

## All N™ Off-the-Shelf - Cognitive Blend

### PRODUCT DATA

This Off-the-Shelf blend has been pre-formulated with active ingredients, ready to use as a base for new product formulations. Our Cognitive blend is designed to provide a solution for the nootropic trend and utilize commonly used cognitive ingredients that have scientific support. Featuring the specialized active ingredients of VitaCholine®.

### INGREDIENTS

**VitaCholine®** - Choline is a necessary nutrient to produce acetylcholine, an important neurotransmitter for memory, mood, muscle control, and other brain and nervous system functions. May support memory problems associated with aging.

**Ginkgo Leaf Extract** - Supplementing with ginkgo may increase mental performance and perceived well-being.

**Taurine** - May support the general function of the central nervous system and eyes.

**Ginseng Root Extract** - May support improved brain function like memory, behavior and mood.

**Vitamin B Complex** - May support improved mood and cognitive performance.

### MARKET VALIDATION<sup>1</sup>

- The growth of nootropic products is being fueled by:
  - Active lifestyle consumers and athletes that are seeing the benefits of embracing the mental aspect of exercise in addition to the physical one.
  - Growing knowledge that energy drinks, caffeine pills and other energy products are not that healthy for you.
  - Nootropics are seen as healthier and more effective options because they are often backed by research and clinical studies.
- Cognitive support is one of the fastest growing subsectors of sports nutrition and is projected to be a \$1.2B industry in 2021 an 8% increase from 2019.

### APPLICATION VALIDATION

Our Cognitive blend has been validated to work well in the below applications.

- Gummies
- Capsules
- Ready-to-mix powdered beverages

1. Nutrition Business Journal; Sports Nutrition & Weight Management Issue; August 2018

### NUTRITION INFORMATION

#### Supplement Facts

	Amount per serving	% Daily Value
Serving size (0.9g) Servings Per Container		
Vitamin C	90 mg	100%
Thiamin	1.2 mg	100%
Riboflavin	1.3 mg	100%
Niacin	16 mg	100%
Vitamin B <sub>6</sub>	1.7 mg	100%
Folate	400 mcg DFE	100%
Vitamin B <sub>12</sub>	3.6 mcg	150%
<b>Cognition Blend (Ginkgo Leaf Extract, Taurine, Inositol, L-Choline Bitartrate, Phosphotidylserine, American Ginseng Root Extract)</b>	<b>320 mg</b>	<b>*</b>

\*Daily Value not established.

**Ingredients:** Ascorbic Acid, Ginkgo Leaf Extract, Taurine, Inositol, L-Choline Bitartrate, Phosphatidylserine, Niacinamide, American Ginseng Root Extract, Maltodextrin, Pyridoxine Hydrochloride, Thiamine Mononitrate, Riboflavin, Folic acid, Cyanocobalamin

**Allergens:** no known allergens

### SUGGESTED BLEND ADD-ONS

Add-on flavors, excipients, processing aids and additional bioactive ingredients to any of our base Off-the-Shelf Blends. This items are stocked and available for purchase.

- Fish Oil Powder - Brain function and development support.
- L-Theanine - Supports relaxation and cognitive function.
- Blueberry Extract - Supports blood flow to the brain.
- CuroWhite™ - Highly stable white curcumin for recovery.
- Green Tea - Mental clarity and cognitive function support.
- Vitamin E - Antioxidant with neurological support.