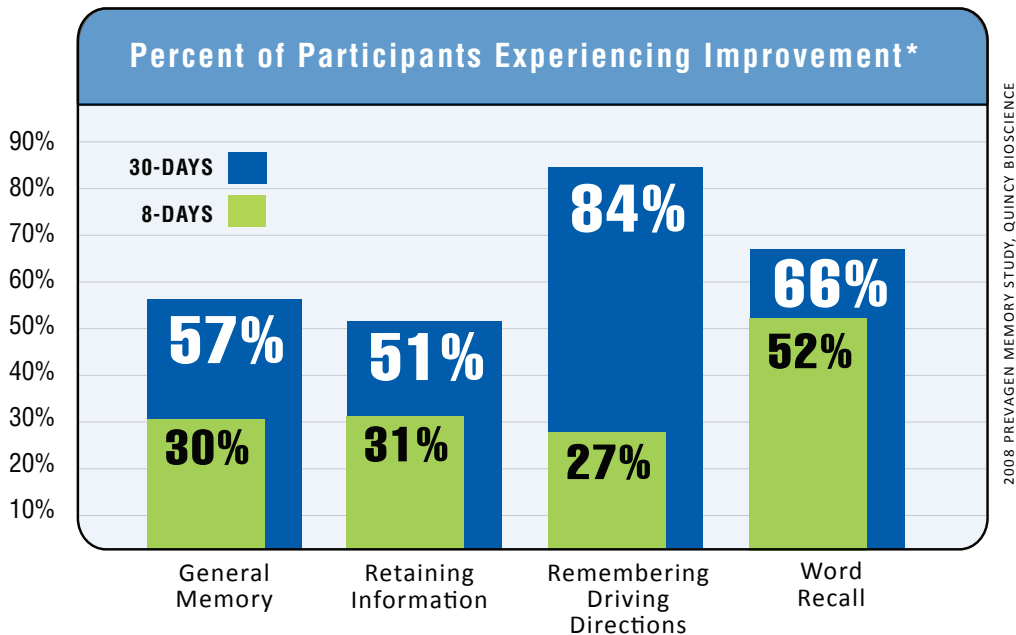


# Prevagen® Improves Memory in 30 Days\*



**Prevagen® (10mg) was taken daily by 56 participants. The participants were evaluated from eight days to 30 days. The Prevagen Memory Study showed a statistically significant improvement in memory after 30 days ( $p < .05$ ). 57% of participants had improvement in general memory, 51% in retaining information, 84% in remembering driving directions and 66% in word recall.**

*n=56; 66% female, 34% male, mean age = 56 years; range 20-78 yrs*

The Prevagen Memory Study was an open-label study for 56 participants over a 30 day period. Changes in performance were measured via a memory screening tool<sup>1</sup>. The study showed improved memory performance as early as eight days but with statistically greater improvement at day 30\*. No participants discontinued the study due to an adverse event.

Many cellular processes are closely regulated under normal functioning. Calcium-binding proteins regulate calcium to keep a balance within the nervous system. Aging reduces an individual's production of calcium-binding proteins. As the levels of calcium-binding proteins decline, calcium is not as regulated, leaving brain cells vulnerable. Excess calcium can result in cell damage and memory impairment. Fortunately, Prevagen provides a supplemental source of calcium-binding proteins to protect the cells, helping restore calcium balance\*.

1. Adapted from Mundt JC, Freed DM. Lay person-based screening for early detection of Alzheimer's disease: development and validation of an instrument. *J Gerontol Psychol Sci Soc.* 2000, 55B: 163-170.

\*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. Patent Pending.

**Prevagen**<sup>™</sup>  
(apoequorin)  
**Brain Cell Protection\***