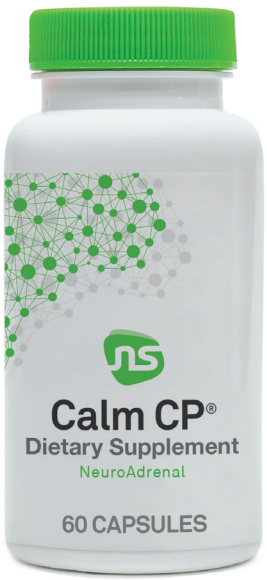
NeuroScience®



Calm CP®

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

Patient Profile†

- ☐ Experiencing stress (such as physical, emotional, or immune)*
- ☐ Interrupted sleep, waking in the night*
- ☐ Difficulty falling back asleep*
- ☐ New or increasing abdominal fat*

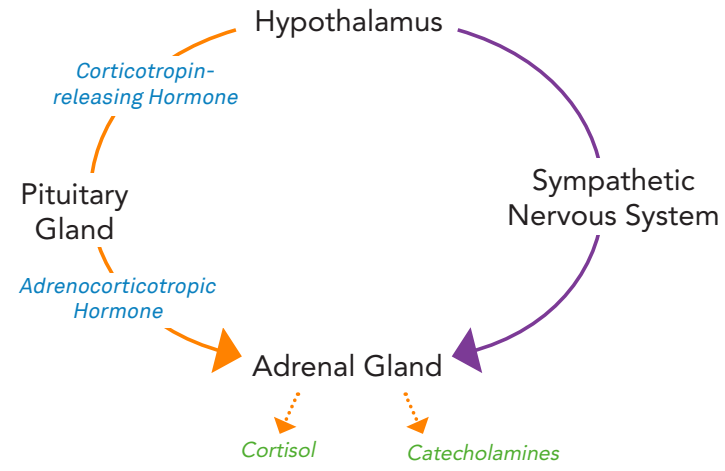
Key Ingredients

Lagerstroemia speciosa (Banaba) leaf extract (18% corosolic acid)	■ Corosolic acid balances by **selective inhibition of 11β-hydroxysteroid dehydrogenase 1** (11β-HSD1)[1]* ■ 11β-HSD1 catalyzes the conversion of cortisone into cortisol[2]
Phosphatidyl-serine‡	■ 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]*
Glycine	■ Major inhibitory neurotransmitter that crosses the blood-brain barrier[6]* ■ Binds receptors that **regulate temperature during sleep**[7]*
Taurine	■ Neuroprotective amino acid that provides **antioxidant protection**[8,9]* ■ Demonstrates balanced GABA-A agonist activity[10]* ■ GABA is the primary inhibitory neurotransmitter in the brain important for **calm** and **sleep**[11-13]

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 cortisol[14]
- While stress is a normal part of life, it can also be associated with imbalances in the HPA axis that can affect catecholamine and cortisol activity[15]

NeuroAdrenal Response



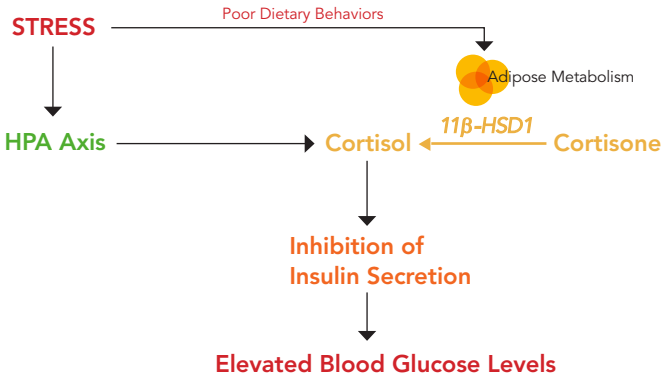
Green = Biomarker *Blue = Hormone*
Orange = Hypothalamic-Pituitary-Adrenal (HPA) axis *Purple = Sympathomedullary Pathway*

† 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

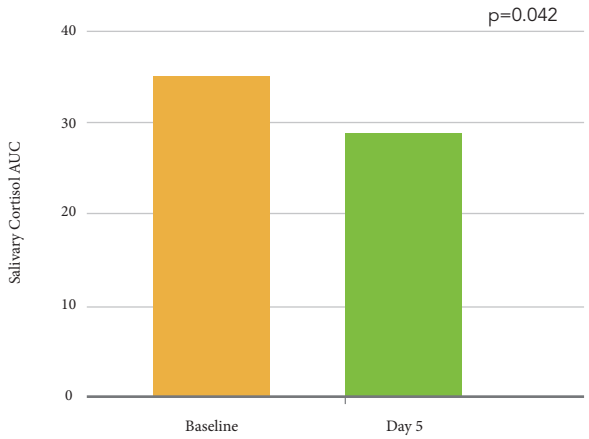
Healthy cortisol secretions follow a marked circadian pattern and increases in response to stress through activation of the HPA axis[16]

- Adipocytes (fat cells) play a major role in the body's production of cortisol[17]

High stress has been linked to less healthy dietary behaviors and increased body weight[18]

- 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 activity[20]
- Elevated bedtime cortisol activity is associated with imbalance and increased abdominal fat[21]

Figure 2. Calm CP Lowers Cortisol[22]*



Proven benefits of Calm CP

Data reveals corosolic acid lowers blood glucose levels for balanced activity[3]*

- Data was reviewed and 10 subjects received corosolic acid once daily for 15 days[3]
- **Blood glucose levels were 20-30% lower** with more balanced activity after two weeks[3]*

Calm CP formula specific data was gathered

- Subjects with elevated cortisol activity received Calm CP (2 capsules twice daily for 4 days)
- Daily cortisol activity was lowered, bringing levels back into balance (area under the curve-compared to baselines values (Figure 2)[22]*
- Calm CP decreased mean daily cortisol activity levels by 17%[22]*
- 71% of subjects reported they would take Calm CP again

NeuroScience®

Item Number	Available Sizes	Serving Size
2099	60 Capsules	2 Capsules

Concerned about memory?

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

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‡SerinAid® is a registered trademark of Chemi Nutra.

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