



# AIM GinkgoSense®



GinkgoSense for memory and vision health is a dietary supplement that can support mental concentration and filter blue light waves.

## How is GinkgoSense Unique? —————

- Combines ginkgo biloba extract with curcumin extract
- Contains curcumin extract, not just turmeric powder
- Formulated to improve cognitive and visual function
- Formulation includes adaptogen properties to assist in enhancing memory health

## Approach —————

Mental acuity is known as the sharpness of the mind. Memory, focus, concentration and understanding are the main elements when evaluating mental acuity. These elements are valued by all age groups whether you're a college student studying for your next exam or a senior citizen focused on maintaining a sharp mind in your golden years.

Stress can affect mental acuity. Cortisol is a hormone that our body releases during stressful periods. At high levels, it can wear down our brain's ability to function. Even consistent, low-stress levels can lead to exhaustion and fatigue. Stress can kill brain cells. Chronic stress can shrink the prefrontal cortex, the area of the brain responsible for memory and learning.

## Ginkgo —————

Ginkgo biloba is an herb with a 5,000-year history of use in Chinese medicine. Ginkgo biloba extract (GBE) shows positive results for what is known as "cerebral insufficiency," symptoms of which include difficulties in concentration and memory, absent-mindedness, confusion, lack of energy, tiredness, decreased physical performance, dizziness, etc.

The positive results of taking ginkgo are largely due to its effect on circulation. This natural botanical increases blood flow to the extremities and the brain, which gets more oxygen and glucose, explaining why there is significant improvement.

## Curcumin —————

Curcumin is the most active phenol (phytonutrient) found in turmeric root. While turmeric is a popular spice added to dishes such as curry and soup, even tea, it is often used in dietary supplements as a cheap alterna-

## Key Benefits and Features

- Helps to maintain memory, concentration and mental clarity
- Helps maintain mental acuity
- Improves neuroplasticity
- Supports healthy vision
- Improves the filtration of blue light
- Helps to maintain blood flow to the extremities
- Standardized extracts for consistent results
- Synergistic effect – ingredients work together to improve each other
- Vegan formula

tive to curcumin. However, turmeric contains only 2 to 5% curcumin.

Curcumin provides anti-inflammatory properties that may be beneficial in reducing joint pain and detoxifying the body. Curcumin may also help improve cognitive function by increasing a growth hormone in the brain called brain-derived neurotrophic factor (BDNF).

Curcumin can further improve brain health through its effect on serotonin and dopamine levels. Curcumin continues to be tested for its efficacy in memory improvement, for which results have been positive.

Of all the turmeric compounds known as curcuminoids, the most important is curcumin. Formulated with 95% curcuminoids, AIM's curcumin contains no less than 15% of desmethoxycurcumin and no less than 2.5% bisdesmethoxycurcumin: key indicators of high-quality curcumin.

## Ashwagandha —————

Commonly known as Indian ginseng, ashwagandha is a potent adaptogen, which means this herb may help body systems to better adapt to stress, mood changes and



lack of concentration, having an overall balancing effect on the body.

Adaptogens—ashwagandha specifically—may also lower cortisol levels which directly relate to stress levels. This is accomplished by preventing the adrenal glands from unnecessarily releasing cortisol.

## Black Pepper Extract (Piperine) —

Black pepper extract is a key part of this formulation since it is directly linked to curcumin absorption. Without the combination of black pepper extract and a high level of curcuminoids, curcumin absorption can be difficult for the body. One study showed that subjects taking only curcumin had barely measurable blood levels of this phytonutrient while participants who took it with black pepper had a 2,000 percent increase of bioavailable curcumin in their blood. Additionally, black pepper extract is a powerful anti-inflammatory and supports digestive enzyme activity.

## Ginger —

Ginger is one of the most commonly consumed dietary condiments in the world and for good reason. For thousands of years, ginger has been recognized for aiding digestion and reducing nausea due to the presence of a compound called gingerol. In more recent times, gingerol became known for its anti-inflammatory and antioxidant properties.

## Lutein and Zeaxanthin —

Lutein and zeaxanthin are dietary plant compounds found in our eyes and brains. Higher levels of these nutrients in the eyes has a direct correlation with cognitive function and brain activity. It is believed that lutein and zeaxanthin provide these benefits by reducing oxidative stress and constant low-grade inflammation which lead to brain aging. Our brains are sensitive to oxidative stress because of their fat content; lutein is drawn to the brain because it is fat-soluble. One of the most beneficial effects on cognitive function and brain activity is that lutein and zeaxanthin may help with neuroplasticity, or the ability of the brain to form and change neuropathways connected with memories or experiences.

Blue light from electronics, especially at night, can have deleterious effects on our health. For example, it can suppress the secretion of melatonin, interfere with circadian rhythm and possibly be connected to obesity. Both lutein and zeaxanthin are being studied because of their ability to filter high-energy blue light, which causes damage to the most active part of the eye, the retina. In addition to filtering blue light waves, the American Optometric Association has noted the ability of these compounds to maintain healthy eye cells.

## How to use GinkgoSense

- Take 2 capsules daily. Best taken with food.
- Do not use if pregnant or nursing. Consult a health care practitioner prior to use if taking anti-coagulant/anti-platelet, diabetes, or high blood pressure medications or if you have an autoimmune disease. Ashwagandha may stimulate the production of thyroid hormones.
- Not recommended for children.
- Close tightly after opening and store in a cool, dry, dark place. Do not refrigerate.
- Keep out of reach of children.

## FAQs —

### Who should use GinkgoSense?

Anyone concerned with preserving mental acuity and vision should consider using GinkgoSense.

### Is there anyone who should not take GinkgoSense?

Pregnant and nursing women, as well as children, should not take GinkgoSense. Consult a health practitioner if taking a blood thinner or undergoing surgery. Do not use if you have wet macular degeneration. Ask your physician before use if you are at risk for gallbladder stones. Ashwagandha may stimulate the production of thyroid hormones. If you have an autoimmune disease please consult a health practitioner before use.

### Are there any side effects?

Very seldom, cases of stomach or intestinal upset, headache or allergic skin reactions have been reported by some people taking ginkgo.

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