



# BRAIN & MOOD

*Smart & Happy*

## PRODUCTS FOR BRAIN & MOOD

### St. Johns Wort

*May help with anxiety, depression, apathy and depth of sleep.*

### Ginseng

*Helps the body cope with stress and physical performance.*

### Ginkgo Biloba

*Supports healthy brain function, circulation to the brain, may enhance neurological action and has antioxidant properties.*

### Brain Care Blend™

*Helps nourish the mind to stay focused and energized.*

### Serenity

*May help calm the mind and body, especially when the mind is awake when you want to sleep.*

### Polarity Balancer®

*Counteracts the effects of MSG and food additives on the nervous system.*

PLEASE SEE  
THE OTHER SIDE OF THIS SHEET  
FOR MORE  
ABOUT THESE PRODUCTS.

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e all want to feel good emotionally and have a sharp brain. The world we live in can be very taxing on our emotions and mood with demands for our attention, deadlines and over stimulation that can trigger an abundance of emotional reactions, leaving us depressed, anxious, restless, stressed out, hyperactive, and out of touch with who we

really are and what we want from life. Feeling sad and depressed is a normal part of living as is feeling elated and happy. However, extended periods of depression may be a sign of a chemical imbalance, physical deficiency or psychological difficulty.

Like the saying goes, "ignorance is bliss." Being smart may not make us less depressed, but having our brain functioning as best it can is important to our overall health. Clear thinking is a wonderful part of life. Being mentally "sharp" can make life easier, more efficient and more productive, which can help us feel better about ourselves.

Herbs have been used for centuries to help with mood, mental acuity, stimulation and calming. There are many actions of herbs that effect mood, energy levels and brain function. Some herbs increase circulation to the brain to nurture the nervous system and the brain, thus improving functionality. With a similar action to pharmaceutical anti-depressants, several herbs raise levels of neurotransmitter chemicals called serotonin, which makes the neurological action of the brain more efficient. This is an important aspect to regulating anxiety and mood. Herbs can also support the hormonal action the body uses to cope with stress, especially the adrenal gland, which gives us the "fight or flight" response.



*The Heart of Herbal Health®*



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## ST. JOHN'S WORT

St. John's Wort is the most well known mood-enhancing herb due to a multitude of research showing its effects on mild to moderate depression. As compared to some pharmaceuticals, St. John's wort increased cognitive functions while some pharmaceuticals decreased them. Tests show improvements in antidepressant activity, anxiety, apathy and low self-worth. Antidepressant results occurred after 4 to 8 weeks of use. St. John's

wort has also been found to increase deep sleep (although not length of sleep) and aids in sleeping regulation for both hypersomnia and insomnia. This mild sedative quality may also assist with headaches, exhaustion and muscle pains.

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## GINSENG

Ginseng supports our capacity to handle stress by helping moderate and mediate hormonal reactions caused by our "flight or fight" reflexes. Ginseng increases the size of a part of the adrenal gland called the zona fasciculata. The anti-fatigue effects from ginseng are very different from standard stimulants, such as caffeine, which gives the body energy whether it is needed or not. Ginseng supplies energy only when needed. Ginseng also improves oxygen utilization at a cellular level, which helps with physical performance. When muscle cells have a lack of oxygen, they deplete

energy-storing glycogen, thus causing muscle soreness and fatigue. By improving the oxygen efficiency to the cells, ginseng shifts energy away from glycogen and toward fatty acids, which augments physical performance and diminishes fatigue. Research has also found that ginseng improves mental and physical performance whereas caffeine and methamphetamine increase physical performance but slow learning and mental performance.

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## GINKGO BILOBA

Many studies have found ginkgo biloba to be a wonderful herb to support healthy brain function, memory and even possible cerebral insufficiencies like Alzheimer's disease. Ginkgo promotes a fresh supply of oxygen and nutrients by improving circulation to the brain that helps keep the brain robust. The antioxidant action of ginkgo helps to counteract free radical cell damage in the brain and nervous system, and helps strengthen blood vessel walls. Much like St. John's wort, Ginkgo may also help enhance

neurotransmitters in the brain, making the neurological action more efficient. This is an important aspect to regulating anxiety and mood. The combination of improving the neurological pathways in the brain, nurturing the brain and protection from free radical damage to the brain and nervous system can have a very positive effect on mental clarity and brain performance.

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## BRAIN CARE BLEND™

Brain Care Blend™ is a combination of gotu kola, dulse and eyebright that helps nourish the mind to help stay focused and energized. Gotu kola is an Indian herb revered for centuries in traditional Ayurvedic medicine for its tonifying qualities for the mind, nervous system and circulation. Dulse is a sea vegetable high in valuable nutrients including protein and iodine, a key mineral for regulating metabolism. Around the world, folk herbalism

credits many of the edible sea plants with having benefits for the mind and eyes. Eyebright is another favorite herb in British folk herbalism that has a long history of use for supporting good vision, an important aspect of our intellectual performance.

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## SERENITY™

According to traditional healing systems, when we feel edgy, agitated and unable to relax, it is often due to the gastro-intestinal tract, being too hot or active, which releases heat in the digestive process that radiates up the body to stimulate the heart and mind. This can create restlessness and mental chatter, like when you are physically tired at night but the mind is wide awake. Serenity uses a unique approach cooling the overheated

digestive tract while soothing the nerves. It combines two classic herbs for draining excess heat out of the digestive tract: burdock and Oregon grape. Also included are beth root and milk weed, both of which Native Americans used for soothing spasms. Milkweed is also encountered in homeopathy as a remedy for indigestion. The formula is rounded out by black cohosh, which was commonly employed as a general nerve tonic, muscle relaxant and calmative.

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## POLARITY BALANCER®

Processed foods filled with preservatives, artificial colorings and "flavor enhancers" like MSG are increasingly suspected of adverse effects on the body, particularly the nervous system. We can experience negative effects such as unclear thinking and headaches from these food additives. These toxins are thought to have unusual magnetic charges that can interfere with the nervous system, and are traditionally thought to lodge in mucus accumulations. Polarity Balancer contains two of the best known all-

around purifying and tonifying herbs, yarrow and burdock. For centuries, folk herbalists in Europe and Asia have employed rhubarb root for supporting liver, gall bladder, bowel and urinary health. Watercress is historically credited with benefits for healthy thyroid and urinary metabolism, and slippery elm assists with fluid balance.