



“Magnificent
BRAIN
at any
AGE”

A NATURAL NEUROPROTECTIVE
TO MAXIMIZE BRAIN'S
HEALTH & POTENTIAL



MEMTONE® 
SYRUP

IMPROVES SCHOLASTIC PERFORMANCE OF CHILDREN

REDUCES DAY-TO-DAY WORK STRESS IN ADULTS

MEMTONE[®]



AN IDEAL APPROACH TO COMPLETE MENTAL WELLNESS

Boosts Memory & Learning

- Shows Nootropic action giving positive effects on memory, learning & concentration
- Promotes brain function, improves retention capacity
- Shows intellect promoting activity
- Improves neuronal concentration in Hippocampus



Relieves Anxiety, Improves Scholastic Performance

Helps in ADHD (Attention Deficit Hyperactivity Disorder)

- Restores neurotransmitter balance in the brain
- Improves attention span, mood and emotions
- **IMPROVES CHILD'S ABILITY TO STORE OR REPRODUCE INFORMATION**
- **IMPROVES DAY-TO-DAY PERFORMANCE**
- **CONTROLS STRESS-INDUCED BED WETTING**

- Strengthens & Restores the nervous tissues
- Enhances mental & physical endurance
- Contributes in healing of impaired nervous tissues

Acts as a Nervine Tonic

Relieves Stress and Sleeplessness

- Helps calm the mind, relieve tension
- Relieves stress induced headache
- Regulates the sleep cycle



Modulates Depressed Immune Functioning

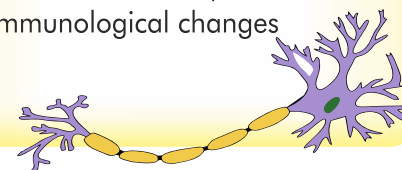
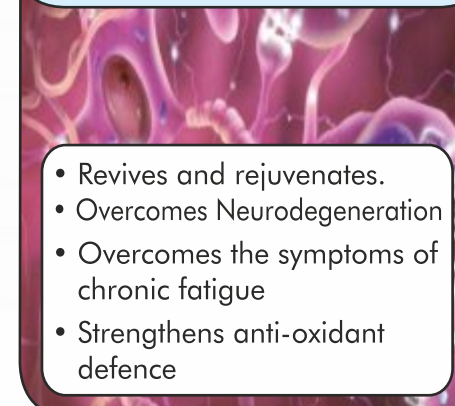
- Decreases susceptibility to diseases in disturbed psychological conditions
- Stabilizes behavioral, neurochemical & immunological changes



Prevents

Oxidative Damage of Nervous Tissues

- Revives and rejuvenates.
- Overcomes Neurodegeneration
- Overcomes the symptoms of chronic fatigue
- Strengthens anti-oxidant defence



NERVINE TONIC FOR HEALTHY BRAIN & MIND

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AN IDEAL APPROACH TO COMPLETE MENTAL WELLNESS

MEMTONE INGREDIENTS	ACTIVE COMPONENT	ACTIONS	MECHANISM IN MANAGEMENT OF ADHD
JATAMANSI <i>Nardostachys jatamansi</i>	Nardostachysin	Enhances biogenic amine activity, inhibits oxidative stress.	Regulates the levels of norepinephrine (NE), dopamine (DA), serotonin (5-HT), 5-hydroxyindoleacetic acid (5-HIAA), gamma-aminobutyric acid (GABA)
MANDUKPARNI <i>Centella asiatica</i>	Asiaticoside, Asiatic acid	Brain growth promoter, balances synthesis and functioning of neurotransmitters.	<i>Centella asiatica</i> is especially high in B-vitamins which are cofactors in the synthesis and functioning of serotonin, norepinephrine, dopamine, acetylcholine, as well as GABA. <i>Centella asiatica</i> demonstrated increased neurite elongation, dendritic growth and improved learning and memory.
SHANKHAPUSHPI <i>Convolvulus pluricaulis</i>	Shankhapushpin, kaempferol-kaempferol-3-glucoside, sitosterols	Neuroprotective and intellect promoting activity.	<i>Shankhpushpi</i> calms the nerves by regulating the body's production of the stress hormones, adrenaline and cortisol.
BRAHMI <i>Bacopa monnieri</i>	Bacosides, bacopasaponin G, bacopasides III, IV and V	Nootropic action (positive effects on memory, learning, concentration and Cognition enhancer) increases both cognitive function and retention capacity.	The triterpenoid saponins and their bacosides are responsible for Bacopa's ability to enhance nerve impulse transmission. The bacosides aid in repair of damaged neurons by enhancing kinase activity, neuronal synthesis, and restoration of synaptic activity, and ultimately nerve impulse transmission. Reactive oxygen species scavenging property, Potential to modulate the activities of cytochrome P ₄₅₀ and superoxide dismutase in the brain.
ASHWAGANDHA <i>Withania somnifera</i>	Withanolides, Withaferin A and Withanolide D	Relieves in stress-induced nervous exhaustion and Chronic stress	<i>Withania somnifera</i> has been found to stimulate growth of axons and dendrites (Kuboyama et al.,2002; Tohda et al.,2000;Zhao et al.,2002), in addition to increasing acetylcholine receptor capacity (Bhattacharya et al.,1997) and AChE inhibitory activity. (Vinutha et al.,2007).

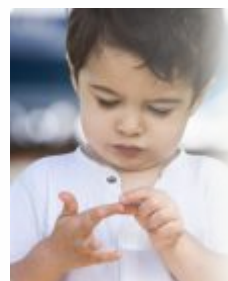
Provides excellent Cognitive enhancement effects

Bacopa monnieri (Brahmi), an outstanding Nervine Tonic, is used for raising the mental performance. It helps in concentration, comprehension, recall and alertness. Brahmi is particularly beneficial as it aids in categorizing information in brain and its subsequent expression. It is also a natural antioxidant which plays neuroprotective role as seen in the memory centers of the brain.



Bacopa monnieri (Brahmi)

(Fitoterapia 81 (5), 315-322, 2010)



Promotes Learning & Memory Performance

Centella asiatica (Mandukparni) leaf extract not only showed to improve spatial learning performance and enhance memory retention in neonatal experimental subjects during growth spurt period, but also found efficient in enhancing hippocampal CA 3, neuronal dendritic arborization, thus providing evidence to show the effect on the brain regions involved in learning and memory.

(Neuroanatomy 4(1): 18–23, 2005) (Evid Based Complement Alternat Med 3(3): 349–357, 2006)

Strengthens Memory - facilitates cholinergic transmission in brain

Glycyrrhiza glabra (Mulethi) reversed amnesia induced by diazepam, scopolamine, and ethanol in experimental subjects. Glabridin from *Glycyrrhiza glabra* remarkably reduced the brain cholinesterase activity comparable to the control group. Its anti-inflammatory and antioxidant properties enhance learning and memory parameters.

(Planta Med. Mar; 74(4):377-80, 2008) (Journal of Medicinal Food, 7(4), 462-466, 2004)



Improves in Attention Deficit Hyperactivity Disorder (ADHD)



A double-blind, randomized, placebo controlled trial of 36 children with diagnosed attention deficit hyperactivity disorder was conducted over a 16-week period. Nineteen children received an extract of *Bacopa monnieri* (Brahmi) (standardized to contain 20-percent bacosides) at a dosage of 50 mg twice daily for 12 weeks and 17 subjects were given a placebo. A significant benefit was observed in Bacopa-treated subjects at 12 weeks as evidenced by improvement on sentence repetition, logical memory, and paired associate learning tasks.

(Alternative Medicine Review, Volume 9, Number 1, 2004)

NERVINE TONIC FOR HEALTHY BRAIN & MIND

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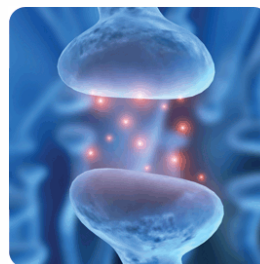


A NEURO PROTECTIVE, REDUCES DAY TO DAY STRESS IN ADULTS

REGULATES STRESS INDUCED DISTURBANCES IN NEUROTRANSMITTERS

Withania somnifera (Ashwagandha) significantly reversed the stress induced NADPH-d activation, via suppressing corticosterone release and activating choline acetyltransferase, which in turn increase serotonin level in hippocampus to inhibit NADPH-d. It down regulates nNOS and neurochemical alterations of specific neurotransmitter systems. It is potential preventive and therapeutic agent for stress induced neurological disorders.

(Neurochem Res. Nov;34(11):1975-83, 2009. Epub May 15,2009)



RESTORATION OF STRESS-INDUCED ALTERED IMMUNITY

Chronic suppression induced by stress, depresses the immune functioning and increases susceptibility to diseases. *Withania somnifera* (Ashwagandha) significantly recovers stress-induced depleted T cell population causing an increase in the expression of IL-2 and IFN-gamma (a signature cytokine of Th1 helper cells) and a decrease in the concentration of corticosterone, showing potential antistress effect.

(Int Immunopharmacol. Sep;9(10):1137-44 (2009) Epub Jun 12, 2009)



MANAGES CHRONIC FATIGUE SYNDROME



Nardostachys jatamansi (Jatamansi) significantly reverses despair behavior, anxiety, CFS (chronic fatigue syndrome) & decreased locomotor activity. It decreases the whole brain MAO-A and MAO-B activities as compared to control. Antidepressant-like effect of the extract may also be due to interaction with GABA receptors. It has therapeutic value for the management of mental depression.

(Indian J Exp Biol. Apr;46(4):212-8, 2008) (Behav Brain Res. Sep 14; 202(2):285-90,2009)

Prevents Neurotoxicity

Convolvulus pluricaulis (Shankhpushpi) in a study, prevented aluminium induced neurotoxicity in the cerebral cortex. Besides, inhibiting oxidative stress and histopathological alterations *Convolvulus pluricaulis* showed promising results in normalizing the altered activity/levels of proteins at cholinergic synapse induced by aluminium. Thus it has a potential for treating aluminium induced neurotoxicity.

(Journal of Ethnopharmacology 124, 409-415, 2009)

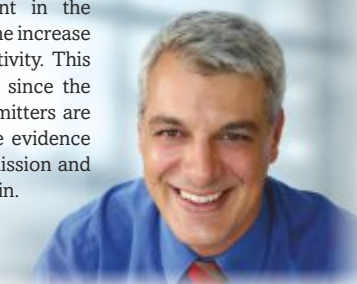


Convolvulus pluricaulis (Shankhpushpi)

IMPROVES COGNITIVE FUNCTIONS OF THE BRAIN

Eclipta alba (Bhringraj) demonstrates a significant improvement in the acquisition and retention of memory of the learned task as was seen by the increase in the percent avoidance responses, thus demonstrating nootropic activity. This probably may be attributed to the involvement of neurotransmitters since the building of memory is augmented only when the levels of neurotransmitters are attenuated on repeated administration of the extracts. There is ample evidence demonstrating that the central cholinergic system, serotonergic transmission and noradrenaline function play a vital role in the cognitive function of the brain.

(Journal of Ethnopharmacology 102, 23-31, 2005).



Treats Acute and Chronic Anxiety



Centella asiatica (Mandookparni) demonstrates anxiolytic effect in both acutely and chronically stressed experimental subjects. These effects could be mainly accounted by madecassoside and asiaticoside, suggesting a possible use of *Centella asiatica* for the treatment of both acute and chronic anxiety in the pathological state.

(Journal of Ethnopharmacology 143, 579-585, 2012)

SAFELY ENHANCES COGNITIVE PERFORMANCE IN THE AGEING WITH *Bacopa monnieri* (BRAHMI)

- Calms the mind, while promoting relaxation
- Increases intelligence while reducing anxiety
- Improves short and long-term memory
- Slows mental advances in ageing brain

(J. Altern complement med. Jul. 14(6):707-713, 2008)



Parameters	Drug arm	Placebo arm
Delayed recall score (Rey Auditory Verbal Learning Test (AVLT))	Enhanced	Unchanged
Assessing the ability to ignore irrelevant information (Stroop Task)	Enhanced	Unchanged
State-Trait Anxiety Inventory(combined state plus trait anxiety scores)	Decreased	Increased
Depression scale (Center for Epidemiologic Studies Depression scale (CESD)-10)	Decreased	Increased
Heart rate	Decreased	Increased
Blood pressure	No change	No change

REDUCES STRESS, ANXIETY AND TENSION

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EXCLUSIVE BENEFITS

- **RELIEVES ANXIETY & STRESS, REGULATES SLEEP CYCLE**
- **STRENGTHENS & TONES THE NERVOUS TISSUES**
- **IMPROVES CONCENTRATION & LEARNING ABILITIES**
- **COMPLETELY SAFE, NON-SEDATIVE, WELL TOLERATED & EFFECTIVE**
- **A POTENT ANTI-OXIDANT AND IMMUNOMODULATOR**

INDICATIONS :

- Loss of Memory & Concentration
- Sleeplessness Due to Stress
- Attention Deficit Hyperactivity Disorder in Children (ADHD)
- As an adjuvant in mild to moderate Nervous Disorders

DOSAGES:

Children – 1 teaspoonful thrice a day
Adults – 2 teaspoonful thrice a day
or as directed by the Physician.

Children-1 tablet twice a day
Adults - 2 tablets thrice a day or
as directed by the Physician.



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