of years for its curative properties. Early Chinese emperors proclaimed it a panacea for many health conditions.

The genus name of American Ginseng is *Panax*, which is derived from the Greek "panakeia," which means universal remedy.



Shen Nong

Yet Ginseng is most well known for its ability to improve your cognitive performance.

American Ginseng is a perennial herb grown in the deciduous forests of the eastern U.S. and is even

more highly sought out than Asian Ginseng due to its increased potency.

This is why American Ginseng is the only form of ginseng used in the new *Memoril* memory-boosting breakthrough.

THE WALL STREET JOURNAL.

Saved from near extinction, *The Wall Street Journal* hails American Ginseng as "One of the most lucrative legal crops".

Why? Because of its cognitive-enhancing properties and high demand.

For many years, a standardized "pharmaceutical grade" American ginseng extract has not been available in the U.S.

Why? Since American ginseng has different properties than Asian ginseng and is more potent, it's highly valued in China.

In fact, Chinese demand for American ginseng drove up prices to \$100,000 an acre—and overharvesting nearly destroyed crops in the wild.



American ginseng, grown in a controlled environment, ensures full potency of its memory-boosting power.

But now, due to advances in agricultural technology, American ginseng can be grown in a natural, controlled environment—ensuring you the full potency of its amazing memory boosting powers in *Memoril*.

(...Continued from page 5)

- ✓ avoid embarrassing memory lapses....
- ✓ easily take care of personal and business matters yourself...
- ✓ **keep your freedom and independence to enjoy life.**

Even better...

This new, superior form of memory-improving ginseng is now available to you!

American Ginseng Cereboost®, the same extract used in the Australian study, is now available to you as the first key ingredient in a new breakthrough natural formula that takes you far beyond typical memory boosting supplements—*Memoril*.

Each daily serving of *Memoril* gives you 200 mg of American Ginseng Cereboost—the **exact same dosage scientifically shown to improve memory starting in just one hour!**

Yet as you'll see, *Memoril* does far more than just quickly improve your memory. (Continued on page 10...)

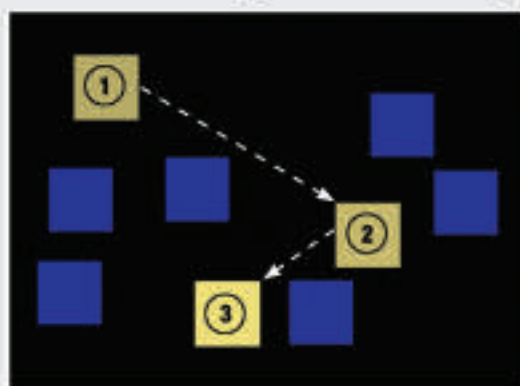
Improve your "working memory" in one hour!

One test given to rate memory power is called the "Corsi block" test.

In this test, a series of random squares appear on the computer screen. A number of these squares are illuminated sequentially in quasi-random order.

You have to repeat the pattern by clicking the boxes in the same order—and the test gets increasingly harder.

Cereboost® in the new *Memoril* formula was shown to significantly improve working memory in the "Corsi block" test in just one hour!



The "Corsi block" test is a challenge of working memory. But those taking Cereboost American Ginseng significantly improved scores in just one hour!



Supercharge your memory, mind and moods, starting in one hour.

Satisfaction GUARANTEED or it's FREE!

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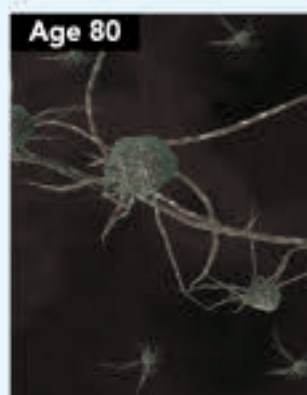
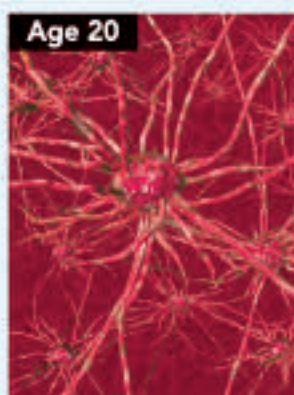
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"At age 20, the nucleus of your brain stem has 500,000 neurons. By age 80, it has only 380,000 neurons."

But *Memoril* helps you overcome this loss and revitalizes your memory!

It's a medical fact: As you age, your brain changes—and often for the worse.

The Mayo Clinic reports that your memory tends to become less efficient with age, as the number of neurons (cells) in your brain plummet.



Researchers at the University of Southern California add that as you age...

- Brain weight and volume decrease—you lose 5–10 percent of its weight
- The grooves on the surface of your brain widen
- Neurofibrillary "tangles" that extend from the neurons increase
- Senile plaques form

In fact, starting at age 20, you lose about 1 gram of brain mass per year.

Fewer brain neurons and these other changes affect your memory, your concentration, your focus and your cognitive abilities.

What starts as a few memory lapses can quickly get worse

Maybe it starts with forgetting where you put your keys, glasses or the



Joseph Brasco, M.D.

Meet Dr. Joseph Brasco

- One of America's leading experts in natural health seen on CNN
- Board certified in Internal Medicine
- Pioneer in natural medicine who's helped develop breakthroughs for a healthy brain, digestive system, heart and more
- Noted medical authority and best-selling author who's helped hundreds of thousands of Americans enjoy better health the natural way

TV remote. Or occasional brain "fog" or lack of focus. No big deal right?

Wrong! Left unchecked, age-related memory loss can mean forgetting names...not remembering phone numbers...missing appointments...even getting lost when you know the directions.

If things worsen, age-related memory decline can lead to confusion, forgetfulness, memory loss and even loss of independence.

But there are many things you can do, right now, to safeguard your mind and improve your memory.

One easy step is to start taking *Memoril* — the new breakthrough natural formula that I've found to be far superior to typical memory supplements.

Its three unique nutrients protect your brain's neurons from free radical damage...support healthy neurons with improved circulation...and stimulate neurons for sharper thinking.

The U.S. Surgeon General warns...

"Memory complaints are exceedingly common in older people, with up to 80 percent reporting problems!"

Now, you can fight back with memory-improving *Memoril*.

If your memory is lapsing, you may think memory loss is inevitable. And you may have heard your doctor or other doctors say, "Memory loss is just part of growing old."

What do I say about these beliefs? Hogwash!

There *is* something you can do, starting right now, to make sure you don't end up as one of the "statistics" for memory loss and age related mental decline.

It's simple: Start nourishing your brain with nutrients it desperately needs for stimulating brain neurotransmitters...for boosting blood flow to your brain...and for helping your brain relax and think more clearly.

Even better, the exact nutrients you need for these benefits are now available to you in the new *Memoril* formula.

Supercharge your memory, mind and moods, starting in one hour.
Satisfaction GUARANTEED or it's FREE!



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New solution for inadequate circulation to the brain:

Italian doctors report this purple flower has an **87% success rate** improving slow thinking caused by poor blood flow to the brain!



Ask any American what the periwinkle flower is, and most won't be able to identify it.

Not so for Europeans. Many of them know this prized purple flower is the source of **vinpocetine**, the second key ingredient in the new *Memoril* formula.



For more than 20 years, **vinpocetine has been the natural solution for age-related cognitive decline** for many people in Europe for good reason: It has helped them enjoy better memory, concentration, alertness and focus—and can do the same for you!

And the experts agree:



■ Bernd Wollschlaeger, M.D., associate editor of the *Journal of the American Nutraceutical Association* says, **"Until vinpocetine, we physicians had nothing to prevent cognitive decline.** Now, patients see rapid improvement in memory function often in seven to ten days."

- American researcher Victor DeNoble told *The Chemical Marketing Reporter*, "Vinpocetine appears to **improve a person's ability to acquire new memories.**"
- Steve Bratman, M.D., director of *The Natural Pharmacist* adds, "Vinpocetine aids memory and mental function. **Most people notice clearer, sharper thinking and recall within a few short days to a few short weeks time.**"

Restore up to 70% of lost blood flow to the brain—and you'll think clearer and sharper than ever!

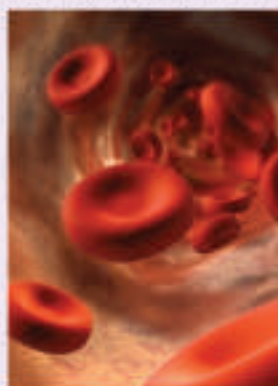
Vinpocetine is reported to improve blood flow to the brain, which can help you fight off age-related memory loss. But what's the proof?

In a study⁽²⁾ reported in the medical journal *Angiology*, 20 elderly patients (average age 76) with cognitive problems due to poor vascular health were given 15 mg of vinpocetine a day for eight weeks.

Researchers used Doppler ultrasonic technology to measure blood flow in the internal carotid artery (a key artery to the brain), and the results were remarkable.

Vinpocetine significantly increased blood flow to the brain by 14% after treatment! When you consider you may lose 20% blood flow to the brain as you age, vinpocetine can help restore up to 70% of that lost blood flow...for clearer and sharper thinking.

(2) Miyazaki, M. The effects of a cerebral vasodilator, vinpocetine, on cerebral vascular resistance. *Angiology*, (1):53-58.



Vinpocetine has been scientifically shown to improve blood flow to the brain—vital if you want clearer, sharper thinking.

■ The Journal of Longevity reports, **"Vinpocetine is the most important part of any brain-friendly nutritional supplement."**

Why such great results? Because...

Vinpocetine supercharges blood flow to your brain better than anything else!

Did you know six quarts of blood circulates through your body three times every minute? In one day, your blood travels a total of 12,000 miles. And much of this blood is needed by your brain for healthy function.

But as I mentioned, with age, blood flow to your brain is diminished. **In fact, by age 80, you may have 20% less blood flow to your brain.**

This decline is significant because less blood flow to your brain means less glucose and less oxygen.

Your brain needs at least 125 to 150 grams of glucose per day to function. Glucose is usually the *only* source of energy for your brain.

And each of your hundred billion brain cells needs oxygen to thrive and survive. In fact, your brain's need for oxygen is *ten times* greater than the rest of your body.

(Continued on next page...)

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Bottom line: Without enough glucose and oxygen, your brain gets energy starved—and that's why poor blood flow to the brain is another hidden cause of memory loss and cognitive decline.

The good news is, **vinpocetine safely and naturally boosts blood flow to your brain.**

Like Viagra® for the brain!

Vinpocetine helps improve blood flow to your brain two ways.

First, it helps increase the smooth muscle function of the arteries leading to your brain and reduces resistance in cerebral blood vessels, helping blood flow smoothly and easily.

European Journal of Clinical Pharmacology reports vinpocetine is great short-term memory booster!

The Sternberg Memory Scanning Test is a computer test that measures short-term memory—and using it, researchers showed that vinpocetine works wonders.

In a small, double blind cross over study⁽³⁾, 12 healthy women (average age 32) took 40 mg of vinpocetine or placebo.

Those taking vinpocetine **significantly improved short-term memory**—in fact, they had a 70% improvement in reaction time—in just two days!

(3) Subhan, Z., et al. Psychopharmacological Effects of Vinpocetine in Normal Healthy Volunteers. *European Journal of Clinical Pharmacology*. 1985. Vol 28, pp. 567-71.



The secret to restoring your long-term memories

It's great that *Memoril* can improve your short-term memory. But what about restoring your long-term memories?

Clinical research⁽⁴⁾ shows that vinpocetine stimulates your brain's hippocampus—the key region of your brain linked to short and long term memory.



Hippocampus

This in turn augments long-term potentiation (LTP)—a measure of signal transmission between neurons that's widely used in research of the cognitive process.

The result? **You restore reduced LTP, which in turn enhances long term memory!**

(4) Malin P. et al. The impairment of long-term potentiation in rats with medial septal lesion and its restoration by cognitive enhancers. *Neurobiology* 1984;2:255-269

In fact, Ward Dean, M.D. and co-author of the best selling book *Smart Drugs & Nutrients* says, "Vinpocetine is like Viagra® for the brain. It's one of the few cognitive enhancers that I actually notice a distinctly positive and uplifting experience when I take it."

Second, vinpocetine enhances healthy blood flow to your brain by supporting enzymes that allow oxygen to be easily distributed to your cells.

What are the results of taking vinpocetine in the new *Memoril* formula? Amazing!

Improve cognitive dysfunction: Better alertness and memory and less mental confusion!

In a three month study⁽⁵⁾ conducted at the Department of Internal Medicine, University of Cagliari, Italy, 40 elderly patients with memory problems due to poor blood flow or central nervous system disorders took vinpocetine or a placebo each day.

Those taking vinpocetine got dosages of 30 mgs a day for 30 days...then 15 mgs a day for 60 days. The placebo was taken daily

(5) Mancini E, Binaghi F, Pitzus F. A double-blind clinical trial of vinpocetine in the treatment of cerebral insufficiency of vascular and degenerative origin. *Curr Ther Res* 1986;40:702

(Continued on next page...)



Japanese study proves vinpocetine re-energizes your brain!



In a study⁽⁶⁾ conducted at the Department of Neurology, Iwate Medical University, Japan, eight patients with cognitive problems due to poor vascular health took 15 mg of vinpocetine a day for three weeks.

The results? A significant 36% increase in red blood cell ATP energy. This is important because the release of ATP from red blood cells causes constricted blood vessels to relax and dilate—all to improve normal blood flow to the brain.

(6) Tohgi, H. et al. Department of Neurology, Iwate Medical University, Japan. *Arzneimittelforschung* 1990 June;40(6):640-3.

Supercharge your memory, mind and moods, starting in one hour.
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Enjoy more "brain power" with *Memoril*

Improved blood flow to your brain is like having full electrical power to run a complex bank of computers. There's no shortage of energy or performance! In fact, with the vinpocetine in the new *Memoril*, you can enjoy...

- **Improved brain power** for solving difficult mental tasks and challenges
- **Sharper short-term memory** for accurately remembering facts, figures and faces
- **Enhanced long-term memory** for recalling important people and places in your life
- **A re-energized brain** for overcoming mental confusion and forgetfulness
- **Increased alertness** for even clearer and sharper thinking
- **Improved blood flow to your brain** for more brain nourishment

**Supercharge
your memory,
mind and
moods, starting
in one hour.**

**Satisfaction
GUARANTEED
or it's FREE!**



(Continued from page 13...)
for 90 days.

The results were eye-opening!

After 30 days, **77% of those taking vinpocetine reported improvement in cognitive function**, compared to just 6% of placebo group.

At 90 days, 87% of vinpocetine subjects reported improvement, compared to just 11% of placebo.

What's more, 50% of subjects taking vinpocetine reported improvements in mental alertness...55% reported improvements in confusion...and 86% reported improvements in memory...compared to 6%, 0% and 22% of the placebo group.

Simply put, better blood flow and more glucose and oxygen to your brain means a re-energized brain!

What will a re-energized brain mean to you?

- ✓ Sharper, quicker thinking...
- ✓ **Clearer focus...**
- ✓ Better concentration...
- ✓ Heightened alertness...
- ✓ Improved memory

And, just as important...

- ✓ Less confusion
- ✓ **Less "brain fog"**
- ✓ Less disorientation
- ✓ **Less worry about cognitive decline**

Yet as you'll see, the new *Memoril* does even more than improve your memory in one hour and improve blood flow to your brain for better brain power...

(Continued on page 18...)

"Don't wait to protect your brain."

Your risk of age-associated cognitive decline *doubles* in just four years! Take *Memoril* now!



Do you know what health problem people over age 55 dread more than any other? **A National Survey reports it's "the loss of memory and brainpower!"**

Maybe you're suffering from memory loss or forgetfulness, and you think, "It's not that bad."

But be warned: Things can get worse—and fast, too! Leading memory experts warn that the chances of you suffering age-associated cognitive decline nearly doubles in just four years.

In a study⁽⁷⁾ of people aged 60-64, it was discovered that 13.4% of them had age-associated cognitive decline.

Yet just four years later, 23.6% of this group was suffering from cognitive decline. **That's nearly DOUBLE the risk in just four years.**

My No. 1 recommendation is you start taking *Memoril* to nourish your brain with what it needs to keep strong, healthy and sharp. As you've read, the unique ingredients in this new natural formula are clinically proven to improve your memory, mind and moods starting in just an hour. I urge you to start taking it, right now, while you still have time to fight back against age-related memory loss.

(7) Schönknecht P, et al. Prevalence and Natural Course of Aging-Associated Cognitive Decline in a Population-Based Sample of Young-Old Subjects. *Am J Psychiatry* 2005;162:2071-2077.



Today, you forgot where you put your glasses. But tomorrow or next month, could your memory problems get much worse?

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New warning from *Neurology*:



Too much extra weight can shrink your brain.

“A spare tire can cause your brain to shrink!”

A new study published in the August 2, 2011 issue of *Neurology* suggests smoking, high blood pressure, diabetes and being overweight in middle age may cause brain shrinkage and lead to cognitive problems up to a decade later.

Study author Charles DeCarli, MD, of the University of California at Davis and a Fellow of the American Academy of Neurology states that these factors cause the brain to (1) lose volume...(2) develop lesions...and (3) affect ability to plan and make decisions. And these cognitive problems may show up as quickly as ten years later.

The study involved 1,352 people without serious cognitive problems and who were an average age of 54.

Those with high blood pressure developed small areas of vascular brain damage at a faster rate than those with normal blood pressure. Plus, they have more rapid worsening of scores on mental tests of executive function or planning/decision making. This was the equivalent of five and eight years of chronological aging respectively.



High blood pressure is dangerous for your brain.

Those with diabetes lost brain volume at a faster rate than those without diabetes, as did smokers compared to non smokers.

And those who were obese were more likely to be in the top 25% of those with a faster rate of decline in scores on tests of executive function.

Bottom line: If you want to protect and enhance your brain, keep your blood pressure, blood sugar and weight under control—and take *Memoril* every day.

The *Memoril* advantage:
**Regain your "mental edge"
 and keep up with
 the next generation!**

Picture for a moment how good you'll feel with a mind so sharp you easily **keep up with co-workers, friends or family who are 10, 20, even 30 years younger than you.**



Imagine holding your own at work...

Keep sharp at any age with Memoril.

learning a new technology or new software with ease...

contributing to an important business meeting...and enhancing your position by constantly offering new ideas for growth and profitability.

Imagine holding your own with family...as the "point person" for planning reunions and vacations...being on the winning team in family games and activities...and making your children or grandchildren proud with your mental sharpness.

Seem impossible? Not with the help of *Memoril*.

**Supercharge your memory, mind
 and moods, starting in one hour.**

PLUS, get a **FREE GIFT** and 3 Special Reports **FREE!** See page 24 for details!



To order or for more information please call toll-free 1-800-914-6311

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New solution for stress, worry and nervousness:

Renowned Stanford neurology professor warns excess stress destroys brain cells and triggers age related memory loss

But potent herb from India
calms your brain and
improves your moods

Besides a deficiency in brain neurotransmitters and poor blood flow to the brain, another culprit of age-associated mental decline is too much stress, worry or nervousness.

Prominent Stanford University brain expert and professor of neurology Dr. Robert Sapolsky has shown that sustained stress can damage the hippocampus, the part of your brain that's central to learning and memory.



Too much stress can drain your brain and sap your memory.

It's a medical fact: Too much stress or worry for long periods of time overloads your brain with a powerful hormone called cortisol, which is intended only for short-term duty in emergency situations.

Too much cortisol, in turn, prevents your brain from laying down new memories and from recalling already existing memories—and even destroys brain cells.

This is why most people “lose it” in a severe crisis. They can't think straight and get befuddled or confused when a disastrous event occurs.

The research is 100% clear: Too much cortisol is bad for your brain and your memory

Natural Neuroscience reports that cortisol levels during human aging predict memory deficits. High levels of cortisol are a problem fairly common in older adults. In fact, research revealed that one

Does your brain ever feel "energy starved"?

Too much stress and worry may be the culprit

Too much stress and worry drains you physically, emotionally and mentally. And according to AARP (The American Association of Retired People), **stress is an epidemic in America.** They report...

- **40 percent** of Americans lie awake at night due to stress
- **70 percent** of Americans are stressed about work
- **62 percent** of American age 65-plus are worried about money
- **52 percent** of Americans are worried about their health.



Too much stress leads to too much cortisol which can destroy brain cells.

But **Sensoril® Ashwagandha** found in the new **Memoril** formula **improves stress related hormones in your body and re-energizes your brain.**

Sensoril® Ashwagandha boosts your brain's energy two ways:

One: It increases oxygen in your tissues through the activity of nitric oxide. Cells of your blood vessels use nitric oxide to signal smooth muscles to relax. This in turn improves blood flow and leads to increased energy.

Two: It has a positive effect on hormonal activity. As stress rises in your body, so does the hormone cortisol. Cortisol causes DHEA levels to fall and energy and performance are depleted.

But as you take Sensoril®, DHEA levels rise 32.2% and cortisol falls.

This is why Sensoril® provides a safe, effective, natural energy boost for your brain (and your body).

third of 60 volunteers between the ages of 60 and 85 had chronically high cortisol levels.

Using magnetic response imaging, Mayo Clinic researchers reported that specific changes in the hippocampus are linked to changes in behavior associated with aging and mental decline.

The principal author of the study, neurologist Ronald Peterson, says, "When certain parts of the hippocampus shrink or deteriorate, specific age-related memory abilities are affected."

And Elizabeth Gould, a researcher at Princeton University, notes

(Continued on next page...)

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that levels of stress hormones rise with aging and are very likely responsible for the decline in the formation of new brain neurons.

But I'm excited to tell you about a little known herb from India's Ayurvedic medicine that...

Reduces cortisol, calms your brain and improves your moods



Destress your brain with Memoril.

For centuries, the herb **Ashwagandha** has been prized in Ayurvedic medicine for safely managing and treating stress, anxiety and worry.

Natural healers in India believe Ashwagandha promotes stress relief, health and longevity by boosting the immune system and by arresting premature aging with its anti-stress, adaptogenic effects.

But now we know it also de-stresses the brain.

A key study⁽⁸⁾ reported in *The Journal of the American Nutraceutical Association* proved this. Men and women volunteers (aged 18–60) who were chronically stressed were given a patented extract of Ashwagandha called **Sensoril®** each day...and were tested at 30 and 60 days.

Here are the results of those taking 250 mg of Ashwagandha Sensoril®:

- **Improved** ability to concentrate by 75.8%
- **Reduced forgetfulness** by 57.1%

(8) Auddy B, et al. The Journal of the American Nutraceutical Association, Vol 11, No. 1 2008

Why do people in India have some of the lowest levels of age related mental decline?



I've read that many people living in India keep their memories, minds and moods sharper and clearer than people in other countries.

In fact, levels of age-related mental decline in India are among the lowest in the world.

Could the reason be that people in India regularly take herbs such as Ashwagandha — the anti-stress, anti-memory loss miracle — that help them fight off stress linked to memory loss and cognitive decline?

- **Reduced** fatigue by 79.3%
- **Reduced** in the inflammation marker CRP by 36.6%
- **Increased** the anti-aging, youth enhancing hormone DHEA by 32.2%
- **Reduced** cortisol by 24.2%

Patients taking Sensoril® Ashwagandha reduced stress and worry...improved moods...improved sleep...boosted energy...and supercharged their minds! It can do the same for you...and that's

(Continued on next page...)

What London taxi drivers teach us about getting smarter at any age



If you've ever been to London, then you know driving the vast network of London streets can be a nightmare. But for many London taxi drivers, it's a piece of cake.

These taxi drivers are renowned for their excellent memory and

their ability to navigate these complex streets with ease and accuracy. They can get you to any location without a problem.

It turns out that licensed taxi drivers in London have larger hippocampi—the critical part of the brain needed for learning and memory—compared to non drivers, due to their need to know the intricate streets of London by memory.

In his book, *Brain Longevity*, Dr. Dharma Singh Khalsa reports how older people have often lost 20-25% of the cells of their hippocampi. Could this be one of the reasons why so many people's minds and memory are failing?

Yet now, you can help **keep your brain's hippocampus healthy by protecting it from stress-induced cortisol**—all with the Sensoril® Ashwagandha in the new *Memoril* formula.

Supercharge your memory, mind and moods, starting in one hour.
Satisfaction GUARANTEED or it's FREE!



To order or for more information please call toll-free 1-800-914-6311

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why **Sensoril® Ashwagandha** is the third key ingredient in the new *Memoril* natural breakthrough.

Why such remarkable results? Because Sensoril® Ashwagandha is a proprietary concentrated extract of Ashwagandha **that's eight times more powerful than whole Ashwagandha!**

No other natural brain supplement I've ever seen improves your memory in just one hour with Cereboost® American Ginseng... improves blood flow to your brain for sharper thinking with Vinpocetine...and improves your mind and moods with Sensoril® Ashwagandha like the new *Memoril* breakthrough.

Even better...

Adapt or lose your memory!

Ashwagandha is revered in India for its ability to balance, revitalize and rejuvenate the body.

Its energizing effects are the result of unique bioactive compounds found in its roots and leaves that give it "adaptogenic" properties.



Ashwagandha

An adaptogen provides sustained energy over the long term without side effects—and as this chart shows, is far superior to stimulants for re-energizing your brain.

	Adaptogens	Stimulants
Long-term energy depletion	No	Yes
Performance under stress	Increased	Decreased
Recovery from stress	High	Low
Promotes insomnia	No	Yes
Calming	Yes	No
Improves mental sharpness	Yes	No



Want to feel mentally energized?
Forget stimulants!
Take Sensoril® Ashwagandha found in the new *Memoril* breakthrough instead.

Supercharge your memory, mind and moods, starting in one hour.
Satisfaction GUARANTEED or it's FREE!



22 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.

M.D.'s Brain Health Guide

"You can supercharge your memory, mind and moods starting in just one hour...guaranteed



—and enjoy \$132.45 in FREE Gifts and savings to boot!

"The new *Memoril* breakthrough works **faster and more completely** than typical brain supplements—and that's why it's my No. 1 recommendation for age-related cognitive decline."

If you were to believe the statistics, you'd think that age-related cognitive decline is a "normal" part of getting older.

- *The Journal of Gerontology* reports "Memory functioning decreases with advancing age."
- *Psychological Review* adds, "The decline in working memory capacity with age is well documented."
- *Science Daily* reports: "Memory starts to decline in our mid-20s."
- *Psychiatric Disorders in America* adds: "The prevalence rate of cognitive impairment has been shown to increase with increasing age. Individuals aged 55-74 years were found to have 1.4–2.5 times the prevalence of severe cognitive impairment as compared to those aged 35–54."

But as you've read, **there's something you can do, right now, to slow down, even improve, memory loss, poor concentration, brain fog and cognitive decline: *Memoril*.**

Nothing comes close to *Memoril's* unique brain-boosting benefits



I've reviewed a number of leading memory and brain supporting supplements, and it's clear to me *Memoril* is far superior to them all. Why?

- 1) ***Memoril* delivers faster results to give you a sharper memory:** If your memory is lagging, you want to see improvements right away—not weeks

(Continued on next page...)

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or months down the road. Take *Memoril* every day as directed, and you'll start improving your memory in just one hour!

- 2) **Memoril delivers a complete solution for age-related memory loss:** This unique new formula directly addresses all three hidden causes of age-related cognitive decline: a deficiency in neurotransmitters...poor blood flow to the brain...*and* stress, worry or nervousness.
- 3) **Memoril delivers high dosages to improve your cognitive ability.** Each daily serving delivers dosages that meet or exceed those used in successful clinical studies: 200 mg Cereboost® American Ginseng...30 mg Vinpocetine...and 250 mg Sensoril® Ashwagandha.
- 4) **Memoril delivers superior quality nutrients to skyrocket your brainpower:** These are the “best of the best” nutrients discovered by leading brain doctors and scientists around the world. For example, standardized pharmaceutical grade Asian ginseng is 4% of the active compound ginsenosides. Cereboost® is standardized pharmaceutical grade American Ginseng with 11.65% ginsenosides—nearly three times the potency! And the Vinpocetine and Sensoril® are the finest quality on the market, too.
- 5) **Memoril supercharges your memory, mind and moods safely and naturally.** These are the three most powerful nutrients from nature's pharmacy for boosting memory and brain power—all uniquely formulated into one supplement and found in combination nowhere else. All for you to take without worry or fear of side effects.

Best yet...

You can now try out the new *Memoril* breakthrough at special introductory savings and at no risk:

Enjoy \$132.45 in FREE Gifts and discounts!



Special arrangements have been made for you to put *Memoril* to the test—and see how powerfully it can improve your memory, mind and moods—and fast, too!

For example, your “Best Deal Offer” includes...

✓ **Six bottles of *Memoril* at special \$40.70 savings!** This is the greatest savings and lowest price per bottle.

FREE
GIFT!

✓ **One FREE bottle of Sleep Wave™, a \$24.95 value!** If your memory is fading, one question I must ask you is, "How good is your sleep?" Why? Because there's a shocking link between poor memory and poor sleep. Researchers from University College in London report that a lack of sleep ages the brain by as much as seven years!

But Sleep Wave™ is an amazing natural breakthrough that will help you experience deep, healthy sleep starting the very first night. It's all natural, safe and non-habit forming. And better sleep can mean protecting your brain from premature aging! **Even better, you get a bottle of this remarkable natural sleep aid—FREE!**

FREE
Report!

✓ **FREE Special Health Report No. 1: Healing Foods That Can Prevent 90 Percent of Our Illnesses, a \$19.95 value**

In this exclusive Special Report, you'll discover natural food secrets that can dramatically reduce your risk of health concerns. Read all about eight reasons why "traditional diets" prevent chronic illness...why five of the six leading causes of death in the U.S. are lifestyle diseases linked to diet, relaxation and exercise...five foods to avoid like crazy...eight foods for super health and healing...the new way to lose weight and supercharge your heart...and much, much more—all yours Free!

FREE
Report!

✓ **FREE Special Health Report No. 2: Secrets to Super Vitality and Longevity: Eat Your Way to Vitality, a \$19.95 value**

In this must-read Special Report, you'll discover secrets of the "Blue Zones" where people live in their 80s and 90s with great health, active sex lives and super vitality...hidden culprits that are sapping the vitality of many Americans...how to eat more and weigh less...the shocking truth about America's most popular foods...the surprising reason why chocolate can improve your health...the No. 1 food for healthy cholesterol...and much, much more—all yours Free!

FREE
Report!

✓ **FREE Special Health Report No. 3: Beat the Fat Nightmare: How to Trim Toxic Belly Fat, a \$19.95 value**

In this valuable Special Report, you'll discover why trimming belly fat is the single best thing you can do to stay healthy...why normal fat and belly fat are not the same—and why belly fat can become

(Continued on next page...)

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toxic...the simple trick to successful weight loss...the two worst mistakes you can make trying to trim belly fat...the three best belly fat melting secrets...and much, much more—all yours Free!



✓ **FREE Shipping & Handling**, a \$6.95 value

In all, your “Best Deal Offer” includes special saving and FREE Gifts totaling \$132.45!

If that's not enough...

Order Memoril within 7 days for an extra FREE Gift!



As a reward for your fast order, you'll also receive...

✓ **FREE “fast reply” Bonus Report: The Secrets to Living to 100 & Beyond—in Good Health**, a \$19.95 value, yours FREE!

Why is it that some people live longer, even to 100 and beyond, with super health and vitality? You'll discover the surprising answers in this Special Report, including...

- **Why Okinawans of Japan have the world's highest concentration of 100 years olds...**nearly 10 times as many as those living in the U.S.
- **Their little-known secret to healthier hearts and arteries...** sharper brains...stronger bones...and leaner bodies than elderly Americans
- **Why they have the highest consumption of soy in the world—**but not from typical soy most American eat
- **How their lifestyle protects them from toxic stress...** unwanted fat...and key vitamin deficiencies
- **And many other secrets for super health and longevity—**all yours Free!

And why not order *Memoril* today since your order is protected by...

An Ironclad, No Risk, Money-Back Triple Guarantee

You can try *Memoril* without worry or risk thanks to this triple guarantee:

Guarantee No. 1: *Memoril* will help you slow down age-related memory loss...boost your brain...improve your concentration...and supercharge your memory, mind and moods starting in one hour. Satisfaction GUARANTEED—or your money back!

Guarantee No. 2: *Memoril* will address all three of the hidden causes of age-related memory loss: deficiency in neurotransmitters...poor blood flow to the brain...and stress, worry and nervousness to help boost your brain. Satisfaction GUARANTEED —or your money back!

Guarantee No. 3: *Memoril* will deliver the results you want and more: A clearer, sharper mind and memory—or it's yours FREE! That's right. Should you be in anyway dissatisfied, simply return it within 60 days for a prompt refund of every penny (less S&H for trial offer). No questions. Plus, your FREE Gifts are yours to keep.

Memoril works for you—or it's FREE!

I urge you: Don't delay. The sooner you address age-related memory loss, the better!

Of all the health concerns you're facing, age-related memory loss is one you must not ignore.

Why? Because the problems may quickly escalate!

As I mentioned, leading memory experts warn that the chances of you suffering age-associated cognitive decline nearly *doubles* in just four years.

Yet now, for the first time, you can supercharge your memory, mind and moods—starting in one hour—with the new *Memoril* breakthrough!

With *Memoril*, you can do something right now to ease, even improve, age related memory loss and greatly reduce your risk of cognitive decline.

IMPORTANT: This exclusive new formula—which includes the “best of the best” nutrients by leading brain experts from around the world—is not available in health food stores or any other store, but only through this special offer.

To order, simply call **TOLL FREE 1-800-914-6311**, any time, 24/7 or clip and mail the Special Savings RSVP Certificate to Nutri-Health Supplements, 260 Justin Drive, Cottonwood, AZ 86326 in the postage-paid enveloped enclosed.

Today is the best time to starting improving your memory, boosting your cognitive abilities and safeguarding your brain from age-related cognitive decline. Order *Memoril* now.

Yours for sharper thinking,

Joseph Brasco, MD
Joseph Brasco, M.D.

P.S. Don't forget: Your “Best Deal Offer” of *Memoril* includes savings and FREE Gifts valued at \$132.45. And with an ironclad, no risk, money back triple guarantee, you won't risk a cent—so order today.

P.P.S. Hurry! **Order within 7 days, and get an extra FREE Gift: *The Secrets to Living to 100 & Beyond—in Good Health!*...a \$19.95 value.** Discover the little-known secrets of the longest-living people on earth.



To order or for more information please call toll-free 1-800-914-6311

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Your "Best Deal" of *Memoril* includes FREE Gifts and discounts valued at \$132.45!

Now, you can improve your memory, mind *and* moods—and save big money, too!

For example, your "Best Deal" of *Memoril* includes...



- ✓ **Six bottles of *Memoril***—a six month supply—at special **\$40.70 savings!** This is the greatest savings and lowest price per bottle.
- ✓ **One FREE bottle of *Sleep Wave***, a **\$24.95 value!** Poor sleep can mean poor memory and cognitive abilities. Use this amazing new natural breakthrough for deep, healthy sleep starting the very first night. Natural, safe and non-habit forming.
- ✓ **FREE Special Health Report No. 1: *Healing Foods That Can Prevent 90 Percent of Our Illnesses***, a **\$19.95 value!** As many as 90 percent of common health problems are preventable—and one key secret for making this happen is by eating healing foods. This Special Report reveals the truth about foods that kill and foods that heal.
- ✓ **FREE Special Health Report No. 2: *Secrets to Super Vitality and Longevity: Eat Your Way to Vitality***, a **\$19.95 value!** Discover secrets of the "Blue Zones" where people live in their 80s and 90s with great health, active sex lives and super vitality...hidden culprits that are sapping the vitality of many Americans...and secrets that'll supercharge your energy, vitality and health.
- ✓ **FREE Special Health Report No. 3: *Beat the Fat Nightmare: How to Trim Toxic Belly Fat***, a **\$19.95 value!** Learn why trimming belly fat is the single best thing you can do to stay healthy...the three best belly fat melting secrets...and many more easy secrets to natural weight loss and super health.

Or you can order:

- **Great Deal:** 3 bottles at special savings, 3 FREE Reports, FREE Shipping—Save \$76.70 in all!
- **Trial Offer:** 1 bottle at the regular low price and 1 FREE Special Report!

- ✓ **FREE Shipping**, a **\$6.95 value**

In all, your "Best Deal" includes special savings and FREE Gifts totaling \$132.45!

Order within 7 days and get this extra **Free Special Report!**

For your prompt order, you'll receive...

- ✓ **FREE "fast reply" Bonus Report:**
The Secrets to Living to 100 & Beyond—
in Good Health, a \$19.95 value, yours **FREE!**

FREE
with fast
order!



What do the world's longest living people know that you don't? You'll find out the surprising answers in this must-read Special Report. It reveals the results of The Okinawan Centenarian Study—of the people group with the world's highest concentration of 100 year olds. But hurry! To claim this extra **FREE** Special Report, you need to order *Memoril* within the next 7 days.

Improve your memory, mind and mood without risk!

Memoril is **GUARANTEED** to work for you, or it's **FREE!**

An Ironclad, No Risk, Money-Back **TRIPLE** Guarantee



You can try *Memoril* without worry or risk thanks to this triple guarantee:

Guarantee No. 1: *Memoril* will help you slow down age-related memory loss...boost your brain...improve your concentration...and supercharge your memory, mind and moods starting in one hour. Satisfaction **GUARANTEED**—or your money back!

Guarantee No. 2: *Memoril* will address all three of the hidden causes of age-related memory loss: deficiency in neurotransmitters...poor blood flow to the brain...and stress, worry and nervousness to help boost your brain. Satisfaction **GUARANTEED**—or your money back!

Guarantee No. 3: *Memoril* will deliver the results you want and more: A clearer, sharper mind and memory—or it's yours **FREE!** That's right. Should you be in anyway dissatisfied, simply return it within 60 days for a prompt refund of every penny (less S&H for trial offer). No questions. Plus, your **FREE** Gifts are yours to keep.

Memoril works for you—or it's **FREE!** So order today.

Joseph Brasco, M.D.
 Joseph Brasco, M.D.

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Three super choices to order *Memoril*...

1. BEST DEAL! Greatest savings, most Free Gifts!



2. GREAT DEAL! Special savings, Free Gifts!



3. TRIAL OFFER!



Two easy ways to order *Memoril*:



1) BY PHONE: For fastest service, call TOLL FREE 1-800-914-6311, any time, 24 hours a day, 7 days a week. Please have your credit card ready.



2) BY MAIL: Clip and mail the RSVP for Improved Memory page in the postage-free envelope to: Nutri-Health Supplements, 260 Justin Drive, Cottonwood, AZ 86326.

Don't forget! Order *Memoril* within 7 days and get this extra FREE Report, a \$19.95 value!



RSVP for Improved Memory

• 5 FREE Gifts • Savings and Gifts valued at \$132.45 • Money back triple guarantee

☒ **YES, Dr. Brasco!** I want to supercharge my memory, mind and moods starting in one hour with the new *Memoril* natural breakthrough. I understand I risk nothing thanks to an ironclad, no risk, money back triple guarantee. So please send me...

Recommended

- ☐ **BEST DEAL!** Six bottles at greatest savings and most Free Gifts! Please send me six bottles—a six month supply—of *Memoril* for only \$199. This is a \$40.70 savings off the regular price. Special savings and FREE Gifts totaling \$132.45.



- ☐ **GREAT DEAL!** Three bottles at special savings and Free Gifts! Please send me three bottles—a three month supply—of *Memoril* for only \$109.95. This is a \$9.90 savings off the regular price. Special savings and FREE Gifts totaling \$76.70.



- ☐ **TRIAL OFFER!** Please send me one bottle of *Memoril* for \$39.95 + \$6.95 Shipping for a total of \$46.90, plus FREE Special Health Report No. 1: Healing Foods That Can Prevent 90 Percent of Our Illnesses, a \$19.95 value!



☒ **Please check your choice:**

	Amount
☐ BEST DEAL! 6 Bottles + 1 Sleep Wave + 3 FREE Reports (FREE SHIPPING)	\$199.00
☐ GREAT DEAL! 3 Bottles + 3 FREE Reports (FREE SHIPPING)	\$109.95
☐ TRIAL OFFER! 1 Bottle + 1 FREE Report (Includes shipping)	\$46.90

☐ **Fast Reply Bonus!** I'm ordering within 7 days. Please include the extra FREE Special Report: *The Secrets to Living to 100 & Beyond—in Good Health*, a \$19.95 value, yours FREE!



FREE SHIPPING
with 3- or 6-month order!
Limited time offer!



Method of Payment:

☐ Enclosed is my check for \$_____ (Payable to Nutri-Health Supplements; Arizona residents add 10.35% sales tax.)

☐ Please charge my: ☐ VISA ☐ MasterCard ☐ Discover

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Signature _____ (for credit card orders only)

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The Truth About Nursing Homes:

90% of long-term patients
have loss of mental function!



INSIDE: A new secret from
nature's pharmacy that can help you
avoid this fate. **Clinically shown to
improve your memory starting in just
one hour**, as reported by the world
renowned Brain Sciences Institute.

PLUS, nature's new cutting edge
breakthrough, which can help you
conquer...

- **Poor concentration:** Improve
focus and awareness by 75.8%...
page 20
- **Brain "fog":** Clear up the mental
"cobwebs" and think more clearly
than ever...page 9
- **Age-associated cognitive
decline:** Slash your risk
dramatically with one simple
secret...page 2
- **Mental stress:** Natural discovery
helps your brain relax and ease
worry and nervousness...page 18
- **Confusion:** Get your brain firing
on all cylinders again...page 10
- **And much more for
supercharging your memory,
mind and moods starting
in one hour.** Satisfaction
GUARANTEED—or it's FREE!