



BIO FOCUS

3. IS THE PROGRAM PROVEN SAFE? ARE THERE ANY SIDE EFFECTS?

All of the nutrients included in BioFocus were chosen for their effectiveness and safety. Research has been done to present you the highest level of safety for you and/or your child. However, it is always advisable when starting any new supplement program to start out at a low dosage (possibly 25% of the recommended dosage) and gradually increase to the recommended dosage in 7-10 days. Great care has been taken to balance nutrient ratios, such as the P5P (vitamin B6) and 5-HTP levels, in order to account for their synergistic actions and to avoid potential side effects.*

4. WHAT RESULTS SHOULD I EXPECT AND WHEN?

You may notice a fairly rapid balance in you and/or your child's energy levels. Some people respond in several days with the improved nutritional supplementation of BioFocus, and others may take a little longer. Marked improvements are generally seen in two to four weeks and continuation of the program with improved diet and exercise will lead to positive healthy results.*

5. HOW LONG SHOULD I OR MY CHILD TAKE THESE SUPPLEMENTS OR PARTICIPATE IN THIS PROGRAM?

BioFocus is specially formulated to correct the nutrient deficiencies commonly associated with overactivity or impaired concentration. You and/or your child may require less of the product. As you see improvement in you and/or your child, you can reduce the dosage of the product at any time without worry of withdrawal. You may also continue to provide it at the suggested dosage as a healthy meal replacement and multivitamin supplement.*

6. WHAT OTHER SUPPORTIVE MEASURES CAN I PARTICIPATE IN TO IMPROVE THE HEALTH OF MYSELF OR MY CHILD?

The BioFocus program is not a substitute for good comprehensive healthcare. Children and adults who are overactive or have difficulty concentrating may have problems with blood sugar; food or airborne allergies; toxic metals like lead or mercury; problems with yeast, fungus, or parasites; or even thyroid dysfunction. There is no substitute for a physician who knows how to screen for and correct these problems. In general, a diet that is low in refined sugars and includes increased amounts of fruits, vegetables, lean meats, and pure water is recommended. Proper rest and healthy levels of exercise can also provide a tremendous health benefit to you and/or your child.*

BIOFOCUS IS A HEALTHY MEAL SUPPLEMENT.

BioFocus is made of easily digestible foods that rarely cause allergic reactions. BioFocus is free of wheat, rye, oats, barley, citrus, eggs and peanuts. No fillers or artificial colors/flavors are used.

BioFocus	
Serving Size 2 Scoops (55.6 g)	
Servings Per Container 14	
	Amount Per Serving
Calories	190
Calories from Fat	25
Total Fat	2.5 g
Saturated Fat	2 g
Total Carbohydrate	27 g
Dietary Fiber	1 g
Sugars	14 g
Protein	15 g
Vitamin A (as retinyl palmitate)	2,500 IU
Vitamin C (as ascorbic acid)	250 mg
Vitamin D (as cholecalciferol)	200 IU
Vitamin E (as D-alpha-tocopheryl acetate)	30 IU
Thiamin (as thiamin mononitrate)	0.75 mg
Riboflavin	0.85 mg
Niacin (as niacinamide)	10 mg
Vitamin B6 (as pyridoxal-5-phosphate, pyridoxine HCl)	21 mg
Folate (as folic acid)	200 mcg
Vitamin B12 (as cyanocobalamin)	200 mcg
Biotin	150 mcg
Pantothenic acid (as D-calcium pantothenate)	5 mg
Calcium (as dicalcium malate)	350 mg
Iron (as ferrous fumarate)	5 mg
Phosphorus (as dipotassium phosphate)	295 mg
Iodine (as potassium iodide)	75 mcg
Magnesium (as magnesium glycinate)	200 mg
Zinc (as citrate)	15 mg
Selenium (as sodium selenite)	35 mcg
Manganese (as manganese gluconate)	0.5 mg
Chromium (as chromium nicotinate)	60 mcg
Molybdenum (as sodium molybdate)	38 mcg
Sodium	10 mg
Potassium (as dipotassium phosphate)	730 mg
Glycine	1,000 mg
L-glutamine	500 mg
L-tyrosine	500 mg
Dimethylglycine	150 mg
Panax quinquefolius root extract	60 mg
Choline bitartrate	50 mg
Inositol	50 mg
L-phenylalanine	50 mg
Taurine	50 mg

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BIO FOCUS

PEA, RICE, AND CHLORELLA PROTEIN BASE

A COMPREHENSIVE PROGRAM FOR CHILDREN & ADULTS, 4 YEARS OLD & UP (INCLUDING OVERACTIVE CHILDREN & ADULTS)

- Healthy meal supplement
- Supports healthy energy balance*
- Complete multivitamin/mineral
- Safe alternative supplement*

BIOFOCUS is a complete meal supplement formula for the promotion of neurological health and cognitive development. Many cognitive disorders can be traced back to poor nutrition, including intake of food additives and refined sugars. BioFocus is a great-tasting meal supplement that is free of additives and made with healthy proteins. In addition, it provides a blend of specialty nutrients to help optimize neurological communication and function.*

The safe and effective care of you and/or your child is a priority for us, as we know it is for you. The following questions are ones that you may want addressed in selecting a health promotion program for you and/or your child:

1. WHAT SPECIFICALLY ARE YOU RECOMMENDING FOR MY CHILD AND/OR ME?

We are happy to introduce you to a nutritional approach for the care of your overactive child and/or adult known as BioFocus. Certified nutrition professionals and doctors specializing in nutritional care of overactive children have designed this program. It is intended to address the deficiencies and improve the nutritional status of your overactive child and/or adult. The BioFocus program consists of a delicious nutrition shake, a healthy diet, and daily exercise.*

BIOFOCUS SHAKE: A delicious nutrition shake taken daily at breakfast. It contains nutritionally balanced amounts of protein, carbohydrates, and essential fats with effective quantities of critical nutrients intended to begin the day with a healthy approach.*

PROPER DIETARY HABITS AND EXERCISE: The symptoms that overactive children and adults experience are sometimes activated by a diet that is overdependent on simple sugars, chemical additives, and processed foods. Providing the overactive child/adult a fresh, non-processed diet that is rich in nutrient density and low in simple sugars is a vital component in the BioFocus program. A daily exercise program suited to you or your child's ability is suggested as well. As an adult or a parent, you can judge the appropriate level and intensity of exercise for you and/or your child in conjunction with your healthcare provider and adjust amounts accordingly.*

BIO FOCUS

	Amount Per Serving
<i>Ginkgo biloba</i> leaf extract	30 mg
Sodium sulfate	15 mg
Grape seed extract	10 mg
<i>Griffonia simplicifolia</i> seed extract (95% 5-HTP)	10 mg
Phosphatidylserine	10 mg
Phosphatidylcholine	2 mg
Phosphatidylethanolamine	500 mcg
Phosphatidylinositol	100 mcg

INGREDIENTS:
Pea protein concentrate, dried cane syrup, maltodextrin, coconut oil powder, natural flavors, Sweet Pea™ sweetener (oligo-fructose blend [oligofructose, fructose, pea protein isolate, natural flavors]), xanthan gum, guar gum, rice protein concentrate, chlorella.
Contains milk and soy.

CAUTION: Excessive vitamin A intake may be toxic. Excess vitamin A intake may increase the risk of birth defects. Pregnant women and women who may become pregnant should not exceed 5,000 IU total per day of pre-formed vitamin A. BioFocus has not been tested in pregnancy or in breastfeeding women, and, therefore, cannot be recommended for use with these patients.

2. HOW DOES THIS PROGRAM OR SUPPLEMENT WORK & WHAT ARE THE INGREDIENTS IN THIS PRODUCT?

The BioFocus program works by improving the nutritional status of you and/or your overactive child. The following nutrients are critical to the success of the program:

BIOFOCUS SHAKE

PEA, RICE, AND CHLORELLA PROTEINS provide a unique and great-tasting protein base. Sensations of taste and consistency are often enhanced in patients with cognitive conditions. Therefore, palatability is of special concern when supporting these populations. The new BioFocus provides proteins that have a low-allergenic potential and contribute a delicious, creamy consistency you and your child will love.*

TYROSINE, in a healthy body, is converted into chemicals that support normal brain, thyroid, and adrenal function. The brain neurotransmitter dopamine (dopamine receptors are targeted by commonly used hyperactivity drugs) is derived from tyrosine. The nutrient cofactors magnesium, vitamin B6, and vitamin C help the body create dopamine from tyrosine.*

L-GLUTAMINE, an amino acid, supports healthy gut and immune function and serves as the base for the formation of GABA. GABA (gamma amino butyric acid) is an inhibitory neurotransmitter and is one of the most calming chemicals in the brain.*

L-PHENYLALANINE (LPA) is better absorbed than, and a precursor to, tyrosine. It works specifically with brain neurotransmitters and is involved in brain chemistry, mood, pain regulation, and growth.*

PANAX QUINQUEFOLIUS has a long history of improving individual stress tolerance and adrenal function. Stress creates chemical changes in the body that promote overactivity and, in extreme situations, can reduce oxygen delivery to the brain.*

GINKGO BILOBA is known to improve circulation and therefore enhance cognitive function. Although *Ginkgo biloba* has historically been utilized with older individuals, current research finds it effective for children diagnosed with attention problems and/or overactivity.*

PHOSPHATIDYLSERINE can help in optimizing brain function by enhancing the production of the neurotransmitter acetylcholine and promoting the production of calming alpha brain waves.*

DIMETHYLGLYCINE (DMG) promotes proper oxygenation of the brain. It is also utilized in methylation reactions critical to proper brain and nervous system function.*

GRAPE SEED EXTRACT contains potent antioxidants called proanthocyanidins, which can aid in protecting the brain from damage due to oxidative stress.*

REFERENCES:

- Schoenthaler SJ, Bier ID, Young K, Nichols D, Janssens S. The effect of Vitamin-Mineral Supplementation on the Intelligence of American Schoolchildren: A Randomized, Double-Blind Placebo-Controlled Trial. *J Alt and Comp Med.* 2000 Feb;6(1):19-29.
- Schoenthaler SJ, Bier ID. The effect of Vitamin-Mineral Supplementation on Juvenile Delinquency Among American Schoolchildren: A Randomized, Double-Blind Placebo-Controlled Trial. *J Alt and Comp Med.* 2000, Feb;6(1):7-17.

* A complete list of references is available upon request.

CONTRAINDICATIONS: A history of previous sensitivity to any of the product's ingredients. Any condition for which any of the ingredients in this product are adverse or contraindicated. Any disease state managed by pharmacotherapy for which alterations of serum drug levels secondary to changes in hepatic metabolism could be life threatening.

*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.

5-HYDROXYTRYPTOPHAN (5-HTP) serves as a precursor to the critically important amino acid L-tryptophan. L-tryptophan has calming effects and enhances the production of the calming neurotransmitter, serotonin.*

SODIUM SULFATE is utilized in the liver to deactivate toxic compounds. Toxins either ingested or created within the body can impair brain function.*

INOSITOL is found within the brain and central nervous system in high levels. It plays a critical role in maintaining the structural integrity of cell membranes. Inositol is also converted into phosphatidylinositol, which is involved in the intracellular messaging system and the proper release of neurotransmitters such as serotonin and norepinephrine.*

VITAMIN B6 serves as a cofactor in the formation of brain chemicals and supports adrenal gland function. This can help the child and/or adult remain calm during stressful situations. BioFocus predominantly uses the activated, most bioavailable and phosphorylated form of vitamin B6 known as P5P (pyridoxal-5-phosphate).*

VITAMIN B12 deficiency has been associated with neurological symptoms. In addition, vitamin B12 deficiency causes a type of anemia that impairs the ability of red blood cells to deliver oxygen to the brain.*

VITAMIN C has long been known to enhance immune function. Along with this wonderful benefit, vitamin C helps the body manage stress by assisting in the formation of calming brain neurotransmitters and supporting adrenal function.*

ZINC improves immune function and assists in the formation of calming brain neurotransmitters.*

CALCIUM is the most abundant mineral in the body. It helps maintain acid base balance within the body and can help improve the efficiency of the body's many enzyme reactions.*

FOLIC ACID, along with magnesium, vitamin B6 and vitamin B12, works to protect the health and function of the central nervous system and heart.*

MAGNESIUM is involved in approximately 80% of the chemical reactions that occur in the body. Magnesium is a calming mineral and assists in the formation of brain chemicals that can relax a child and/or adult as well as improve concentration capacity. Magnesium deficiency is common in the American processed-food laden diet.*

The nutrients discussed above are contained in a base powder, which also serves as a full-spectrum multivitamin. You and/or your child will love this delicious shake, which is also designed to comprehensively enhance his or her nutrition. A blend of natural flavorings, protein, simple and complex carbohydrates, and essential fats provide a great source of nutrition without negative effects on blood sugar.*