



# CogniAid™

Herbal Cognition and Memory Support\*



BRAIN/COGNITION+



CogniAid™ is an herbal formula designed to help support brain health, cognitive function, and memory.\* This product supplies herbs and botanical extracts that work through a variety of mechanisms, which includes helping to maintain proper balance of the neurotransmitter acetylcholine, a key factor in memory and learning.\* The ingredients in CogniAid™ also help support the function of the central nervous system, healthy neurons, and nerve impulse transmission (the way neurons communicate with each other).\*

Effective communication between neurons in the brain is crucial for memory, learning, mood, and behavior. This product provides compounds that may help neurons to properly send and receive messages which helps facilitate healthy cognitive function.\* CogniAid™ features a grape and blueberry extract blend, huperzine-A, American ginseng, ashwagandha, and Bacopa.

Huperzine-A (HupA), is a naturally occurring compound that inhibits the enzyme responsible for breaking down an important neurotransmitter, acetylcholine. Promoting retention of acetylcholine may help support memory, learning, and healthy transmission of nerve signals.\*

Grape and wild blueberry extracts contain many beneficial phytochemicals found in blueberries and grapes, including polyphenols, flavonoids, anthocyanidins, and resveratrol. These compounds have shown neuroprotective, antioxidant, and anti-inflammatory properties and may help support brain health.\* *Bacopa monnieri* has a long tradition as a nerve tonic in Ayurvedic medicine for supporting brain function, cognition and memory. Modern research supports the role of Bacopa in promoting healthy neuronal function and in promoting a normal inflammatory response and antioxidant status.\*

Ashwagandha has a long history of use in Ayurveda and traditional Chinese medicine, including its use as an adaptogen and to promote memory and cognitive function.\* Research supports its traditional use thanks to its effect on the enzyme that breaks down acetylcholine and its antioxidant, neuroprotective, stress modulating, and anti-inflammatory properties.\* American ginseng extract provides phytochemicals that may support cognition and brain health, including learning and memory functions through its effect on acetylcholine and its support for a healthy inflammatory response.\*

## Benefits\*

- Helps support brain health, cognition and memory
- Supports antioxidant status
- Supports normal neuron function and health

## Recommended Use

Take 2 capsules daily or as directed by your health-care practitioner.

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## Highlights

- 300 mg Bacopa leaf standardized to contain 20% total bacosides
- 300 mg Memophenol™ grape and wild blueberry extract
- 250 mg NooGandha™ ashwagandha extract to promote cognitive function\*
- 200 mg American ginseng extract
- 250 mcg Huperzine-A, which may help promote the retention of acetylcholine\*

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To contact Designs for Health, please call us at (860) 623-6314, or visit us on the web at [www.designsforhealth.com](http://www.designsforhealth.com).

Consult with your health-care practitioner about your specific circumstances and any questions you may have about this product.

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

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