

## Neuroprevin™

*NEW, branded, clinically tested ingredient*

Neuroprevin™ is an exciting new product preparation of vitamins, amino acids and their derivatives, analogues and metabolites, as well as important metabolic cofactors and essential micronutrients, it is a unique preparation containing a synergistic proprietary blend and clinically substantiated doses of these dietary ingredients. Evidence supports its use as a functional ingredient for: Nerve Regeneration as well as Neuroprotection from the effects of environmental pollutants and aging\*.

### **Why PolicosanolPlus® and Neuroprevin™ Proprietary Process, Delivery Formulation and Composition Researched Effective The PolicosanolPlus® and Neuroprevin™ Opportunity**

For various reasons, approximately 20%-50% of the global population experience varying types and degrees of nervous system deterioration and/or dysfunction. This produces a tremendous personal, social and financial burden on society. It is desirable to provide a means for preventing, lessening, modifying or reversing this situation.

Today Alzheimer's disease (AD) is the most common neurodegenerative disorder worldwide and the third largest disease killer in America and among the highest in the industrial world. In spite of the escalating number of victims, there are no effective treatments currently on the market, and few in development.

Neuronal death may be prevented by protecting the nervous tissue from the consequences of ischemia and/or the exposure to neurotoxic substances, such as pesticides, heavy metals and/or neuroexcitatory substances, such as glutamate and its analogues by providing it with a favorable micro-environment, in particular of neurotrophic or neuroprotective substances; these substances might also promote regeneration of the nervous tissue if they are administered before death occurs.

Neurodegenerative diseases such as Alzheimer's or Parkinson's, or Huntington's chorea or amyotrophic lateral sclerosis, involves neuronal cell (nerve cell) death and the retraction of neurites. Neurites carry the impulses in neural networks of the central nervous system and are bundled together to form nerves.

Therefore, it is not surprising that neurodegenerative diseases can be characterized by the health of the neuron and the integrity of neurites. To this end, neuronal cells have been cultured in vitro and stimulated to extend neurites and this model system is used to screen molecules for their ability to contribute to the health or damage of the nervous system.

For example, factors that promote neuronal cell culture survival and neurite formation are considered to have potential health benefits. Conversely, factors that reduce neuronal cell culture survival and neurite formation are considered to be neurotoxic and potential causes of neurodegeneration.

PolicosanolPlus® and Neuroprevin™, show the ability to enhance nerve formation and then promote the maintenance of these nerves.

PolicosanolPlus® and Neuroprevin™, represent nutraceutical opportunities to reduce the neurodevelopment and neurodegenerative effects of pesticide exposure.

PolicosanolPlus® and Neuroprevin™, may protect against developmental and long-term neurodegenerative events that result from exposure to neurotoxic and/or neuroexcitatory substances such as pesticide.

PolicosanolPlus® and Neuroprevin™ are dietary supplements which can help not only those with existing injury, but can serve as a prophylactic against the consequences of unexpected injury, stroke or the onset of neurodegenerative diseases if these supplements are used as part of a daily dietary routine.

Recently there has been a great deal of attention and concern surrounding pesticides as causes of neurodegenerative diseases. Pyrethroids are a new class of pesticides which show reduced overt toxicities, however, investigation shows that even these low levels of pyrethroids damage nerve structure function. In this study we present dietary supplements, PolicosanolPlus® and Neuroprevin™, which ameliorate pesticide-mediated inhibition of neurite outgrowth and neurite degeneration. Dietary supplementation with these products may be a practical approach to reducing xenobiotic-induced developmental neurotoxicities and neurodegenerative diseases.