THE
SCIENCE
OF
M1ND™

M1ND is a dietary supplement featuring clinically shown **CERA-Q™** that supports memory and L-Theanine that helps reduce mental distraction.*

Modern-day living demands individuals to increasingly remember more and fight distractions. In the last 60 seconds, 204 million emails, 4 million Google searches and 277,000 tweets have streamed through phones, tablets and computers. Recalling and responding to all this daily data can cause stress and Jeunesse has developed M1ND with L-Theanine to help reduce mental distraction and exclusive rights to CERA-Q, a scientific solution to support memory.

THE PROPRIETARY M1ND BLEND:

CERA-Q: A new, powerful protein blend exclusive to Jeunesse M1ND, clinically shown to support memory and recollection. CERA-Q is backed by seven scientific studies, some of which show statistically significant results in memory recollection within 3 weeks (200mg dose daily).†

L-Theanine: An amino acid that helps to reduce mental distraction.†

GABA (Gamma-aminobutyric acid): An amino acid that is naturally occurring in the body.

N-Acetyl L-Tyrosine: An essential amino acid.

†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.

MEMORY SUPPORT USING CERA-Q™

Discovered in the year 2000 by Korean researchers, CERA-Q was uncovered by breaking down silkworm cocoons into smaller proteins. The data from seven clinical studies shows that CERA-Q supports memory and recollection. Some of these studies showed statistically significant differences in memorization ability and word recall in 3 weeks.†

CERA-Q™

• Exclusive to Jeunesse M1ND

• A protein hydrolysate sourced from silkworm cocoons

• Some studies show statistically significant results in 3 weeks

• Backed by clinical trials

• Remember more names, facts and words†

A MEASUREMENT OF MEMORIZATION ABILITY

The Memory Quotient (MQ) is a measurement of overall memorization ability. The authors of the CERA-Q Silk Protein Hydrolysate, Brain Effects & Human Clinical Studies concluded, "A calculated measure of memory use with IQ (IQ/MQ score %) showed that CERA-Q significantly affected efficiency, meaning better memory from the same level of IQ."

A TEST ON THE ABILITY TO RECALL WORDS

An Auditory Verbal Learning Test (RAVLT) measures the number of words recalled after 20 minutes. This graph indicates the mental function before and after three weeks, where the CERA-Q group shows statistically significant changes of 90% from baseline.

MEMORY QUOTIENT SCORES
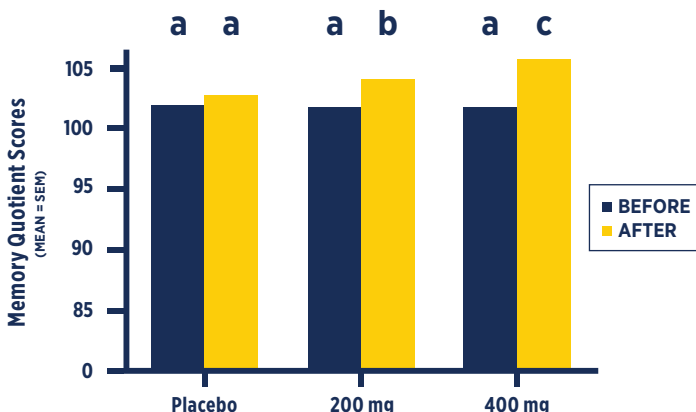

RAVLT NUMBER OF WORDS RECALLED

FIGURE 1.
Memory Quotient scores from Rey-Kim Memory Test after three weeks of 0, 200 or 400mg CERA-Q given daily to normal, healthy adults. CERA-Q showed a dose-dependent, significant improvement in memorization ability from baseline and from placebo with both doses. Bars with different letters (a, b, c) were significantly different ($P<0.05$) by One-Way ANOVA with Tukey's Multiple Comparison Test (between groups) or paired t test (within group). Adapted from Figure 1 of Lee et al., 2004b.
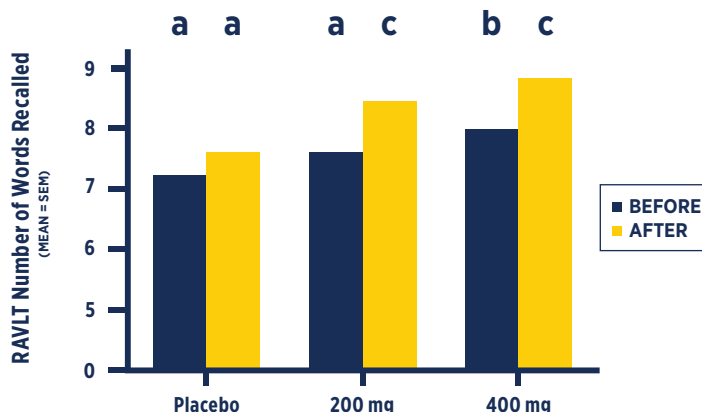
FIGURE 2.
Changes in number of words recalled from the RAVLT section of the Rey-Kim Memory Test measuring memory maintenance in normal, healthy adults. Bars with different letters (a, b, c) were significantly different from each other ($P<0.05$) by One-Way ANOVA with Tukey's Multiple Comparison Test (between groups) or paired t test (within group). Adapted from Figure 4 of Lee et al., 2004b.

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AN OUNCE OF
GENIUS

A MEASUREMENT OF COGNITIVE FUNCTION

In clinical settings, volunteers were randomly divided into three groups: placebo, 200mg and 400mg doses of CERA-Q™. One study showed statistically significant improvement of cognitive function.
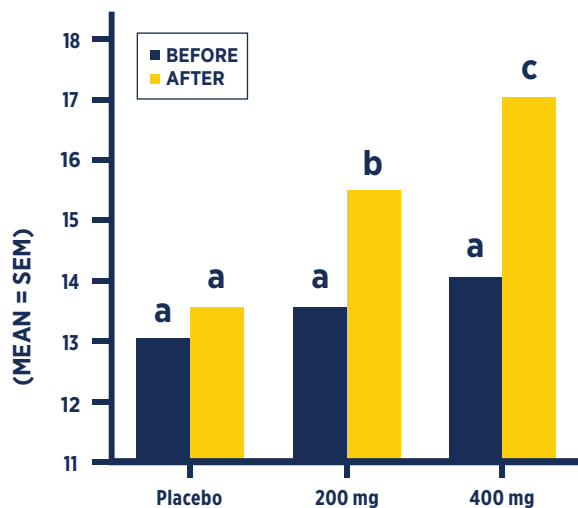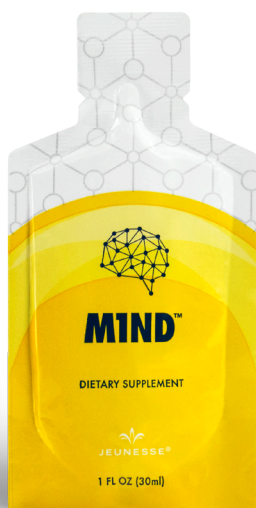

FIGURE 3.
Improvement of cognitive function by CERA-Q in clinical settings. Volunteers were randomly divided into placebo and two treated groups (200mg and 400mg). Improvement effects were evaluated by comparison of scores of K-WAIS test before and after intake of CERA-Q. Indication was two capsules b.i.d., p.o., three weeks. The values are reported as mean +-S.E.M. Students' t-test was used to analyze the relationship between the scores of before and after intake. The dose-dependent relationship among placebo, 200mg and 400mg groups was analyzed by using one-way ANOVA (Tukey's Multiple Comparison Test). Different characters (a, b, c) indicate statistically significant, and same character indicates statistically non-significant ($P<0.05$).

EACH OUNCE OF GENIUS CONTAINS:

- Delicious lemon meringue flavor with M1ND tingle
- Distraction-reducing L-Theanine†
- Clinically shown, memory-keeping CERA-Q™†
- Commuter-friendly travel packet

Begin your day with an open M1ND.

CERA-Q is a trademark of Novel Ingredient Services, LLC.
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