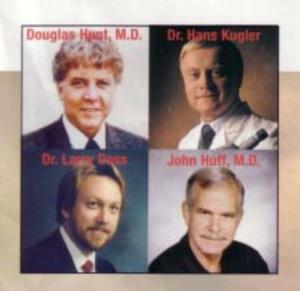
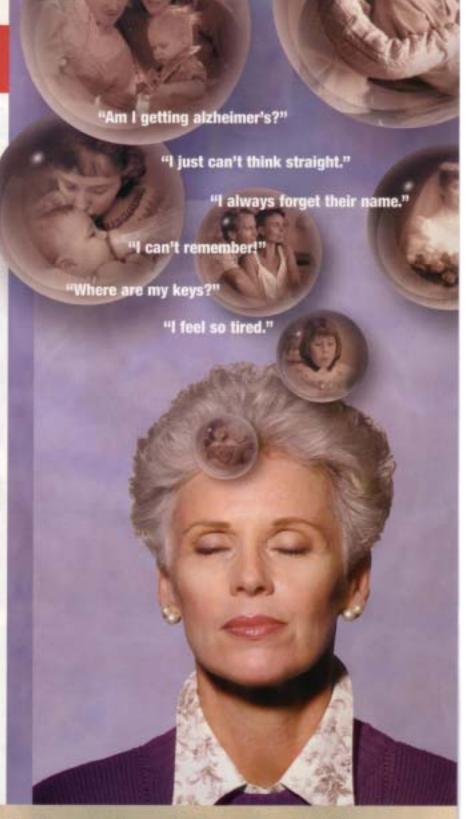
Natural Health Breakthroughs

Special Report on Fighting Memory Loss

Swiss Discovery Reverses Brain Fade at Any Age!

Recharge Your Mind and Memory with Secret Learned from Alpine Mountaineers



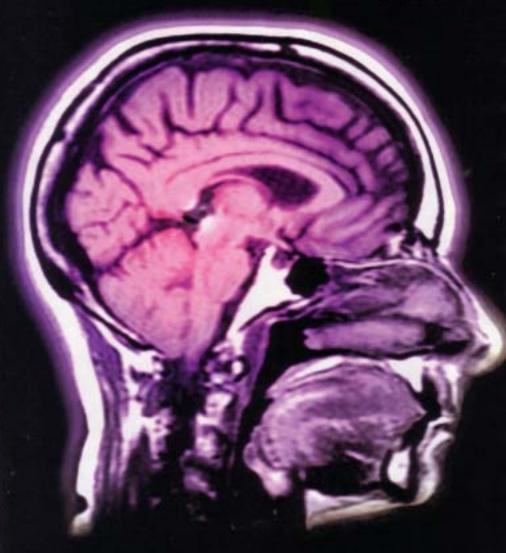


International Research Team Reveals the Natural Way to:

- Boost Blood Flow to the Brain!
- Increase Oxygen Absortion!
- Feel Better and Think More Clearly Than You Have in 20 Years!

Don't Let Aging Turn You Into a Brain-Dead Zombie!

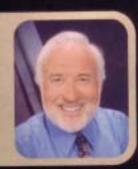
Now you can give your brain what it needs to prevent and end these scary symptoms of aging:



- ✓ fatigue
- memory loss
- ✓ fuzzy thinking
- ✓ insomnia
- ✓ speech trouble
- ✓ difficulty walking
- ✓ poor coordination
- ✓ depression
- ✓ dizziness
- ✓ anxiety

"The cause of memory loss and other types of mental deterioration is no longer a mystery! Scientists have proven that as you get older, you do start to lose your mind. The good news is that scientists now know what causes it and how you can stop it cold and have a sharp mind into very old age!"

-Dr. Ronald M. Lawrence



Amazing news from high in the Swiss Alps:

The Same Substance

That Prevents Altitude Sickness Can Also Keep You from Losing Your Mind!

A special report by four of the world's leading anti-aging specialists:

John Huff, M.D. Hans Kugler, Ph.D. Larry Doss, M.D.

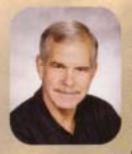


What is it about the Swiss that makes them look so happy and healthy?

What is it that makes them appear so active and alert?

Yes, what makes it physically possible for these amazing people to hike, ski and enjoy their magnificent mountains—even at the age of 60, 70, 80 and beyond?

Well, hang on to your ski cap! Because the answer is waiting in this special report.



"It is essential to provide nutritional support for the aging brain," says John Huff, M.D. "By neglecting this fact, you are simply asking for mental problems in the future. No one wants to spend their remaining years in a stupor, not being able to enjoy life and loved ones.

Everyone should be thankful scientists have discovered some of the causes of brain dysfunction and how to deter them."



Hans Kugler, Ph.D., bestselling author and editor of the medical journal Preventive Medicine Update, states: "I specialize in keeping on top of the latest breakthroughs in medical science. I'm frequently asked by people I meet (even doctors), "What do you take to stay so

radiantly healthy?' My answer is that I'm in optimum health for my age because I use the discoveries as they come along. To not do so would be foolish. Regarding mental health, my memory is very important to me, so I take these 19 brain nutrients every day."



Larry Doss, M.D., a specialist in Lancaster. Ohio, whose extensive research has been reported in international journals, says: "Numerous clinical trials confirm my experience with older patients suffering from memory and other mental problems. Most of them are deficient in these

19 nutrients but respond quickly with proper supplementation."



Douglas Hunt, M.D., a specialist in nutrition and author of the popular books No More Cravings and No more Fears, says: "A lot of mental problems could be deterred as people get older if they made sure to get the proper nutrients. BrainPower contains all the

nutrients proven to facilitate better mental function. I suggest that everyone over 50 consider taking it daily."

And here's why this information is important to you.

Because...

If you're over 50 years of age ...

If you're becoming more forgetful lately...

If you're worried that you might be losing your mental edge...

If you're terrified that senility, dementia and Alzheimer's are waiting for you just around the corner...

...what you're about to learn might spell the difference between leading a happy, active life or winding up a prisoner in some nursing home!

Don't believe us? Just consider these shocking facts:

The odds are 1 in 5 that you'll be afflicted by some kind of age-related mental decline in the years ahead.

Even worse, if you're 60 years or older, there's a 50% chance that you're already suffering from these serious symptoms:

- · Poor memory
- · Poor concentration
- · Lack of mental and physical energy
- · Inability to learn new things
- Depression or anxiety

Just remember, these symptoms are only the tip of the iceberg because 30% of all 60-year-old people will go on to develop Alzheimer's disease!

What's especially tragic is that your doctor can't always help you. In fact, these symptoms of age-related mental decline are so common that most doctors probably will just pat you on the back and tell you to accept your symptoms as part of growing older.

But accepting these statistics and symptoms as a normal part of aging is a huge mistake. Age-related mental decline is common, but it is not normal or inevitable. In a moment, we're going to tell you about an amazing substance that can:

- Restore mental sharpness
- ✔ Reverse memory decline
- Promote a youthful sense of well-being
- Make you think and feel like you were 20 years younger

In a moment, you're going to learn why many research doctors and medical scientists like ourselves are beginning to call this "natural wonder"...

...the most significant anti-aging development in over a decade!

But first, we'd like to spend a few moments talking about what happens inside your brain as you age.

Each brain cell, or neuron, is a highly complex communication center that is responsible for carrying critical messages to other neurons throughout the body. You cannot think or function without them.

Stretching from each neuron are tiny thread-like membranes called dendrites, which are like "telephone lines" that deliver the messages between each of the separate communication centers.

Unfortunately, as we age, we start losing the amount of neurons in our brains.

We lose 20% of our neurons during the last half of our lives.

According to a 1992 study by Dr. Selkoe, a world-renowned researcher at Harvard Medical School, we lose about 20% of our neurons during the last half of our lives.

Since then, other studies, like one reported in the Journal of Neuropathy and Experimental Neurology, suggest that these neuron losses are even higher, ranging from 15% up to 50%.

Imagine that! Over our lifetimes, we can actually lose up to half of our brain cells.

Is it any wonder that we slow down as we get older?

Why brain cells die

After years of study, researchers have concluded that brain loss mainly occurs because our neurons fail to get enough oxygen and blood.

You see, like all of our critical organs, a healthy brain requires a continuous and abundant supply of oxygen.

What's more, although your brain represents only about 3% of your total body mass, it requires 20% of the oxygen you breathe into your lungs.

And the only way for your brain to get that oxygen is from the blood that's pumped through your arteries and capillaries.

This means that the clogged arteries associated with aging do more than just threaten your heart. They also restrict blood flow to the brain and dramatically reduce the amount of oxygen needed for clear thinking and normal brain function.

However, here's the good news you've been waiting for:

Now, thanks to a remarkable discovery that comes from high in the Swiss Alps, you can actually promote blood flow to the brain after years of gradual clogging and reverse memory decline!

"Swiss secret" leads to anti-aging breakthrough

If you've ever been to Switzerland, you know how healthy the Swiss people look. There's a simple reason for this. With the Alps running through their small country, the Swiss are enthusiastic mountaineers and skiers who take every opportunity to enjoy high-altitude adventure.

High in the Swiss Alps, the periwinkle plant also has flourished for thousands of years. But what makes this fact especially interesting is that Swiss mountaineers have long known that ingesting certain extracts from this plant protects them from altitude sickness.

Just think of it: a cute, little, high-altitude plant that actually keeps you from getting altitude sickness!

For years, the idea has made perfect sense to the Swiss. They knew that periwinkle worked. But they didn't know exactly why.

However, over the last 20 years, scientists researching how various natural substances help slow down the aging process made...

...a surprising discovery.

Their work revealed that vinpocetine, a compound that comes from the periwinkle plant, not only counteracts altitude sickness, but also is extremely beneficial in stopping and reversing many of the symptoms of age-related mental decline.

And that's not all.

These same researchers also learned that one of the main reasons people get altitude sickness is the same thing that causes older people to experience mental problems—a lack of oxygen resulting from restricted blood flow.

Think about it. The symptoms are the same. A person who has altitude sickness experiences fatigue, dizziness and anxiousness. Speech is a problem, along with simple motor tasks. And remembering important things is difficult, if not impossible.

The important thing to remember is that these symptoms of altitude sickness are...

...the same symptoms associated with age-related mental decline!

As you can imagine, as the word about vinpocetine spread throughout the scientific community, researchers in Europe—where samples of vinpocetine were especially plentiful—began to further investigate this phenomenon.

After all, if vinpocetine can help climbers who experience altitude sickness due to a lack of oxygen, perhaps it could help elderly people suffering from memory loss, senility, dementia, Alzheimer's and other mental problems.

Vinpocetine stimulated brain circulation and also countered many mental problems.

In early experiments, scientists found that vinpocetine demonstrated some key benefits for brain health. Not only did it stimulate brain circulation, it also countered many of the mental problems commonly found among older people.

Over the past 40 years more than 100 different research studies have demonstrated the safety and beneficial effects of impocetine

In one study involving 203 patients with a variety of neurological disorders, after administering vinpocetine, the researchers saw.

...dramatic improvements in 86% of the patients.

In another double-blind clinical trial 22 elderly people with age-related mental decline were given vinpocetine. At the end of the trial, the patients were tested and scored using well-known geriatric tests, such as the Sandoz Clinical Assessment and the Mint Mental Status Questionnaire.

When the results were tabulated, the researchers found that

...mental function increased 77% within 90 days.

These incredible improvements show just how much vinpocetine can neit people who are already experiencing some kind of mental impairment.

But what if someone wanted to actually prevent the onset of mental decline?

Well, you! be happy to know that this natural brain outrient we've need talking about works even better in healthy individuals who are symptom free.

In one double-blind crossover study, healthy people showed an incredible improvement just one hour after ingesting vinpocetine. And that's not all.

In a specific short-term memory evaluation procedure called the Sternberg Memory Scanning Test, the test subjects taking vinpocetine...

...scored 50% better than those taking the placebo!

With its ability to "open up" the blood vessels in your brain and increase oxygen supply, vinpocetine is rapidly becoming the weapon of choice in the war against a wide range of aging problems.

In fact, after studying all of the research on vinpocetine that has been done to date, we have concluded that this nutrient...

...fights aging in 4 different ways:

- IMPROVES MEMORY by enhancing blood flow to the brain—even through clogged arteries and microvessels.
- RAISES ALERTNESS by "turning up" the supply of oxygen available to the brain.
- INCREASES MENTAL SHARPNESS by enhancing glucose metabolism, which provides more energy to the brain.
- BOOSTS ENERGY by fueling the production of ATP, the cell molecule that creates energy.

By now, you're probably thinking, "If vinpocetine is so wonderful, I should just take it and say goodbye to brain problems."

Well, we only wish that things were so simple.

The fact is that while vinpocetine attacks the main cause of age-related mental decline by enhancing blood circulation to the brain, your brain needs even more help to fight off other problems of aging.

Next, because your brain needs all the help it can get, we thought it would be useful to tell you about several other natural substances.

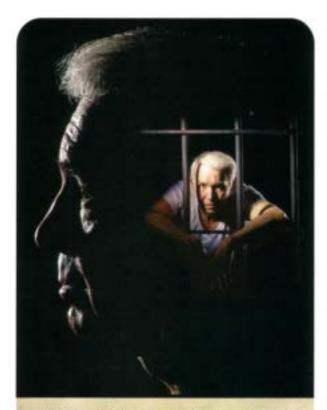
We've even given them a special name:

"Nature's Anti-Aging All-Stars"

Each of them have successful track records in stopping and reversing the kinds of mental aging problems that we all face—now or in the years ahead.



Age spots are known technically as lipofuscin. In the brain, lipofuscin forms a brown slime on the delicate neurons which decreases the ability of the brain to send vital electrochemical messages to other parts of the brain. As the slime thickens, memory declines and senility and dementia begin. Shown above is a section of neurons in the brain of a man who died from a stroke. He was extremely senile. As you can see, the brown slime thickly coated all the neurons.



Over 80% of all the people in nursing homes are there because of mental problems, such as senility, dementia, Alzheimer's disease and Parkinson's disease. Because people with mental dysfunctions have to be watched constantly, families who would normally care for their elderly loved ones at home can't because they have to work and can't watch them all the time.

Anti-Aging All-Star #1: Ginkgo biloba extract (GBE)

In addition to vinpocetine, another remarkable substance for improving memory comes from an extract obtained from the fruit and leaves of the maidenhair tree.

This extract, called GBE, helps get more oxygen to the brain by dilating the arteries, thinning the blood and enhancing its ability to carry oxygen.

To test the health benefits of GBE, Dr. G.S. Rai conducted a double-blind experiment on people from 50–89 years of age who had moderate to severe memory impairment. The results were spectacular. Those taking GBE recalled an amazing 46% more than those taking the placebo. They also answered memory questions almost 30% faster.

And the longer you take GBE, the better the results. Dr. B. Gessner found in his study that the quickness of recall grew faster and faster over a three-month period.

However, you don't have to wait three months for results. Dr. Herve Allain found that within one hour of taking GBE, patients in his clinical trials recalled 7% more than those taking placebos.

Stop brown slime from strangling your brain!

As we age, a brown substance called "lipofuscin" is deposited throughout our body. You may have noticed this in the form of brown age spots that appear on your skin.

But what most people don't realize is that these same clumps of lupofuscin also accumulate in the brain, where they have been shown to cause a wide range of age-related health problems.

When Dr. J.H. Dowson at England's famous Cambridge University studied the brains of people who had died at a similar age, he made a landmark discovery. Dr. Dowson observed that the brains of those without mental decline or dementia had an average of 44% fewer lipofuscin deposits than the brains of people with mental impairment.

The problem with these deposits is that they restrict the firing of neurons, as well as slow down and alter the electrochemical impulses. This causes memory loss, forgetfulness and mental confusion.

Over time, the lipofuscin eventually becomes thicker and completely coats the neurons in the brain, making the patient senile.

Anti-Aging All-Star #2: ALC

There are several natural substances that have been shown to reduce lipofuscin and improve mental functioning. Another one is ALC (or acetyl-L-carnitine). A number of studies with ALC have shown that this substance causes a significant reduction in lipofuscin accumulation. ALC also reduces the effects of aging on the entire body and improves its ability to function.

In a study of more than 250 elderly patients at the Department of Gerontology in the School of Medicine at the University of Modena in Italy, ALC supplementation resulted in significant improvements in multiple measures of different cognitive processes.

Even better, the benefits of ALC were found to be both immediate and long-lasting!

Anti-Aging All-Star #3: RRR

Typically, most people with a neurological dysfunction has a deficiency of RRR (or RRRalpha-tocopherol). This fact has been proven by many clinical studies.

For example, one test of elderly people showed that over 45% had significant RRR shortages.

In addition, Dr. A. Monji reported in *Brain Research* that animals fed RRR in their diets accumulated over 50% fewer lipofuscin deposits than animals not getting RRR.

Still other studies show that RRR can actually...

...slow the progression of Alzheimer's disease!

With natural substances like the ones we've been talking about, we hope you're beginning to see the light.

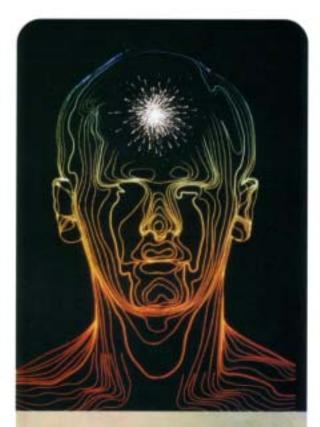
No longer do forgetfulness, memory loss and other age-related brain problems have to restrict the way you want to live your life.

And remember, there are more of these safe, natural substances just waiting for you to try. Which leads us to...

Anti-Aging All-Star #4: Tyrosine

The protein tyrosine stimulates the production of neurotransmitters and is often used, along with other drugs, by people suffering from Parkinson's disease. As you grow older, your ability to handle stress declines. Chaotic situations fluster you more than they used to. Why? Because stress drains your body of neurotransmitters.

At the Massachusetts Institute of Technology, Dr. Agharanya discovered that tyrosine



In the majority of people, plaque slowly accumulates in the arteries leading to the brain. As they get older, the volume of blood getting to the brain becomes less and less as the opening in the artery gets smaller. Oxygen and nutrients are held back by the restricted opening in the arteries. Then, various mental and memory problems begin showing up. If left uncorrected, senility, dementia and Alzheimer's disease can occur.

Recently, scientists found an amazing answer. A natural substance called GBE causes the arteries to stretch wider. It also thins the blood for easier flow and dissolves blood clots. Mental improvement begins within an hour.

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produced neurotransmitters that can help you calm your nerves and handle stress better.

Your ability to think clearly in cold weather also declines with age. But here again, tyrosine comes to the rescue.

Dr. David Shurtleff of the Naval Medical Research Institute conducted two studies on a group of soldiers. First, he measured mental agility after a 30-minute exposure to 25° F. After two days, he gave the men tyrosine and sent them into the cold again. Amazingly enough, both their mental agility and memory improved substantially after taking tyrosine.

Tyrosine also elevates your mood, relieves dizziness, normalizes blood pressure, improves your appetite, enhances your libido and...

...even beats the blues!

Dr. Eric Braverman reported a case in which tyrosine was especially successful. It seems that one of his patients had been chronically depressed for 12 years. He had prescribed many different kinds of antidepressants, but nothing really helped. Then he tried tyrosine.

Within a month, his patient's depression had disappeared completely. And since then, Harvard University researchers have also found that tyrosine is a natural way to help their depressed patients.

Anti-Aging All-Star #5: Pyridoxine

The final essential nutrient is pyridoxine. Studies show that people with memory problems often have a severe deficiency of this nutrient. This situation is largely due to the fact that it is extremely difficult to get adequate levels of pyridoxine through diet alone. Cooking and refining almost always eliminates it from food. Plus, many drugs destroy it in the body.

In the prestigious journal Psychopharmacology, Dr. J.B. Deijen reported the results of a double-blind study in which pyridoxine supplementation substantially improved the memory of patients over the age of 60.

Interestingly enough, many doctors have found that patients who are taking prozac or other antidepressants have a pyridoxine deficiency. But the good news is they all returned to normal after pyridoxine supplementation.

At this point, we'd like to remind our readers...

...why age-related brain problems are so dangerous.

Unlike your other organs, the brain is nearly impossible to repair once it is damaged.

Even worse, you can't replace brain cells once they die. When they're gone, they're gone, and with them goes some part of your normal mental function.

That's why you must do everything you can to protect all the brain cells you have. Without them your life will be slow, confusing and filled with frustration. Not only for you, but for those who must take care of you.

Luckily, an all-natural supplement is now available with everything you need to restore mental sharpness, reverse memory decline and promote a youthful sense of well-being for the rest of your life.

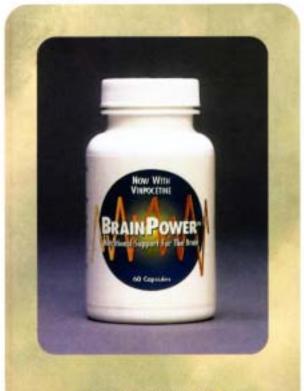
This exclusive formula, developed by Gero Vita International, a leading supplier of nutritional supplements, contains all of the natural breakthroughs we've talked about in this report.

The name of this formula is **BrainPower**. And here's what makes it so significant.

Now, in one convenient capsule, you can enjoy the benefits of:

- Vinpocetine—the "Swiss Secret" mentioned earlier.
- Plus all 5 "anti-aging all-stars"—GBE, ALC, RRR, tyrosine and pyridoxine.
- As well as 13 other natural brain energizers—vitamin C, vitamin B-3, pantothenic acid, L-cysteine, L-glutamine, L-phenylalanine, kola nut extract, thiamin, riboflavin, folic acid, cyanocobalamin, pyroglutamic acid and choline.

Mind you, nothing has been left out of BrainPower!



Your complete satisfaction is assured by a no-risk, 100% money-back guarantee.

If you are not pleased for any reason after trying BrainPower, Gero Vita will let you return the unused portion for an immediate refund of the item price.

No other formula that we know of offers so many natural nutrients, each selected for its safety and beneficial effects in dealing with a variety of age-related mental problems.

As doctors who have treated many patients suffering from the effects of aging, we know that **BrainPower** works!

However, since the patented **BrainPower** formula is not available in stores, there's only one way that you can get it. You must order **BrainPower** directly from Gero Vita—either by mail or by calling a toll-free number, which you'll find elsewhere in this report.

Boost your memory and sharpen your mind.

All you need is a little BrainPower!

(Many more testimonials are on file in our office.)



Thinking Is Not Fuzzy Anymore

"I have found that BrainPower reduced my blurry, confused state of thinking. I have noticed that the few times that I forgot to tuke it, my memory problems resurfaced, Also, I have more energy, and I'm not hothered by stress as much as before."

-D. Salvione, California



Stopped His Staggering

"I was a skeptic before I tried BrainFower, but now I'm a confirmed booster. I'm 90, and it not only improved my memory, but the biggest improvement was my balance. I used to stagger like a drunk. I can't thank you enough."

-M. Slade, Virginia



Doesn't Notice Stress Now

"Not only is my memory better, but I don't feel any stress. I sleep better and wake up full of energy—ready and anxious for the new day. Thanks for a great product."

-E. Duncer, California



Sex Is Delightful Again

"I feel better in every way since I began taking BruinPower, My memory is sharper. I have lower blood pressure and better circulation—even my vision is better. The best part is that sex is delightful again. Thanks a lot!"

- W. Williams, Idaho



Has Better Coordination

"I'm very pleased with BrainPower because I have much less dizziness and better coordination. I sense that my circulation has improved, and I know that my blood pressure is lower. Thanks."

-S. Davis, Florida



Broke Her Overeating Habit

"You probably won't believe this, but BrainPower has helped me break the habit of overeating. As I continue to lose weight, I feel better and better. At the age of 76, I really appreciate what this product is doing for me."

-R. Hosbrook, Ohio



Ringing In The Ears Decreased

"My husband and I would not be without BrainPower. We are more alert with substantially increased memories. We sleep better and have more energy. My husband has less ringing in the ears."

—J. Bangham, Colorado



It Does What You Promised

"I've been taking BrainPower for six months, and I recommend it to everyone. I would not be without it, I have better memory, feel less stress, more energy and alertness. Also, my blood pressure has dropped. Thanks for a product that does what it is supposed to without any side effects."

-F. Horman, Ohio



79-Year-Old Dentist Loves It

"My wife and I were amazed that even though we are both 79 years old, BrainPower has really improved our memories. I'm a dentist, and I still work three days a week, while my wife does charity work and manages our home."

—M. Johnson, California



Teased Him About Forgetfulness

"At 71, my employees began to notice that I was becoming very forgetful. I had trouble remembering customers' names and promises that I had made. Well, BrainPower sure changed all that. Your thorough research in developing your products paid off with BrainPower. I highly recommend it to everyone."

—J. Mastandrea, Pennsylvania



Became Different Person In Two Weeks

"It's incredible, but after only two weeks of taking BrainPower, I feel like a different person. I'm so much more alert, but sleep easily and better, and I wake up with loads of energy. Now, I can also remember things I was having trouble with before."

—J. Santana, Maine



Won't Ever Run Out Of BrainPower Again

"I ran out of BrainPower pills for two weeks, and you can be sure I won't do that again. I could really tell the difference. They make me feel better just generally, in addition to the clearer thinking. Thanks for a superb product."

-L. Carroll, Tennessee



Doesn't Nod Off At Wrong Times Now

"I used to frequently nod off during the day, especially during church services—which is very embarrassing. Now, since I began taking BrainPower, I'm more alert and have lots of energy. My memory has really improved."

-G. Heinz, California



Remembers Names Like She Was Young

"I used to see the old movie stars in TV movies and had trouble remembering their names. It really bothered me that I could not remember. Well, since I've been taking BrainPower, I can remember all their names. At 77, you really made a believer out of me."

-K. Alexander, New Mexico



Vision So Good She Doesn't Need Glasses

"At 82, I was really surprised to find anything that would improve my memory, but BrainPower has. Also, it has helped my vision tremendously because I can do needlepoint now without my glasses. You made a believer out of me. Thanks!"

-A. Baker, Florida



Used To Forget What He Was Talking About

"Thanks to BrainPower, I've stopped embarrassing myself. I used to forget what I was talking about in the middle of a conversation. That's scary, but thankfully it stopped when I started taking BrainPower. My shortterm memory generally is much better."

-R. Smith, New York



Memory Is Excellent Again

"My husband had a stroke which affected his memory; so now I have to remember for both of us. Thanks to BrainPower, my memory retention is excellent again, and I am more alert. It's a great product."

-P. Brown, Kansas



Doesn't Get Mentally Fatigued Anymore

"I've experienced some excellent rewards from taking BrainPower every day. Probably the most noticeable area has been in my career, where I have to engage in reading and discussion sessions. I used to get mentally fatigued, but not anymore. Thanks."

-E. Paul, North Carolina



Less Headaches And Depression

"There's not much question that I remember things better, however, the other benefits I received from BrainPower are amazing, such as less ringing in the ears, better hearing, less headaches and the loss of that depressed feeling. Thanks."

-L. Koenig, Minnesota



Memory Is Faster Than Her Co-Workers

"I've noticed at work that my memory is much faster than my co-workers who are around the same age as I. I've gone back to school, and I'm working on a degree. Having a better memory from taking BrainPower has really been wonderful when taking tests."

-K. Johnson, Michigan



Better In Every Way

"I appreciate the better memory I have since I started taking BruinPower, but it has also enhanced my total, overall well-being. I definitely don't want to ever be without it."

-T. Miller, Florida



Thankful To Be Alert Again

"After taking BrainPower a while, I have experienced quite a change in my memory. I've also noticed that I am very alert now. Thank you for a very fine product."

-J. Jones, Washington

Unconditional, 30-Day, Money-Back Guarantee!

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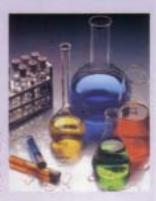
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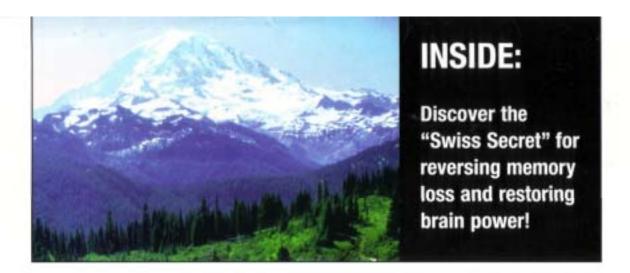
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