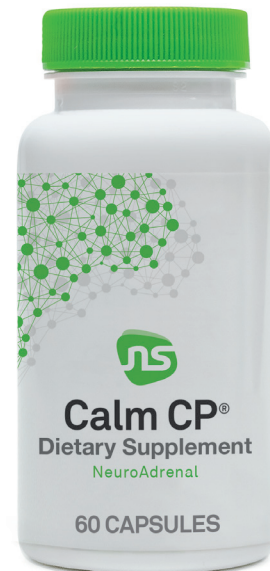


Calm CP®

Decreases cortisol levels and provides ingredients important for calm, sleep, and management of blood sugar*



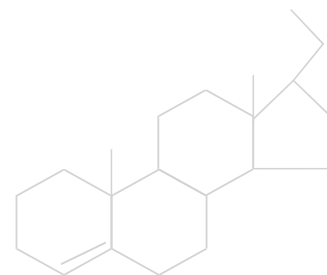
Patient Profile†

- Experiencing stress (acute, sustained or immune)*
- Consistently interrupted sleep*
- Difficulty falling back asleep*
- New or increasing abdominal fat*

Key Ingredients

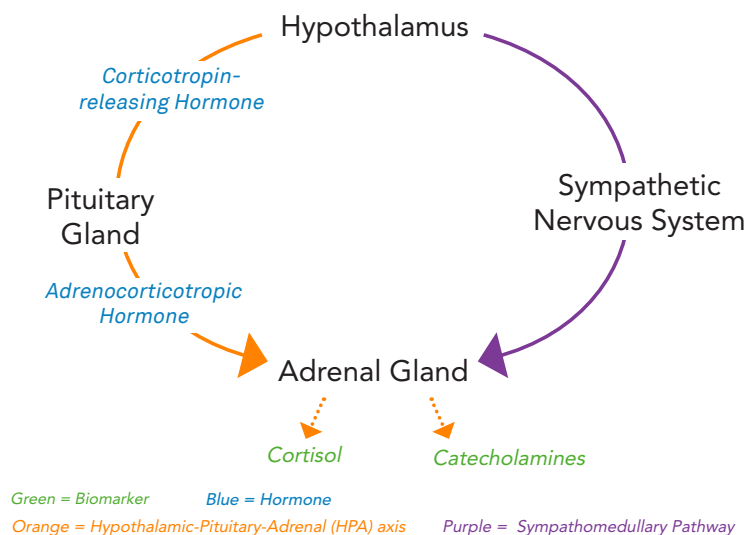
<p><i>Lagerstroemia speciosa</i> (Banaba) leaf extract (18% corosolic acid)</p>	<ul style="list-style-type: none"> ■ Corosolic acid selectively inhibits 11β-hydroxysteroid dehydrogenase 1 (11β-HSD1)^{1*} ■ 11β-HSD1 catalyzes the conversion of cortisone into cortisol²
<p>Phosphatidylserine[‡]</p>	<ul style="list-style-type: none"> ■ Component of cell membranes important for receptor-mediated interactions^{4*} ■ Phosphatidylserine is thought to interact with cell membranes in order to dampen hypothalamic signaling and regulate the stress response^{5*}
<p>Glycine</p>	<ul style="list-style-type: none"> ■ Major inhibitory neurotransmitter that crosses the blood-brain barrier^{6*} ■ Binds receptors that regulate temperature during sleep^{7*}
<p>Taurine</p>	<ul style="list-style-type: none"> ■ Neuroprotective amino acid that provides antioxidant protection^{8,9*} ■ Demonstrates GABA-A agonist activity^{10*} ■ GABA is the primary inhibitory neurotransmitter in the brain important for calm and sleep¹¹⁻¹³

The Science



- In response to **stress**, the sympathetic nervous system (SNS) and hypothalamic-pituitary-adrenal (HPA) axis signal to the adrenals to release catecholamines (norepinephrine and epinephrine) and cortisol¹⁴
- **Prolonged stress** is associated with dysregulation of the HPA axis, which can affect catecholamine and cortisol levels¹⁵

NeuroAdrenal Response

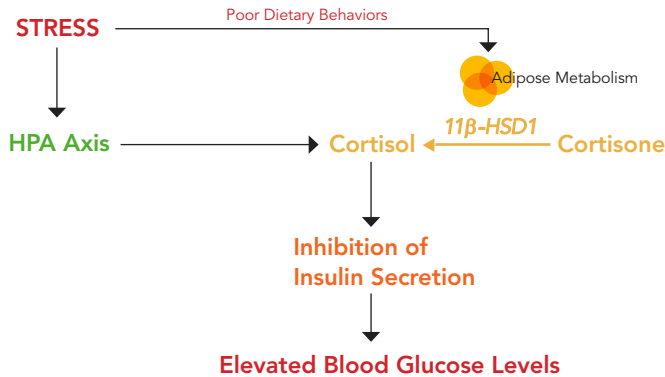


† Symptom depictions represent a possible presentation based on scientific information and claims found on this sheet, references provided on reverse.

*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.

MORE SCIENCE BEHIND CALM CP

Figure 1. HPA Axis and Cortisol Metabolism



Stress, cortisol, and weight

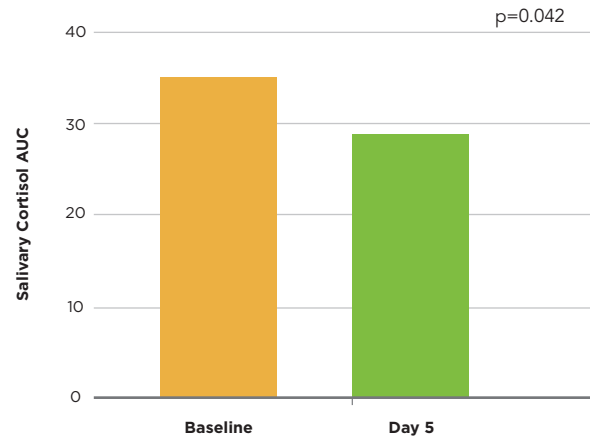
Cortisol secretion follows a marked circadian pattern and increases in response to stress through activation of the HPA axis¹⁶

- Adipocytes (fat cells) play a major role in the body's production of cortisol¹⁷

High stress has been linked to less healthy dietary behaviors and increased body weight¹⁸

- Cortisol inhibits the secretion and actions of insulin (glucose uptake, central appetite reduction)¹⁹
- Cortisol promotes the maturation of adipocytes (fat cells)²⁰
- Upregulation of the enzyme 11β-HSD1 promotes fat accumulation by increasing cortisol levels²⁰
- Elevated bedtime cortisol levels are associated with increased abdominal fat²¹

Figure 2. Calm CP Lowers Cortisol^{22*}



Proven benefits of Calm CP

A randomized study with corosolic acid was shown to significantly lower blood glucose levels^{3*}

- 10 subjects were prescreened and selected to receive corosolic acid once daily for 15 days³
- Blood glucose levels were 20-30% lower after two weeks^{3*}

The effectiveness of Calm CP was analyzed in a study

- Participants were prescreened for elevated cortisol levels
- Calm CP (2 capsules twice daily for 4 days) significantly lowered total daily cortisol levels (area under the curve - AUC) compared to baseline values (Figure 2)^{22*}
- Calm CP decreased mean daily cortisol levels by 17%^{22*}
- 71% of participants reported they would take Calm CP again



Concerned about memory?

Learn more about ImmuWell at www.neuroscienceinc.com/products/immuwell

Item Number	Available Sizes	Serving Size
2099	60 Capsules	2 Capsules

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†SerinAid® is a registered trademark of Chemi Nutra.

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