

Mental Essentials AM

NPN80116147

- the NPN number is affirmation from Health Canada (one of the world's more rigorous regulatory regimes) that the product has been analyzed and approved to be safe, effective and high quality (meaning it was represented that the product will be manufactured and tested under Canadian-compliant GMP)

Number of medicinal ingredients: 19

Number of medicinal ingredients contributing to health claims, also referred to as recommended use or purpose statements: 19

- Note: one ingredient (piperine) does not have a direct health claim but is a known bioenhancer which amplifies the effectiveness (health claims) of many other ingredients.

Percentage of medical ingredients contributing to health claims: 100%

Number of Health Claims / Recommended uses or purposes: 30 (after 2 claims are condensed).

Number of Nootropic Health Claims: 8 (after 2 claims are condensed)

1. Helps to enhance memory in adults. Withania somnifera is traditionally used in Ayurveda for memory enhancement.
2. Helps support cognition.
3. (Used in Herbal Medicine) (to) help(s) support cognitive function (such as mental focus and mental stamina).
4. Panax quinquefolius is traditionally used in Herbal Medicine to help relieve restlessness and/or nervousness (calmative). Withania somnifera is traditionally used in Ayurveda to balance aggravated Vata nervine.
5. Withania somnifera is traditionally used in Ayurveda as Rasayana rejuvenative tonic.
6. Used in Herbal Medicine as an adaptogen to help increase energy and resistance to stress (e.g. in case of mental and physical fatigue related to stress).
7. (Used in Herbal Medicine) (as an adaptogen) (to) help(s) (to) temporary relieve symptoms of stress (such as mental fatigue and sensation of weakness).
8. Helps to temporarily promote relaxation.

Specific areas of nootropic (cognitive) enhancement:

- Increased memory
- Enhanced cognition
- Enhanced mental focus
- Enhanced mental stamina and energy / Reduced mental fatigue
- Reduced stress
- Reduced nervousness / restlessness

- Greater relaxation
- Mental rejuvenation

Number of Physical Enhancement Health Claims: 8

1. Source of fungal polysaccharides with immunomodulating properties.
2. Used in Herbal Medicine as a liver tonic.
3. Helps to support peripheral circulation.
4. (Used in Herbal Medicine as) supportive therapy for the promotion of healthy glucose levels.
5. (Used in Herbal Medicine to) help(s) enhance physical capacity/performance (in cases of physical stress).
6. Used in Herbal Medicine as an adaptogen to help maintain a healthy immune system.
7. *Withania somnifera* is traditionally used in Ayurveda to relieve general debility, especially during convalescence or old age.
8. *Panax quinquefolius* is traditionally used in Herbal Medicine to help relieve nervous dyspepsia/to help digestion in cases of nervousness and/or stress.

Nervous dyspepsia is impaired digestion with abdominal pain caused by nervousness.

Number of Health Claims related to Vitamin/Mineral Intake: 14

1. Calcium intake, when combined with sufficient Vitamin D, a healthy diet, and regular exercise, may reduce the risk of developing osteoporosis.
2. Helps in collagen formation to maintain healthy bones, cartilage, teeth and/or gums.
3. Helps in the absorption (and use) of calcium and phosphorus.
4. Helps in wound healing.
5. Helps normal growth and development.
6. Helps to build strong bones and teeth.
7. Helps to maintain healthy hair, nail, mucous membranes and/or skin.
8. Helps to maintain healthy metabolism.
9. Helps to maintain normal metabolism of iron.
10. Helps to maintain normal red blood cells.
11. Helps to maintain the body's ability to metabolize nutrients.
12. Helps to prevent vitamin B12 deficiency and to form red blood cells.
13. Source of/An antioxidant for the maintenance of good health.
14. Supports energy production.