



## Focus Fizz

Serving Size 1 scoop

Servings Per Container 30

Amount Per Serving

Vitamin C (Ascorbic Acid)	200 mg
Folic Acid	400 mcg
Vitamin B12	100 mcg
Sodium (Sodium Bicarbonate)	215 mg
Malic Acid	650 mg
GABA	250 mg
L-Theanine	100 mg
Phosphatidylcholine	50 mg
Phosphatidylserine	50 mg
Rhodiola PE 3%	30 mg
Bilberry Extract	21 mg
Co-Q-10	10 mg
Alpha R-Lipoic Acid	5 mg

**SUGGESTED DOSE:** As a dietary supplement, 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 practitioner.

### REFERENCES:

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

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## REFERENCES:

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.
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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.
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**RHODIOLA:** A traditional herbal adaptogen from the arctic regions of eastern Siberia. *Rhodiola* increases the body's resistance to stress, reduces fatigue and improves cognitive functioning 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 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, thereby playing 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.

**PHOSPHATIDYL SERINE:** is the most abundant phospholipid in the human brain. Phosphatidyl serine 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.

**PHOSPHATIDYL CHOLINE:** may enhance the production of the neurotransmitter acetylcholine and improve cognitive functioning especially memory.