



Focus Alert™ contains Neuravena™ a standardized extract of natural, wild green oats which boosts dopamine. Dopamine is a neuro transmitter in the frontal lobes of the brain that controls the flow of information from other areas of the brain. Dopamine helps with focus, memory, attention and problem-solving. Dopamine is responsible for determining what stays in the short term memory. Reduced dopamine concentrations in the prefrontal cortex are thought to contribute to Attention Deficit Disorder.

Levels of dopamine in the brain, especially the prefrontal cortex help in improving working memory. However, this is a delicate balance and as levels increase or decrease to abnormal levels, memory suffers.

Low D2 receptor-binding is found in people with social anxiety or social phobia. Some features of negative schizophrenia (social withdrawal, apathy, anhedonia) are thought to be related to a low dopamine state in certain areas of the brain

Dopamine also plays a role in pain processing in multiple levels of the central nervous system. Low levels of dopamine are associated with painful symptoms that frequently occur in Parkinson's disease.

Dopamine levels also decline as we age and this corresponds to a decrease in mental performance. Focus Alert® with Neuravena helps promote healthy levels of dopamine by inhibiting the monoamine oxidase-B (MAO-B) enzyme. Age-related decline in dopamine is largely caused by rising levels of MAO-B which makes us more prone to forgetfulness.

*Clinical studies (www.neuravena.com) demonstrated that 1,600 mg of the extract produced a 74% improvement on a standard test of mental acuity. 800 mg of the same extract supported mental processing time and speed. In other research, this extract exhibited support for cerebral vasodilator function, as well as endothelial function--- both of which play vital roles in brain health.

*Focus Alert® is your nature-derived, science-based go-to for mental sharpness, intense focus and cognitive precision.

RECOMMENDED DOSAGE:

FOCUS ALERT FOR KIDS (6 to 16 years old) - 2 Capsules at a time an hour prior to tests/ exams/ reviews and any mentally demanding activity. Take 1 capsule a day for maintenance.

FOCUS ALERT FOR ADULTS (17 years old and up) - 4 Capsules at a time an hour prior to any mentally demanding activity. Take 2 capsules daily for maintenance to support and help boost your short-term memory.

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