



elénzia ENHANCE™

Practitioner Guide



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About elénzia

elénzia is a brand house providing elegant science for health, beauty and wellness. With the mission to improve our customers' lifestyle and benefit their lives for the future through holistic wellness, elénzia was founded with the vision of bringing innovative, scientifically proven solutions for health, beauty and wellness to life.

www.elénzia.com

info@elénzia.com

Concentration | Attention | Learning Capabilities

Long Term Memory | Short Term Memory | Slows Brain Deterioration

The Problem - Brain Fog & Ageing

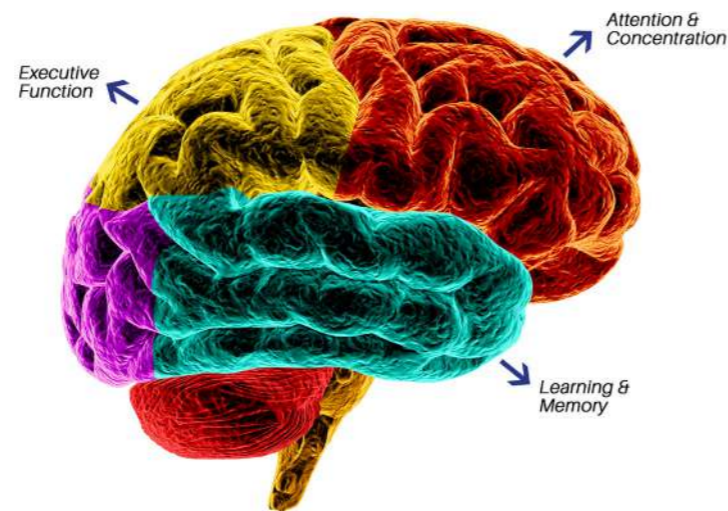
Disrupted cognitive function is a common side effect of increased stress levels and the brain ageing process. The undesirable effects that occur when these problems arise are due to multiple physiological functions impacting the production of neurotransmitters and strength of neurological pathways that support, transport and interpret information. Reducing the fluidity of neurotransmitters interferes with the brain's memory and learning capabilities and restricts the mind's ability to focus and sustain attention, hindering an individual's true mental capacity. Research has associated the absence of particular nutrients required for supporting the cellular mechanisms surrounding these neurological functions with the increased risk of cognitive decline. Further research has demonstrated this may be due to the weakening of neuronal pathways, by reducing synaptic plasticity and leading to the deregulation of cell renewal.

The Solution elénzia ENHANCE™

Healthy cognitive function relies on sufficient cellular synthesis, strong nerve pathways, balanced hormones and the efficient production of neurotransmitters to support its various neurological processes. elénzia ENHANCE™ has been formulated using patented ingredients that are clinically proven to help support the mind in various ways by providing vital nutrients for these brain functions. The ingredients work in synergy focusing on the specific neurological processes involved in supporting memory and learning, whilst strengthening the area responsible for sustained focus and attention. Its unique formulation contains a proprietary blend of polyphenols extracted from wild blueberry and French grape, Citicoline and six specific B vitamins.

Mechanism of Action

The combination of bio-active ingredients within elénzia ENHANCE™ provide a flow of nutrients and the necessary compounds essential to sustaining the neurological functions that intensify when faced with multiple tasks and various stress factors. The ingredients unique ultra-light yet strong molecular structures, are capable of passing the dense blood brain barrier, and once through their mechanisms of action work in synergy to simultaneously support eight brain functions.



Ingredients within elénzia ENHANCE™ target 3 specific areas of the brain responsible for attention and concentration, memory and learning and executive function.

8 Brain Functions Occurring Simultaneously

1. Reducing oxidative stress which naturally occurs in the hardest to reach area of the brain, therefore slowing age deterioration of healthy DNA cells.
2. Boosting the production of neuro growth factor protein, prolonging the life span of neuronal cells and strengthening the brains billions of interconnecting of signalling pathways, boosting memory.
3. Aids the flow of chemicals containing messages to continuously gather and distribute information by boosting the production of neurotransmitters.
4. Strengthening myelin sheaths that shield the synaptic nerve, preventing memory decline.
5. Enhancing the synthesis of mitochondria, the powerhouses within cells, which are vital to the transference of energy between cells.
6. Boosting ATP production, which is the currency of energy between cells, enabling the conversion of glucose into energy.
7. Strengthening phospholipid density, the components which form and align the cell membrane walls, acting as barriers to sufficiently transfer molecules between cells.
8. Actively processing levels of unwanted homocysteine within the blood, preventing any impact on the methylation process, vital for a balanced mood.

Ingredients Listing

Memophenol™: whole French grape (*Vitis vinifera* L.) and whole wild blueberry (*Vaccinium angustifolium* A.) extracts, *Citicoline* (as *Cognizin®*), *Fibre* (as *Sunfiber®*), *Vitamin blend* (B6, B3 (Nicotinic acid), B1 (Thiamine), B9 (Folic acid), B12 (Methylcobalamin)). *Capsule shell*: HPMC (Hydroxypropyl Methylcellulose).

French Grape & North American Blueberry Polyphenol Extract

A specific group of ultra-light polyphenol compounds extracted from North American wild blueberry and French grape, clinically proven to reach the hippocampus, maintaining their bio-active properties once passing through the blood brain barrier. Here they react with oxygen species and promote NGF protein strengthening the memory and learning capabilities of an individual.

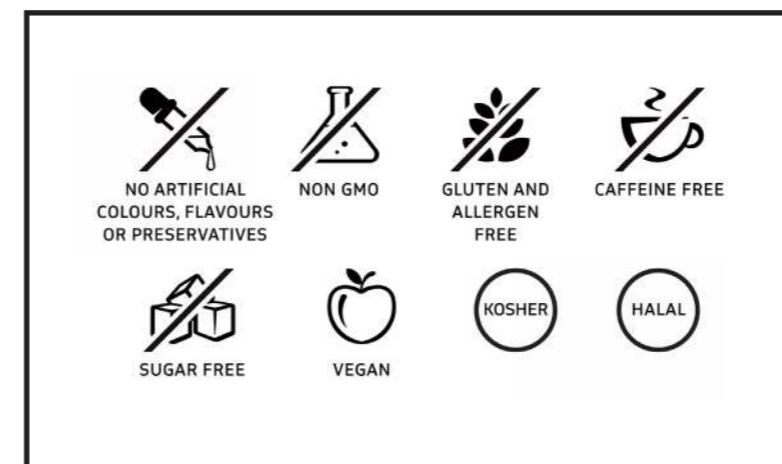
Citicoline (as Cognizin®)

Cognizin® is a branded form of Citicoline, an ingredient often called the "brain nutrient" due to its well-known ability to increase the brain's levels of neurotransmitters, induce mitochondria synthesis, strengthen phospholipid density and promote ATP production. Cognizin® is acceptable under all dietary requirements, and therefore safer to recommend to individuals in need of cognitive supporting nutrients. Recent clinical trials have supported the suggested capabilities of Cognizin®, which in supplementation can sustain brain function, increase the attention span and support cognitive health by boosting the mood enhancing neurotransmitters.

B Vitamins

Out of the eight essential B-Vitamins, six have been specifically added to support the surrounding bio-mechanisms required to uplift and stimulate the active functioning of the proprietary ingredients combined within elénzia Enhance™. The specific six chosen - B1, B2, B3, B6, Folate and B12 - work in synergy to support the metabolism of glucose, amino acids, lipids, help the uptake of phenolic compounds, repairing of DNA after brain signalling activity, reduce homocysteine levels in the blood, the uptake of positive mood boosting neurotransmitters and maintain the elasticity of the cellular lining which lines the signalling pathway walls within the brain.

Free of artificial preservatives or bulkers. elénzia ENHANCE™ contains a high quality fibre known as Sunfiber® to bind ingredients together to provide our customers with only efficacious ingredients.



The Science

*For a full list of clinical trials, please visit elénzia.com

Memophenol™ Clinical Trial Information

- A bi-centric double-blind, randomized, placebo-controlled clinical study
- n=215 healthy adults aged 60-70 years old
- Supplemented 300mg of Memophenol™ twice a day or a placebo for 6 months
- Short-Term and Long-term memory measured via the CANTAB (Cambridge Neuropsychological Test Automated Battery)
 - PAL (Paired Associate learning)
 - VRM-FR (Verbal Recognition Memory Free Recall)

Memophenol™ effectiveness on short-term memory

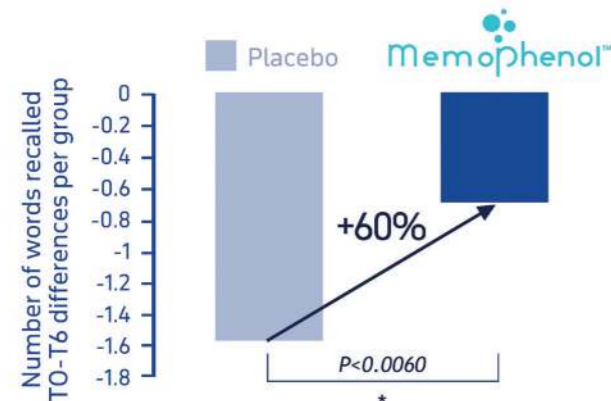


Figure 2: Change from baseline of scores obtained in both Memophenol™ and placebo groups.

Details:

- n=190 healthy adults aged 60-70 years old
- Supplemented 300mg of Memophenol™ twice a day or a placebo for 6 months
- Measured through VRM-FR test

Results:

- Supplementation significantly improves short-term working memory
- After 6 months, people recall 60% more words on the VRM-FR test, compared to placebo

Memophenol™ acts on long-term episodic memory and brain ageing

Details:

- n=47 Highest decliners
- Measured via the PAL test

Results:

- Significantly improved long-term episodic memory in highest memory decliners
- 50% less errors in the PAL tests
- Deters brain ageing by 10 years
- Supplemented decliners cognitive age range 60-69 years
- Placebo group cognitive age range 70-79 years

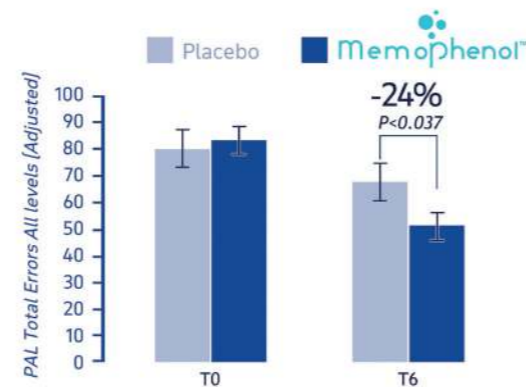
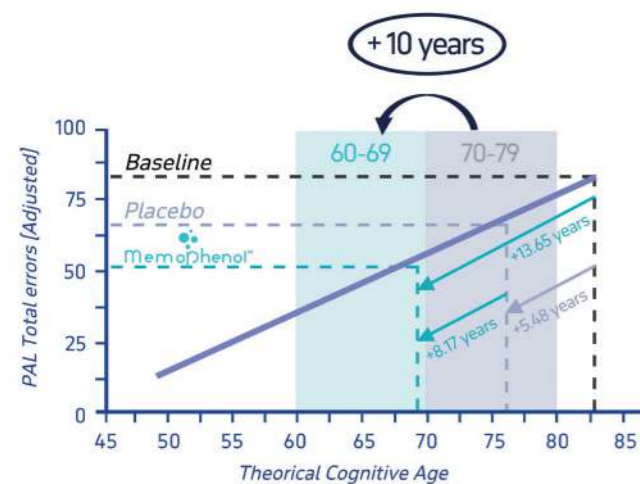


Figure 1: Memophenol™ efficacy on PAL test assessed on decliners.

Memophenol™ efficacy on students working memory and attention

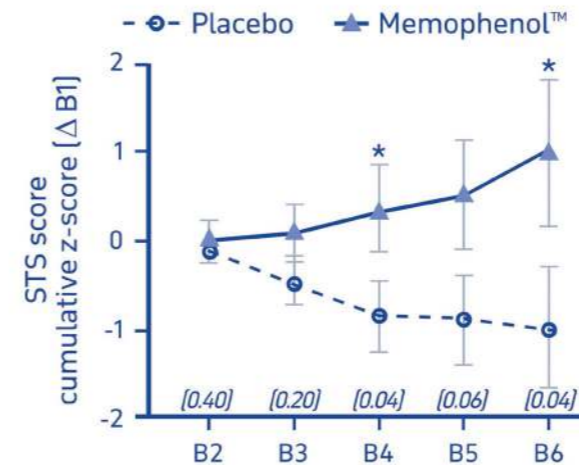
Details:

- Randomized, double blind, placebo controlled and crossover study
- n=30, healthy students
- Supplementation of 600mg per day
- Attention and working memory evaluation under exam conditions
- 4 cognitive tests, repeated 6 times

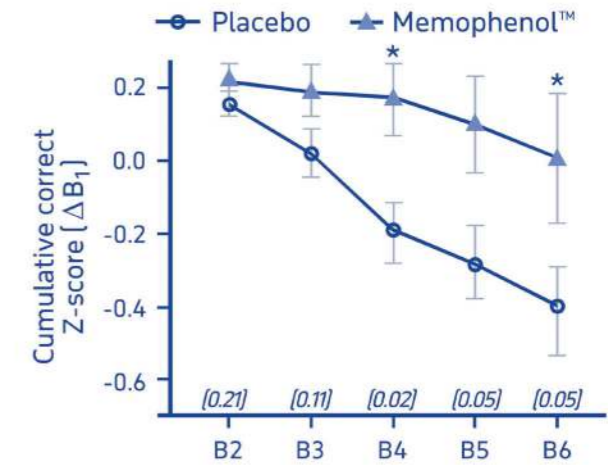
Results:

- An acute supplementation of 600mg of Memophenol™ improves working memory after only 40 minutes of cognitive effort
- Helps to maintain a constant quality of responses during prolonged intense cognitive effort over time
- Significant results compared to placebo

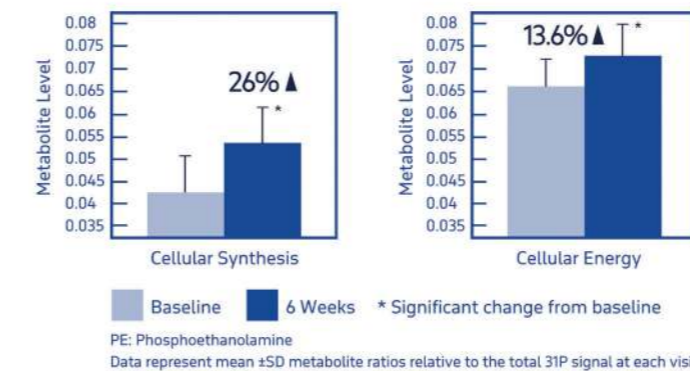
Working Memory



Concentration



Cognizin® (Citicoline) impact on cellular synthesis and energy



Details:

- n=16 middle aged adults
- Supplemented 500mg Cognizin® for 6 weeks
- Measured through phosphorus magnetic resonance spectroscopy

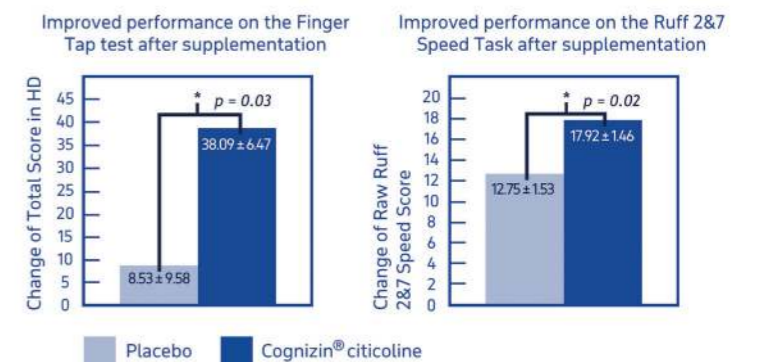
Results:

- Cognizin® significantly increased the formation of brain membranes by 26% and restored brain energy by 13.6%

Cognizin® effect on motor speed and attention in adolescent males

Details:

- n = 51
- Supplemented participants consumed 250 or 500mg Cognizin® daily for 28 days
- Measured through psycho-motor speed



Results:

- Supplemented participants exhibited improved attention and showed a significant increase in psycho-motor speed compared to placebo

References: Bensalem, J., Dudonné, S., Etchamendy, N., Pellay, H., Amadieu, C., Gaudout, D., Dubreuil, S., Paradis, M., Pomerleau, S., Capuron, L., Hudon, C., Layé, S., Desjardins, Y. and Pallet, V. (2018). Polyphenols From Grape and Blueberry Improve Episodic Memory in Healthy Elderly with Lower Level of Memory Performance: A Bicentric Double-Blind, Randomized, Placebo-Controlled Clinical Study. The Journals of Gerontology: Series A.

References: Memophenol™ - Cognizin impact on cellular synthesis and energy - Silveri, M., Dikan, J., Ross, A., Jensen, J., Kamiya, T., Kawada, Y., Renshaw, P. and Yurgelun-Todd, D. (2008). Citicoline enhances frontal lobe bioenergetics as measured by phosphorus magnetic resonance spectroscopy. NMR in Biomedicine, 21(10), pp.1066-1075. Cognizin effect on motor speed and attention in adolescent males - McGlade, E., Locatelli, A., Hardy, J., Kamiya, T., Morita, M., Morishita, K., Sugimura, Y. and Yurgelun-Todd, D. (2012). Improved Attentional Performance Following Citicoline Administration in Healthy Adult Women. Food and Nutrition Sciences, 03(06), pp.769-773.

Taking elénzia ENHANCE™

Who is elénzia ENHANCE™ for?

Everyone in everyday life relies on cognitive function to sustain their mental capabilities. Some more than others need support from specific nutrients to help aid neurological functions under times of increased stress or due to natural brain aging. It is important for each individual to sustain a balanced diet with a healthy lifestyle, but at times there is the need to combine this with supplementation and ensure the processes that underline neurological functions are fully supported when those interfering cognitive signs occur.

Students

Under intense periods of stress and times when memory and learning capabilities are required to be at their peak, the elénzia ENHANCE™ proprietary blend has been suggested in clinical trials to:

- Support working memory
- Improve concentration capacity
- Strengthen the ability to focus
- Improve intellectual performances (within 40 mins of supplementation)
- Improve memory and learning

Working Professionals

When faced with the unexpected work challenges and heavy workloads, an individual's mental performance can be defected. The elénzia ENHANCE™ proprietary blend has been suggested in clinical trials to:

- Increase brain energy
- Strengthen executive function
- Increase the ability to focus
- Sustain attention levels
- Increase brain energy
- Reduce omission and commission errors

Active Over 55 Year Olds

Combined bio-mechanistic functions of specific ingredients within elénzia ENHANCE™ have been suggested in clinical trials to:

- Improve memory and learning in age related cognitive decliners
- Slow the brain ageing process by up to 10 years
- Reduce the levels of oxidative stress
- Boost the strength of brain plasticity

Directions of Use

Take 2-3 capsules per day. Do not exceed the recommended dosage. For best results take 3 capsules per day for 4 weeks and reduce to 2 capsule per day as a maintenance dose. Avoid taking other supplements and dairy products within 4 hours of taking elénzia ENHANCE™. Combine the supplementation of elénzia Enhance with a healthy balanced diet.

Benefits of Becoming an elénzia Practitioner

Flexible purchasing to best suit your business needs	Help and support with your business and marketing
Technical product support and guidance	A professional website account to gain access to exclusive resources such as webinars, podcasts and articles
One to one product training	Bespoke events for your clients
Help with customer case studies from our Nutrition Manager	

Flexible ways to provide your clients with efficacious science

Practitioner Accounts

Provide the products directly to your clients by opening a professional account to purchase products at practitioner prices

Referral Codes

Earn commission from client referrals by providing your clients with a personalised code to purchase directly from elénzia.com





elénzia

www.elénzia.com

info@elénzia.com