



# Cognizin®

NEW &  
UPDATED  
CLAIMS

## Structure/Function Claims

The following claims are provided for informational purposes and should be reviewed by your legal counsel prior to use in marketing materials, including product labels.

### ACCURACY

250mg/day

- Cognizin® helps reduce errors while on task<sup>4,7,9</sup>
- Cognizin® helps improve accuracy<sup>4,7,9</sup>

### FOCUS & ATTENTION

250mg/day

- Cognizin® helps improve focus and attention<sup>6,7,9</sup>
- Cognizin® helps support concentration<sup>6,7,9</sup>
- Cognizin® helps your ability to stay focused<sup>6,7,9</sup>
- Cognizin® supports staying on task<sup>6,7,9</sup>

### PHOSPHOLIPIDS

250mg/day

- Cognizin® supports phospholipid metabolism in the brain<sup>1,5,6</sup>
- Cognizin® supports phosphatidylcholine production<sup>1,5,6</sup>

### PRODUCTIVITY

250mg/day

- Cognizin® helps support productivity through focus, reaction time and accuracy<sup>4,6,7,9,10</sup> **NEW**

### COGNITIVE HEALTH

- Cognizin® supports brain and cognitive health<sup>2,7,8,9,10,11</sup>
- Cognizin® supports cognitive function<sup>2,7,8,9,10,11</sup>

### CHOLINE

- Cognizin® contains 20% choline<sup>10</sup>

### BRAIN HEALTH

- Cognizin® supports brain DNA synthesis and repair<sup>1,12,13</sup>
- Cognizin® supports healthy brain cell signaling<sup>1,12,13</sup>
- Cognizin® provides daily support for brain health<sup>6,8</sup>

### NEUROTRANSMITTER

- Cognizin® supports acetylcholine levels<sup>1</sup>
- Cognizin® supports dopamine and norepinephrine levels<sup>1</sup>
- Cognizin® helps maintain healthy neurotransmitter levels<sup>1</sup>

### LONG-TERM BRAIN HEALTH

- When taken daily Cognizin® supports long-term brain health<sup>6,8</sup>

### MENTAL ENERGY

500mg/day

- Cognizin® supports mental energy<sup>5,6</sup>
- Cognizin® supports energy utilization in the brain<sup>5,6</sup>

### PSYCHOMOTOR PERFORMANCE

500mg/day

- Cognizin® supports motor speed and function<sup>4,9,10</sup> **NEW**
- Cognizin® supports mental processing speed<sup>4,9,10</sup> **NEW**
- Cognizin® helps aid in receiving and processing information<sup>4,9,10</sup> **NEW**
- Cognizin® helps improve reaction time<sup>4,9,10</sup> **NEW**

### MEMORY

500mg/day

- Cognizin® helps support memory<sup>2-6,8,10,11</sup>
- Cognizin® supports working memory<sup>2-6,8,10,11</sup>
- Cognizin® supports working memory recall<sup>2-6,8,10,11</sup>
- Cognizin® supports healthy memory processes, including episodic memory<sup>2-6,8,10,11</sup>

### OXIDATIVE STRESS

500mg/day

- Cognizin® supports healthy antioxidant activity<sup>10</sup> **NEW**
- Cognizin® supports healthy antioxidant defense mechanisms<sup>10</sup> **NEW**
- Cognizin® supports cellular health<sup>10</sup> **NEW**
- Cognizin® helps the body to reduce oxidative stress<sup>10</sup> **NEW**
- Cognizin® has antioxidant effects by decreasing malondialdehyde (MDA)<sup>10</sup> **NEW**

#### References

1. Wurtman RJ et al. Biochem Pharmacol. Oct 1 2000;60(7):989-92.
2. Spiers PA et al. Arch Neurol. May 1996;53(5):441-8.
3. Alvarez XA et al. Methods Find Exp Clin Pharmacol. Apr 1997;19(3):201-10.
4. Knott V et al. Pharmacol Biochem Behav. Apr 2015;131:119-29.
5. Babb SM et al. Psychopharmacology (Berl). May 2002;161(3):248-54.
6. Silveri MM et al. NMR Biomed. Nov 2008;21(10):1066-75.
7. McGlade E et al. Food and Nutrition Sciences. 01/01 2012;03
8. Cotroneo AM et al. Clin Interv Aging. 2013;8:131-7.
9. McGlade E et al. J Atten Disord. Jan 2019;23(2):121-134.
10. Al-Kuraishy HM et al. Basic Clin Neurosci. Jul-Aug 2020;11(4):423-432.
11. Nakazaki E et al. J Nutr. Aug 7 2021;151(8):2153-2160.
12. Conant R et al. Altern Med Rev. Mar 2004;9(1):17-31.
13. Secades JJ et al. Methods Find Exp Clin Pharmacol. Sep 2006;28 Suppl B:1-56.

Additional references available upon request

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To learn more about Cognizin® visit [www.cognizin.com](http://www.cognizin.com)



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