

# Alpha GABA™

Ingredients to promote calm during times of anxiousness while supporting a healthy response to stress, day or night\*



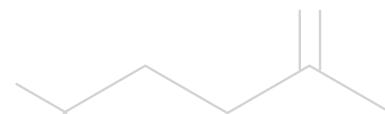
## Patient Profile†

- Need to "downshift" from feeling mentally engaged\*
- Feelings of anxiousness, seeking support for relaxation and calm\*
- Desire for help handling stress\*

## Key Ingredients

<p><b>L-theanine</b></p>	<ul style="list-style-type: none"> <li>■ Amino acid that acts as a glutamate receptor antagonist<sup>1*</sup></li> <li>■ L-theanine has been linked to the generation of <b>alpha brain waves</b>, indicating a state of <b>relaxation</b><sup>2*</sup></li> </ul>
<p><b>Ashwagandha</b> <i>(Withania somnifera)</i></p>	<ul style="list-style-type: none"> <li>■ Patented ashwagandha leaf and root extract that provides the highest amount of withanolides on the market (&gt;10% withanolides)</li> <li>■ Research and multiple data sets indicate Sensoril <b>reduced stress and anxiousness</b><sup>3*</sup></li> </ul>
<p><b>Passionflower</b> <i>(Passiflora incarnata)</i></p>	<ul style="list-style-type: none"> <li>■ Botanical shown to bind to the GABA site of GABA-A receptors<sup>4*</sup></li> <li>■ Activation of GABA-A receptors are essential for <b>downregulating the hypothalamic-pituitary-adrenal (HPA) axis</b><sup>5*</sup></li> </ul>
<p><b>Lemon balm</b> <i>(Melissa officinalis)</i></p>	<ul style="list-style-type: none"> <li>■ Botanical shown to inhibit the enzyme GABA transaminase <i>in vitro</i>, which may increase levels of GABA in the brain<sup>6*</sup></li> </ul>
<p><b>L-tyrosine</b></p>	<ul style="list-style-type: none"> <li>■ Neuroprotective amino acid that provides antioxidant protection<sup>7,8*</sup></li> <li>■ Demonstrates <b>GABA-A agonist activity</b><sup>9*</sup></li> </ul>

## The Science



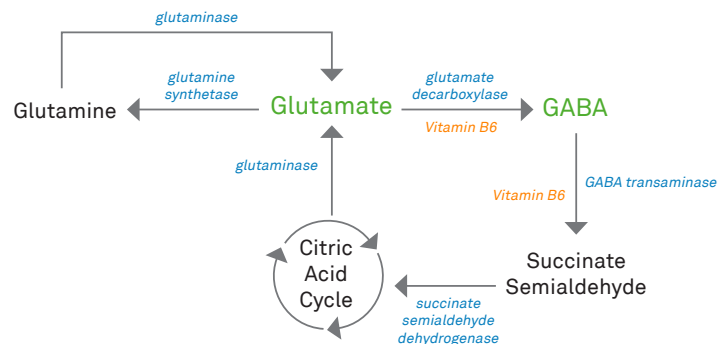
**GABA** is the primary inhibitory neurotransmitter in the brain<sup>10</sup>

- GABA is important for **calm** and **sleep**<sup>11,12</sup>

**Glutamate** is the primary excitatory neurotransmitter in the brain<sup>13</sup>

- Glutamatergic signaling underlies mechanisms related to anxiousness and stress<sup>14</sup>

## GABA Pathway



Green = Biomarker

Blue = Enzyme

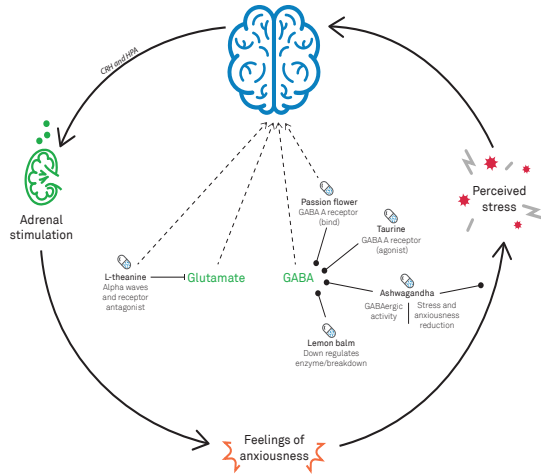
Orange = Cofactor

† 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 ALPHA GABA

Figure 1. Stress and Anxiousness



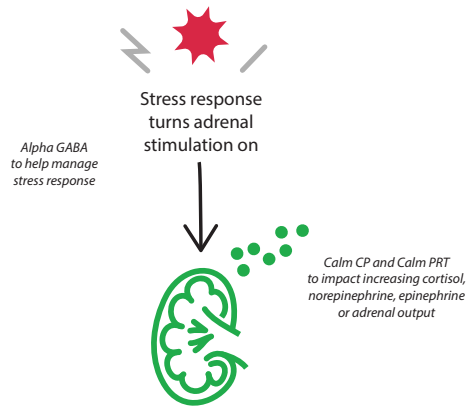
## Stress processing and the symptom cycle

### Stress, GABA, and the HPA axis

- GABA signaling inhibits corticotropin-releasing hormone (CRH) and glutamate signaling stimulates CRH<sup>15</sup>
- Stress increases CRH secretion, stimulating the hypothalamic pituitary adrenal (HPA) axis and adrenal gland production of cortisol and the catecholamines<sup>15</sup>
- Chronic stress causes neuroplastic changes in the paraventricular nucleus, decreasing GABA receptor expression and increasing glutamate receptor expression, perpetuating the stress response<sup>5</sup>

Alpha GABA provides a multi-faceted approach to stress management with ingredients to reduce symptoms of anxiousness while supporting a healthy stress response<sup>3,5\*</sup>

Figure 2. Stressed Induced Adrenal Output



## Complete stress support

### Alpha GABA contains ingredients to:

- Induce relaxing alpha brain waves and feelings of calm with a targeted neurotransmitter approach<sup>1,2\*</sup>
- Provide comprehensive HPA axis support for optimal stress management<sup>3,5\*</sup>

### Support the circadian rhythm for patients already feeling the “fight or flight” response by adding:

- |                                                                                                         |    |                                                                                           |
|---------------------------------------------------------------------------------------------------------|----|-------------------------------------------------------------------------------------------|
| <b>Calm CP</b>                                                                                          | or | <b>Calm PRT</b>                                                                           |
| <b>Cortisol reducing blend<sup>16*</sup></b>                                                            |    | <b>Manage norepinephrine activity<sup>18*</sup></b>                                       |
| Elevated bedtime levels can disrupt sleep and is associated with increased abdominal fat <sup>17*</sup> |    | Elevated norepinephrine can perpetuate stress, anxiousness, and fatigue <sup>19,20*</sup> |



Item Number	Available Sizes	Serving Size
20057	90 Capsules	3 Capsules

## Stress disrupting sleep?

Consider Alpha GABA PM with a similar blend targeted for bedtime instead.

All NeuroScience products undergo rigorous third-party testing to guarantee label claims of each ingredient and the absence of heavy metals, pesticides, residual solvents, and microbes

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