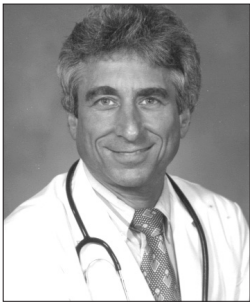


Scientists Discover Modern Solution to Memory Problems Hidden in 6,000-year-old Secret

Scientific studies show it boosts memory, speeds up thinking, reduces stress, and even slows down brain aging!



Robert J. Rowen, MD

Dear Friend:

If you're sick and tired of misplacing your glasses or car keys ... forgetting names ... or having "senior moments" ... then this is one of the

most exciting messages you'll ever read.

Here's why:

Scientists have discovered an amazing breakthrough that improves memory, speeds up thinking, reduces stress, and even slows down brain aging.

But although this breakthrough is new to Western science, it's actually been around for over 6,000 years.

The Secret of the Ancient Rishis

Thousands of years ago — before the written word — people passed on their knowledge and wisdom from generation to generation through exhaustive oral histories.

In ancient India, this task was entrusted to the Rishi holy men. The Rishi were famous for their ability to perform epic poems at will ... and for days on end.

They could reel off hours of prayers and recite epics completely from memory, without pausing. One famous oral history, the *Rig-Veda*, contained

(over, please)

1,028 hymns — each one taking eight hours to sing! Another classic poem, the *Mahabharata*, took several weeks to recite in Sanskrit.

When finally translated to written form thousands of years later, some of these epics contained nearly 9,000 pages of text. But the Rishis were able to recite them word-for-word!

How did they do it?

The Rishis attributed their amazing memory to a wild herb that grew along the sacred River Ghanges. This plant was so prized for its memory-enhancing powers that they named it Brahmi, after the Hindu creator god.

Thousands of years later, modern scientists began to study the plant, known as *bacopa monnieri*. And what they found shocked them: 14 separate studies found that bacopa really works!

For example, one clinical trial in Australia tested 46 volunteers on reasoning skills, memorization, and learning ability.

After 3 months, nearly everyone in the bacopa group improved their ability to grasp new information without forgetting it a few days later. They were also able to speed up decision-making and think more quickly on their feet.

In a separate study, people were divided into two separate groups. Both groups were taught to perform a specific task, but the difference was that one group took bacopa and the other did not.

Result: While the people in the control group took an average of 10 days to learn the task, the people taking bacopa took only 6 days to learn the same task! *That's a whopping 40% increase in learning ability.*

Sound good so far?

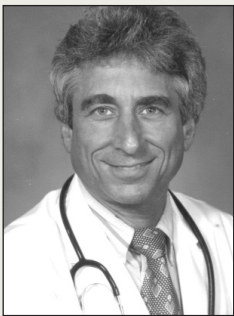
It gets even better. Bacopa can also help protect you from stress.

You already know that excessive stress is bad for your health. But did you know it's also bad for your brain?

For one thing, it impairs short-term memory. It also affects concentration, which is why you become inefficient, forgetful and accident-prone during stressful times.

Happily, bacopa helps your

About Robert Jay Rowen, M.D.



Robert J. Rowen, MD is one of the country's most respected authorities on healing with alternative medicine and nutritional supplementation. Dr. Rowen is a Phi Beta Kappa graduate of Johns Hopkins University and the University of California San Francisco School of Medicine. He is board certified in both family medicine and emergency medicine and has served on Alaska's State Medical Board.

Dr. Rowen is known nationwide for pioneering the nation's first statutory protection for alternative medicine in 1990. Today, he lives in northern California where he is in private practice with his wife, Terri Su, M.D.

CAUTION: The Sneaky Thief That ROBS Your Memory

Have you ever forgotten something during a stressful situation that you ordinarily would have remembered?

You're not alone. On-going pressure at work. Financial concerns. Health worries. Even those little aggravating things that go wrong in the day all have a cumulative effect on your brain; especially on its ability to remember and learn.

Why stress harms your memory

Science now understands the consequences of stress on the brain — and the picture is not a pretty one. Stress starves your brain, depriving important cells and neurons of essential oxygen and nutrients. And if you're going through stress for a sustained period of time, brain cells can become damaged. Even die.

Doctors now believe chronic stress plays an

even more important role in memory loss than the aging process. In one study, older adults with low stress hormone levels tested as well as younger adults in cognitive tests. People with higher stress levels tested between 20% and 50% lower.

Cortisol is the culprit

How our bodies handle stress begins in the adrenals — the small glands we have on top of our kidneys.

When you feel stressed, your adrenal glands flood your body with special “stress hormones” like adrenaline.

But after years of stress, your adrenal glands have to work overtime to keep up. They become tired, shut down. Overworked adrenals begin producing an overabundance of a substance called cortisol.

Excess cortisol in the brain makes it difficult to think or



retrieve long-term memories. That's why people get befuddled and confused in a severe crisis. Their mind goes blank because “the lines are down.” It also shrinks the hippocampus, the brain's center of memory. That's why short-term memory is usually the first health casualty of a lifetime of stress.

Advanced Memory Formula protects your brain from fatigue brought on by stress.

Fortunately, scientists have discovered nutrients that defend your body from the damaging effects of excess cortisol. Bacopa, phosphatidylserine, and acetyl-l-carnitine help modulate the effects of stress on the brain and balance hormonal response.

brain manage the rigors of stress. People who take bacopa regularly say it gives them a sense of calm and peace without making them feel tired or groggy.

In one study bacopa helped lower anxiety levels in patients by about 20 percent. What's more, participants said they didn't tire as easily, and enjoyed better short-term

memory. Plus, physical symptoms of stress overload — like occasional sleeplessness and irritability — were also relieved.

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