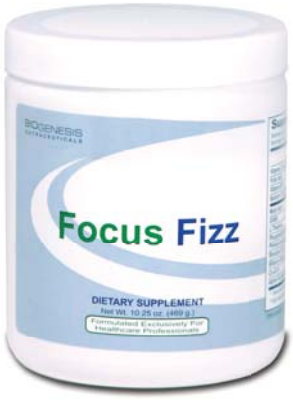

BIOGENESIS® NUTRACEUTICALS, INC

Focus Fizz

Serving Size 1 scoop (15.63 g)
Servings Per Container 30

	Amount Per Serving
Calories	52
Calories from fat	0
Fat	0
Carbohydrates	13 g
Sugars	12 g
Sugar alcohols	1 g
Protein	0 g
Vitamin C (ascorbic acid)	200 mg
Folate (folic acid)	400 mcg
Vitamin B12	100 mcg
Sodium (bicarbonate)	215 mg
Malic acid	650 mg
GABA (gamma amino butyric acid)	250 mg
L-theanine	100 mg
Phosphatidylcholine	50 mg
Phosphatidylserine	50 mg
Rhodiola root extract (*Rhodiola rosea*)(3%)	30 mg
Bilberry fruit extract (*Vaccinium myrtillus*)	21 mg
Coenzyme Q10	10 mg
Alpha R-lipoic acid	5 mg

OTHER INGREDIENTS: Fructose, xylitol, natural grape flavoring, silica.

SUGGESTED USE: As a dietary supplement, mix 1 scoop in 4-6 oz of water or juice. Ages 3-5 use 1 scoop per day, ages 6-8 use 1.5 scoops per day, ages 10-14 use 2 scoops per day, ages 15-adult use 2+ scoops per day or as directed by your healthcare professional.

REFERENCES:

1. Ladd SL, Sommer SA, LaBerge S, Toscano W. Effect of phosphatidylcholine on explicit memory. *Clin Neuropharmacol 1993;16:540-9.*

2. Cenacchi T, Bertoldin T, Farina C, et al. Cognitive decline in the elderly: a double-blind, placebo-controlled multicenter study on efficacy of phosphatidylserine administration. *Aging (Milano) 1993;5:123-33.*

3. Biewenga GP, Haenen GR, Bast A. The pharmacology of the antioxidant lipoic acid. *Gen Pharmacol 1997;29:315-31.*

4. Packer L, Witt EH, Tritschler HJ. Alpha-Lipoic acid as a biological antioxidant. *Free Rad Biol Med 1995; 19:227-50.*

continued on reverse

FOCUS FIZZ

INNOVATIVE FORMULA COMBINING SELECT NUTRIENTS AND BOTANICALS FOR PROMOTION OF A CALM ALERT NERVOUS SYSTEM WHILE BOOSTING MENTAL FOCUS AND FUNCTION

- **Promotes a calm, alert mind through increased alpha wave activity**
- **Improves attention/focus and learning ability through beneficial neurotransmitter support**
- **Adaptogenic support for enhanced stress tolerance**
- **Nutrient support for optimal cellular energy production**
- **Antioxidant protection for cellular/neuronal damage**
- **Nutrient support for enhanced cognitive and memory function**
- **Great for kids and adults**
- **Great taste and high compliance**

FOCUS FIZZ is a special blend of potent antioxidants and nutrients that calm the overactive nervous system, protect neural cells from oxidative damage, and promote optimal cognitive functioning. Focus Fizz will help improve attention span, memory, and the ability to learn while helping the body adapt to stress. This great-tasting effervescent drink makes it easy for any child or adult to take a therapeutic amount of these important nutrients.

GABA (GAMMA AMINO BUTYRIC ACID) is an inhibitory amino acid that acts directly as a neurotransmitter. In addition to dietary sources, it is synthesized in the brain and functions as the primary inhibitory neurotransmitter in the central nervous system. This elicits a calming effect, mood elevation, and reduction of anxiety.

COQ10 is a cofactor in many metabolic pathways in the body and is essential for the production of ATP. Most of its health benefits have been attributed to its potent antioxidant effect. CoQ10 protects cellular membranes by preventing lipid peroxidation and promoting the regeneration of vitamin E and vitamin C.

L-THEANINE is a non-protein amino acid found in *Camellia sinensis* (green tea). Historically L-theanine has been used for its relaxing and anti-anxiety effects. Its relaxing effect may be due to a direct stimulation of both GABA and serotonin in the central nervous system. L-theanine also protects neuronal cells from damage.

TEL: 425.487.0788 / 866.272.0500 FAX: 425.485.3518 www.bio-genesis.com

BIOGENESIS NUTRACEUTICALS, INC

FOCUS FIZZ

RHODIOLA is a traditional herbal adaptogen from the arctic regions of eastern Siberia. Rhodiola increases the body's resistance to stress, reduces fatigue and improves cognitive function, including learning and memory.

ASCORBIC ACID is a water-soluble vitamin found in fresh fruits and vegetables. Vitamin C is a common antioxidant that plays a role in many metabolic functions including the metabolism of the calming neurotransmitter dopamine. Vitamin C deficiency can cause fatigue and a decline in mental and physical performance.

MALIC ACID is a key component in the production of energy (ATP) within the mitochondria in both aerobic and anaerobic conditions. It is an intermediate in the Krebs cycle and can be metabolized into pyruvate. This then plays a key role in the pyruvate recycling pathway by providing pyruvate to maintain the citric acid cycle activity when glucose and lactate are low.

VITAMIN B12 AND FOLIC ACID work together to protect the health and optimal functioning of the central nervous system. They are both cofactors in the methyl donor pathway essential for proper neurological function. Deficiencies may lead to cognitive impairment and mood changes.

R-ALPHA-LIPOIC-ACID The body makes alpha-lipoic acid as a coenzyme involved in the production of adenosine triphosphate (ATP), the fuel for the cell. Alpha-lipoic acid is also a potent antioxidant that can scavenge for both intracellular and extracellular free radicals. ALA modulates cognitive ability by increasing neuronal blood flow and improving neuronal conduction velocity. It also protects neural tissue from oxidative damage by promoting the regeneration of other antioxidants in the body such as vitamin E, vitamin C, and glutathione.

PHOSPHATIDYLSERINE is the most abundant phospholipid in the human brain. Phosphatidylserine promotes cell-to-cell communication and signal transduction in the central nervous system. It gives a sense of well-being and improves attention, verbal fluency, and memory.

PHOSPHATIDYLCHOLINE may enhance the production of the neurotransmitter acetylcholine and improve cognitive functioning especially memory.

REFERENCES:

5. Packer L, Tritschler HJ, Wessel K. Neuroprotection by the metabolic antioxidant alpha-lipoic acid. *Free Radic Biol Med 1997;22:359-78.*

6. Nagamatsu M, Nickander KK, Schmelzer JD, et al. Lipoic acid improves nerve blood flow, reduces oxidative stress, and improves distal nerve conduction in experimental diabetic neuropathy. *Diabet Care 1995;18:1160-7.*

7. Turunen M, Olsson J, Dallner G. Metabolism and function of coenzyme Q. *Biochim Biophys Acta 2004;1660:171-99.*

8. Padayatty SJ, Levine M. New insights into the physiology and pharmacology of vitamin C. *CMAJ 2001;164:353-5.*

9. Kalant H, Roschlau WHE, Eds. Principles of Med. Pharmacology. *New York, NY: Oxford Univ Press, 1998.*

10. Kakuda T, Yanase H, Utsunomiya K, et al. Protective effect of gamma-glutamylethylamide (theanine) on ischemic delayed neuronal death in gerbils. *Neurosci Lett 2000;289:189-92.*

11. Lu K, Gray MA, Oliver C, et al. The acute effects of L-theanine in comparison with alprazolam on anticipatory anxiety in humans. *Hum Psychopharmacol Clin Exp 2004;19:457–65.*

12. Perfumi M, Mattioli L. Adaptogenic and central nervous system effects of single doses of 3% salidroside Rhodiola rosea L. extract in mice. *Phytother Res. 2007 Jan;21(1):37-43.*

13. Kelly GS. Rhodiola rosea: a possible plant adaptogen. *Altern Med Rev 2001;6:293-302*

14. Petkov VD, Yonkov D, Mosharoff A, et al. Effects of alcohol aqueous extract from Rhodiola rosea L. roots on learning and memory. *Acta Physiol Pharmacol Bulg 1986;12:3-16.*

091009