

GET UP AND GROW & EVENING EVOLUTION

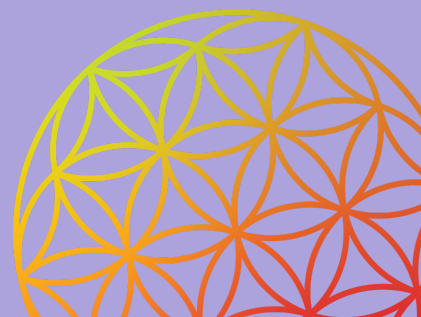


As a practitioner of mindfulness I aim to help people improve their personal health and wellness. The most common objective set with my clients is to seek balance; a physical, mental or spiritual balance. Self-development and self-improvement is a huge part of my work, but the mind and body are inextricably connected. Diet, nutrition and wellness are central to self-development and self-improvement. This balance is affected from the inside and from the outside; from the outside our balance is affected by our environment and by the relationships we have with others, whilst from the inside our balance is affected by the food that we eat.

It is for this reason that I have designed two supplements to help clients cultivate their health from within and find their balance.

The first one **“Get Up and Grow”** is to be taken in the morning. It contains nootropics: ingredients that have been found to enhance memory, learning, and cognitive performance. The word nootropic comes from the Greek words nous, meaning ‘mind’ and trepein meaning ‘bend’. I’ll go deeper into the research and history of nootropics later.

The second one **“Evening Evolution”** is to be taken in the evening, it favors relaxation, repair and rejuvenation. Restful sleep is essential for our body’s innate balance, for our immune system and for repair.



WISE IN DESIGN

Disease starts from a state of underlying imbalance, inherent in the name 'disease': a state of dis—ease. How do we bring ourselves back into a state of ease, or of general wellness? One powerful way is to tap into the systems of wellness dating back to ancient health gurus of the Far East, the wisdom of Ayurveda and Traditional Chinese Medicine (TCM), for inspiration. Ayurveda translates to "Wisdom of Life", it is the ancient healing tradition of India which teaches rituals with an aim to attain the ultimate balance, resulting in good health. TCM is thousands of years old, the core of which is also one of balance. Qi is the life energy; lack of a good diet, physical pain, or injury can cause a deficiency of qi. Exercise helps qi to circulate in the body, and nutrition helps to balance it. A defining factor of these ancient systems of health is their holistic nature whereby treatments bring benefit the brain, body and the mind.

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There are particular herbal compounds used in the Ayurvedic and TCM traditions that enhance memory, learning, and cognitive performance as well as benefiting the body and overall health. These ingredients are central to my "Get Up and Grow" supplement and will help you be your best self and perform at your best! They are known as nootropics.



NOOTROPICS: UNLOCK YOUR BRAINPOWER

Nootropics are compounds that can promote and enhance the health and performance of your brain, and can be found as nutritional supplements, pharmaceuticals and functional foods. They come in synthetic and in natural forms. The term, 'nootropic', was coined by a Romanian chemist and psychologist called Professor Corneliu Giurgea 1972. When Prof. Giurgea was working on a sleeping pill, he created a substance called piracetam, which he subsequently named a nootropic.i **Prof. Giurgea** defined nootropics as compounds that can improve and enhance cognitive brain functions.

WE ARE TALKING ABOUT FUNCTIONS SUCH AS:

- **Enhanced memory**
- **Improved focus**
- **Balanced and uplifted mood**
- **Increased motivation**
- **Improved attention**
- **Enhanced creativity functions**



Most of us can benefit from a boost of this nature, which is the reason many people turn to that all powerful morning cup of coffee! Caffeine stimulates our mental capacity but does so in a non-sustainable way. In fact, in small doses caffeine does show nootropic activities, but in larger doses the side effects and withdrawal symptoms associated with caffeine intake makes it unsustainable. This leads us to a key factor regarding nootropics, that a true nootropic not only boosts brain function, but also boosts brain health. They give the benefits without the unwanted side effects common with pharmaceuticals. Nootropics are not a new thing, and coming back to the earlier discussion on Ayurveda and TCM, medicinal plants with nootropic activities have been a part of these traditional healing systems for thousands of years.



GET UP AND GROW: UNLEASH YOUR POTENTIAL

What are some common nootropics

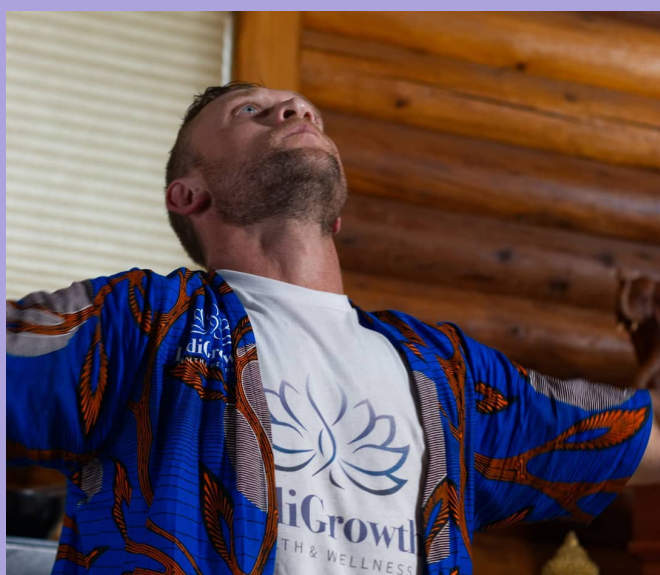
Here are some powerful nootropics, all of which are in our supplements:


- **Ashwagandha**
- **Bacopa Monnieri (Brahmi)**
- **Choline**
- **GABA**
- **Ginkgo Biloba**
- **Hericium Erinaceus (Lion's Mane Mushroom)**
- **L-Theanine**
- **Panax Ginseng**
- **Rhodiola Rosea**

Now let's talk in more detail about these nootropics and the other ingredients I have used in "Get up and Grow" and "Evening Evolution", along with the scientific studies backing these powerful nutrients.

"Get Up and Grow" contains 18 ingredients, all of which have been carefully chosen to help you function at your best every single day. The focus is upon enhanced performance and cognitive function.

These ingredients work in multiple ways to influence cognition; altering our mindset; brain repair and maintenance; enhanced learning and memory; and improved performance, referring to focus, decision making and speed.





Bacopa Monnieri is a medicinal herb also known as brahmi, which has been used for centuries in Ayurveda to improve intelligence and memory. It is one of the most widely studied nootropics. The active constituents of Bacopa Monnieri are called bacosides, which are powerful antioxidants. Scientific studies have identified numerous pharmacological activities of bacosides. In terms of brain function, a recent clinical trial supplemented 60 medical students with 150mg of Bacopa Monnieri for 15 days and found a significant enhancement to memory function. Other studies have noted improved attention and focus along with lowered anxiety.

Choline is essential for brain and cognitive function. It is the precursor of the neurotransmitter, acetylcholine, which plays an important role in memory function, learning and cognition. Age-related memory decline is thought to be related to the cholinergic system in the brain, and supplementing choline alongside other nootropics has been found to increase benefits to brain and cognitive function.


A scientific study on 2,195 participants measured the level of choline in the blood and found an association between higher choline levels and significantly improved memory and learning tasks.


Choline is also considered to be doubly beneficial when consumed with Bacopa monnieri, since both increase the level of acetylcholine in the brain whilst Bacopa monnieri also inhibits the breakdown of acetylcholine.

Cordyceps is a fungus that has been used for centuries in TCM as a tonic to restore health, reduce fatigue and boost strength. Cordyceps is a powerful antioxidant and immune-stimulant that is believed to increase longevity and improve memory.

Hericium Erinaceus is also a fungus, more specifically a mushroom, also known as Lion's Mane Mushroom. In form it resembles a lion's mane and has been used for centuries in TCM for its beneficial effects on the brain, heart and the gut.

This medicinal mushroom is rich in beneficial compounds such as beta-glucan polysaccharides, which are considered to have immuno-modulating and anti-cancer actions.^{xi} In terms of effects on the brain, the mushroom contains two special compounds that stimulate the growth and supports the strength of brain cells; they are known as hericenones and erinacines.





Ginkgo biloba and **ginseng** are medicinal herbs that have a long history of use in TCM and have been extensively researched for their numerous benefits to health, especially benefits to power, energy and brain function. There is much evidence that both herbs exert benefit on cognitive function in healthy individuals, with some studies showing that supplementing them in combination might enhance those benefits. Ginkgo biloba and ginseng are medicinal herbs that have a long history of use in TCM and have been extensively researched for their numerous benefits to health, especially benefits to power, energy and brain function. There is much evidence that both herbs exert benefit on cognitive function in healthy individuals, with some studies showing that supplementing them

in combination might enhance those benefits. Ginkgo biloba and ginseng have also been found to benefit physical performance and endurance. A recent scientific study on healthy men found that 6 weeks' supplementation with ginkgo biloba improved endurance and physical performance along with improving blood antioxidant capacity. Some trials have found similar benefits with ginseng supplementation, finding it effective in the reduction of fatigue in particular.

L-Theanine is an amino acid found in green and oolong tea that has numerous nootropic properties. L-Theanine increases levels of the neurotransmitters, gamma aminobutyric acid (GABA), serotonin, and dopamine, producing an energized yet calm mindset. Studies have shown that L-Theanine can improve mental alertness, attention and problem solving ability.^{xvi} It has a strong impact on mood balance, with studies having shown that it reduces anxiety by inhibiting neuron excitation in the brain.^{xvii} L-Theanine is also associated with a reduced risk of cognitive impairment, and might reduce the risk of dementia.

Our "Get up and Grow" formula also contains GABA, an amino acid that acts as a neurotransmitter in the brain that is commonly used to reduce stress and anxiety, both of which can weaken the immune system. A scientific study on healthy men undertaken in 2017 found that GABA supplementation significantly improved performance at temporal attention tasks.^{xviii} Improved temporal attention means enhanced learning and performance, meaning that our brain is functioning at its best.

Essential Vitamins for Immune System Enhancement

Our "Get Up and Grow formula is not only an extremely effective nootropic supplement it is also loaded with essential vitamins. Along with being a complete B Complex Multivitamin Get up and Grow is also loaded with Vitamin C and Zinc, making it a nootropic super super supplement which we feel is unrivaled in todays growing nootropic market.

Complex-B Multivitamin consists of a group of eight dietary vitamins that are essential for every aspect of brain function. Whilst each B vitamin plays a slightly different role in brain function, adequate levels of all are required for optimal physiological and neurological function.

Vitamin C can help with fatigue, giving you more energy and supporting your immune system to function at its full capacity. Vitamin C is utilized in the brain as a cofactor for the conversion of dopamine to norepinephrine, although it is thought to have other functions in the brain relating to its antioxidant status.

Zinc also plays a role in immune function, as well as being important for metabolism, for growth and development, and for your digestion and nerve function. Zinc plays a role in brain function, regulating communication between cells in the brain



EVENING EVOLUTION: REST AND HEAL

In order to function at our best, our body needs to rest and recover. This recovery process requires certain key nutrients, but also requires quality sleep, a strong immune system, as well as resilience.

When we speak of resilience, we are talking of our body's ability to adapt to daily challenges and to maintain balance. Physiologically we are talking about our autonomic nervous system, within which we have two opposing actions; the sympathetic nervous system, associated with the 'fight or flight' mechanism, or stress response; and the parasympathetic nervous system, associated with relaxation, digestion and regeneration.

Many of our necessary daily activities are sympathetic activities, such as working hard, maintaining relationships, managing finances. These activities can increase levels of the stress hormones, cortisol and adrenaline. Chronic activation of the sympathetic nervous system can lead to imbalance and health problems as well as being detrimental to rest, healing and digestion.



Our “Evening Evolution” formula is designed to facilitate quality rest and to enhance cellular healing, but also to increase resilience and enable your body to better deal with stressors, and to balance your autonomic nervous system. These ingredients can be split into two categories; ingredients which enhance and maximize recovery; and ingredients which support resilience.





MAXIMIZING RECOVERY

Oxidative stress and free radicals are known to be detrimental to human health, yet they are a part of our everyday life. We are exposed to oxidative stress as a result of our diet, lifestyle, exercise, and our environment, with pollution and radiation both being unavoidable sources.

Oxidative stress is particularly damaging to brain health, which is why we have included two powerful antioxidants in our “Evening Evolution” formula: vitamin E and hydroxytyrosol.

Hydroxytyrosol is a phenolic compound found in olive oil, and is one of the most powerful antioxidants. One of the reasons that the Mediterranean diet is so healthful might be because it is rich in olive oil and phenolic compounds like hydroxytyrosol.

There is increasing literature to show that hydroxytyrosol counteracts oxidative stress in the brain and is therefore considered to be supportive of brain health. Not only is it a strong antioxidant itself, but supplementation with hydroxytyrosol appears to significantly increase endogenous vitamin C levels.

Vitamin E is also an antioxidant and free radical scavenger and is considered important for the health of the central nervous system as well as playing a protective role against oxidative damage throughout the body, and in brain tissue.

Vitamin A also plays a role in supporting cognitive processes. It is thought that the vitamin modulates plasticity in the brain, and therefore improves memory function. Vitamin A also supports recovery and healing through its role in the maintenance and repair of myelin, which is the layer that forms around nerves in the brain. Maintaining the integrity and repair of myelin helps to facilitate efficient communication within the brain.

Milk Thistle is a herbal supplement which plays an active role in repair and regeneration. Silymarin, the active ingredient in milk thistle, has antioxidant, antiviral and anti-inflammatory properties. It is particularly beneficial for the liver, protecting cells against damage along with stimulating the repair of liver tissue.

The liver is an immensely important organ in the body in terms of repair and regeneration, being responsible for detoxification along with being central to metabolism, energy production and the breakdown of fats. In addition to its benefit to liver health, recent studies suggest that silymarin is also a neuroprotective agent, meaning that supplementing with this herb also benefits brain health.

Our **“Evening Evolution”** formula also contains three amino acids, all of which play an important role in the repair and regeneration of cells. **L-arginine, L-ornithine and glycine** are involved in muscle synthesis and stimulate the release of human growth hormone (HRH). HRH works to maintain, build and repair tissue throughout the body, including in the brain. HRH stimulates healing in muscle tissue, and hence L-arginine, L-ornithine and glycine are popular supplements with athletes and bodybuilders wanting to increase muscle mass, gain strength and improve their performance. Glycine and L-arginine are used in the body to make creatine, which is another important element in muscle strength and energy.

RESILIENCE



For our **“Evening Evolution”** supplement we have chosen two powerful nutrients to improve resilience and to help with stress reduction; rhodiola rosea and ashwagandha. Stress stands in the way of deep restful sleep and is therefore detrimental to repair functions in the body.

Rhodiola rosea is considered both a nootropic and an adaptogenic herb. It is used to reduce fatigue, improve concentration and memory, but also for boosting mental performance and resistance during times of stress. This adaptogen influences the activity of neurotransmitters in the brain, increasing serotonin and norepinephrine. It is also believed to support neurogenesis, and hence supplementation with rhodiola rosea could improve brain function and mood balance, as well as improving mindset and motivation.

One 2012 study found that supplementing individuals suffering from stress symptoms with 200mg of rhodiola rosea twice a day for 4 weeks resulted in significant improvements to the stress related symptoms and quality of life of participants.

Ashwagandha is considered to be one of the most important herbs in Ayurveda, with a long history of use as an adaptogen, helping the body adapt to stress and increasing vitality. There is much research supporting the use of ashwagandha as an effective supplement for combating stress. Ashwagandha is also a powerful antioxidant and studies have found that supplementation with this herb can increase muscle mass and strength.^{xxvi} It is also considered to have neuroprotective effects, immuno-modulatory effects as well as rejuvenating effects.



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