

PLANET HEALTH'S NEWSLETTER



2ND QTR 2021

French Grape & Wild Blueberry Extracts to Enhance Memory and Learning Capacity

Dietary supplements marketed as cognitive enhancers generally fall into two primary categories; those that enhance memory in aging adults with cognitive decline, and those positioned as nootropics—supplements that improve one or more aspects of cognitive function in healthy people of different age groups, including students. Often, research on nutraceuticals used in either type of supplement is specific to an aging population or to nootropic goals. However, there are certain nutraceuticals for which research demonstrates efficacy for both. One such nutraceutical is a polyphenol-rich extract from French grape and wild blueberry, which is the topic of this article.

Age-related Cognitive Decline

Age-related cognitive decline (ARCD) is common, can occur in healthy aging individuals' and should not be confused with Alzheimer's or another dementia. ARCD is simply mild memory problems associated with normal aging (e.g. "Where did I put my keys?"). Even so, the memory loss and cognitive slowing associated with ARCD can interfere with our daily routines. In fact, according to a national survey, worries over retaining mental sharpness with age was the No. 2 health concern among consumers (second only to worries about continuing normal activities with age).

So how common is ARCD? The results of the Health ABC study found that, after four years, most of a representative sample of 2,733 generally healthy men and women ages 70 to 79 years experienced cognitive decline. Specifically, 48 percent had experienced a minor decline in cognitive functioning, and 16 percent had had a major decline. The fact is, ARCD is more prevalent in the United States than dementia.

Polypenol-rich Extract from French Grape and Wild Blueberry (PEGB)

PEGB enhanced cognitive performance by 36 percent 90 minutes after supplementation. Likewise, cognitive scores known as STS (the student has to mentally count backwards in three from a given number for 899 to 900) improved by 1.25 times at 90 minutes. In addition—although all students were more tired over time during the tests—those supplementing with PEGB felt 39 percent greater performance than those using the placebo.

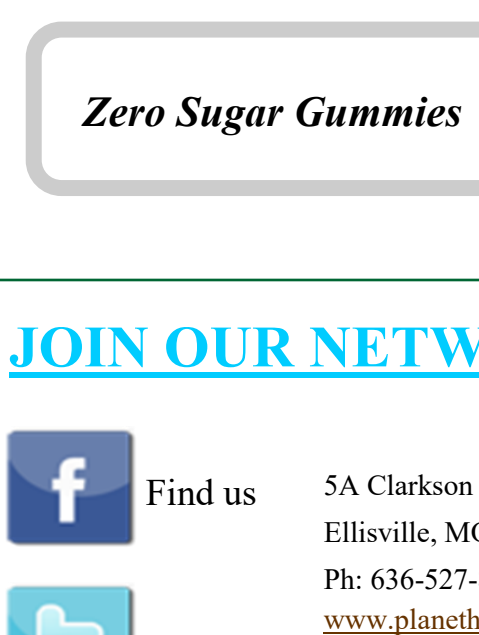
PEGB offers unique mechanisms of action and has been shown in human clinical research to improve age-related episodic memory decline in older subjects. Furthermore, human clinical research has also demonstrated that PEGB qualifies both as cognitive enhancer for older adults and as a nootropic for younger adults.

Resource: vitamin retailer magazine

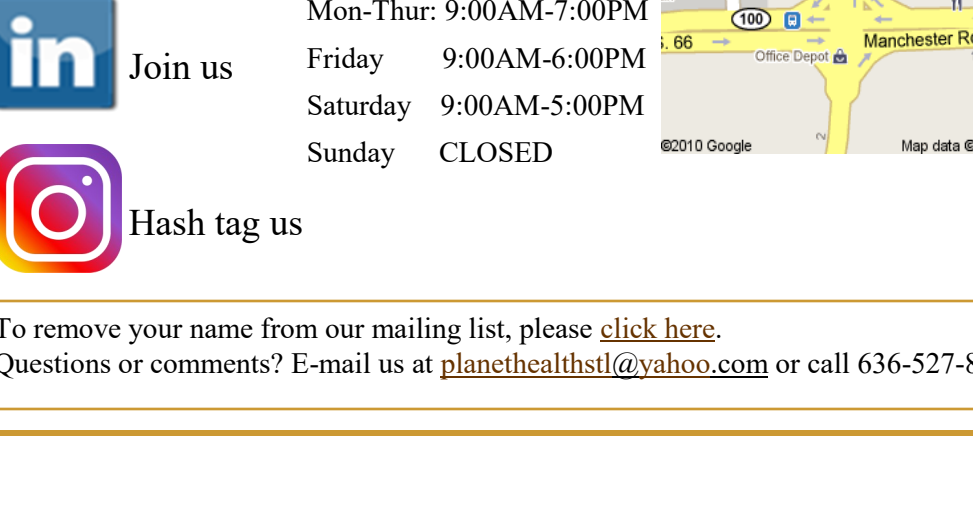
NATURAL SUPPORT FOR THE BRAIN

- **Ginkgo Biloba:**
Increases blood flow to the brain.
- **Acetylcholine:**
Most important of the neurotransmitters. Maximizes mental ability and prevents memory loss in adults.
- **Lecithin Granules:** Improves brain function.
Lecithin is high in choline and Inositol, important B vitamins.
- **Coenzyme Q 10:**
Improves brain oxygenation.
- **Dimethylglycine (DMG):** Improves brain oxygenation.
- **Curcumin (Turmeric):**
Grows new brain cells. Curcumin stimulates the birth of new neurons, particularly in the hippocampus, the seat of memory in the human brains.
- **Omega 3 Fish Oil:**
DHA in fish oil is essential to brain function throughout life—increasing membrane fluidity and neurotransmitter activity, and supporting memory and learning.

What's New?



- 10 gram Planet Based Protein
- Vegan
- Dairy Free
- No Sugar Added
- Low Carb
- 200 mg Caffeine
- MCT Oil



Zero Sugar Gummies



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