



Focus

Clarifying Ashwagandha + Rich Cacao



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Benefits*

- Helps support cognitive performance and memory, and facilitates learning
- May promote mental focus
- Promotes a healthy stress response
- Promotes overall brain function
- Helps support healthy blood sugar and cortisol metabolism

Highlights

- Zero grams of sugar
- Free of artificial sweeteners, flavors, or colors
- Low allergen profile, free of dairy, soy, and gluten, and non-GMO
- Suitable for vegans and vegetarians
- Only 3 g carbohydrates per serving
- Each batch has been given a Certificate of Analysis to confirm potency and purity
- Source of environmentally sustainable harvested cacao beans
- Convenient delivery format for better patient compliance

Dosing Guidelines

Consume 1 square of Fx Focus once per day. Increase dosage as necessary. Do not exceed two squares per day.

Fx Chocolate® Focus

Supplement Facts		
Serving Size 1 Square (4.5g) Servings Per Container 15		
Amount Per Serving	% Daily Value	
Calories	15	
Total Fat	1 g	1%**
Saturated Fat	0.5 g	3%**
Total Carbohydrate	3 g	1%**
Dietary Fiber	1 g	4%**
Total Sugars	0 g	†
Includes 0 g Added Sugars		0%**
Ashwagandha Extract (NooGandha®) (<i>Withania somnifera</i>) (root & leaf)	300 mg	†

**Percent Daily Values are based on a 2,000 calorie diet.
†Daily Value not established.

Ingredients: Cacao nibs, allulose, organic cocoa butter. Made on equipment shared with nuts and milk.

NooGandha® is a registered trademark of Specnova, LLC.

[NOO]GANDHA®

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Fx Focus is a delicious, synergistic blend of 60% cacao and 300 mg of ashwagandha extract per serving to support brain health and the body's ability to adapt to stress.* Fx Chocolate™ contains zero grams of sugar and is sweetened with allulose, a sweetening agent that is found naturally in jackfruit, figs, and raisins, with no bitterness or unpleasant aftertaste. The chocolate delivery system is a novel and convenient way to receive the benefits of bioactive ingredients found in nutrients and herbs, especially for individuals who are unable to swallow capsules or softgels, or for those who wish to reduce pill fatigue.

Ingredient Highlights

***Theobroma cacao* L.** (also known as the “food of the gods”) boasts a wide variety of health benefits. Cacao beans are a rich source of bioactive polyphenolic compounds (with more than 200 that have been identified) including flavanols, flavan-3-ols, epicatechins, and their proanthocyanidin oligomers, which have been shown to possess antioxidant properties, and perhaps is a good reason to indulge in a little dark chocolate. Dark chocolate may offer various health benefits such as reducing oxidative stress, supporting cardiovascular health¹ and blood lipid metabolism, and promoting healthy cognitive function.² Cacao's dietary polyphenols, especially flavanols, are shown in human and animal studies to have favorable effects on cardiometabolic health, including the support of healthy blood pressure, blood vessel function, and healthy fat ratios in the body.^{3,4} Furthermore, cacao polyphenols were shown to support healthy intestinal inflammatory responses by promoting healthy expressions of neutrophils, cytokines, and enzymes.²

The methylxanthines (e.g., caffeine, theobromine, theophylline), peptides, and minerals present in cacao also support its tremendous health benefits. Cacao contains micronutrients such as magnesium, copper, and selenium. These minerals are essential to human health and play a critical role as cofactors for various physiological functions such as producing cellular energy and scavenging free radicals.⁵

Ashwagandha (*Withania somnifera*), also known as Indian ginseng, although not technically part of the ginseng family, is a well-researched adaptogenic herb that has been used traditionally and revered in the Ayurvedic system of medicine for centuries to promote balance and homeostasis within the body and counteract the negative effects of stress.⁶ In Ayurveda, ashwagandha is referred to as the “Prince of Herbs” due to its broad range of health effects. It is a small, woody shrub in the Solanaceae genus that grows in a wide range of habitats and contains a diverse array of bioactive phytochemical constituents, such as withanolides and alkaloids, that contribute to its powerful adaptogenic properties. Ashwagandha is known to help the body successfully adapt to stressful conditions, and it has been shown in research to have significantly favorable mental and physiological effects in humans.^{7*}

Adaptogens (also known as “eustress”) are bioactive compounds in plants that target specific molecules (e.g., stress hormones), signaling pathways, and networks within the body that interact with and modify key mediators to enable a healthy adaptation to stress.⁸ In doing so, adaptogenic herbs help increase an organism's

ability to adapt and survive by enhancing the nonspecific phase of stress resistance, which promotes allostasis.^{8,9} Whether there is a need to increase or decrease stress mediators, they facilitate the normalizing of these levels. In research, adaptogens have been shown to support healthy inflammatory responses, cognitive function, cardiovascular and metabolic health, and the natural aging process.^{8,9}

Most adaptogens have somewhat stimulating properties, but one of the novel aspects of Ashwagandha is that it is relaxing and somewhat sedating to the nervous system, hence the species moniker of “somnifera” (i.e., somnolence or sleep).

The ashwagandha root extract in Fx Focus is sourced from NooGandha® offering both adaptogenic benefits and newly discovered nootropic withanoid I and II compounds that support overall cognitive health.* NooGandha® is an organic, non-GMO, root-only extract of the most bioavailable non-glycosylated withanolides delivered in a custom cross-liposomal-micelle delivery technology for maximum bioavailability, solubility, and efficacy. Clinical trials of NooGandha® showed significant improvements in cognitive flexibility (e.g., reasoning, switching tasks, impulse control, decision-making), visual memory, reaction time, executive functioning, and psychomotor speed, and significantly reduced perceived stress, anxious, and depressive tendencies, and also reduced food cravings in adults who reported they were often stressed.*

Allulose is a monosaccharide epimer of fructose, formally called D-psicose, that is found naturally in figs, raisins, jackfruit and maple syrup. It has a sweet taste — very much like regular sugar (sucrose) — and it occurs in relatively small amounts, so it's referred to as a “rare sugar.” While allulose has the taste and texture of sugar, when taken in isolation, it does not affect blood glucose or insulin. Allulose has a glycemic index of zero, which makes it an ideal sweetener for people on ketogenic or low-carbohydrate diets. Humans lack the enzymes to digest allulose, so it is absorbed in the small intestine but not metabolized by the body, making it nearly calorie free. Thus, allulose has just one-tenth the calories of sucrose — only 0.4 calories/gram to be exact. Allulose is primarily excreted in the urine and it has very low colonic microbial fermentability. Therefore, it has no unpleasant gastrointestinal effects common with polyols.

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