



CHANGE YOUR THINKING

Feel Calm. Be Decisive. React Quickly.

Society demands consistent, high-level performance – physically, emotionally and intellectually.

EliteNeuro™ is clinically proven to provide dual-action cognitive and mood support.

Powered by Zembrin®, a patented plant extract that impacts prefrontal cortex performance and boosts serotonin levels without the adverse withdrawal side effects associated with conventional therapies (eg. Ritalin). Enhance decision-making, impulse control and strategy formation PLUS increase processing speed. Reduce feelings of anxiety and insecurity. Minimize stress and associated irritability. Perfect for those looking to become more elite thinkers: students, professionals and adults with cognitive impairments (ADHD, autism, etc).

Medicinal Ingredients:

Each capsule contains Zembrin® providing:
Sceletium (*Sceletium tortuosum* (aerial parts) extract)25 mg
Extract 2:1 equivalent to 50 mg of dried Herb Top, Standardized to 0.4% Alkaloids

Non-medicinal Ingredients: vegetable capsule (Hypromellose), microcrystalline cellulose, magnesium stearate, colloidal silicon dioxide.

Directions for Use: Adults: Take one capsule daily. Use for a minimum of 3 weeks to see beneficial effects.

Warnings: Consult a health care practitioner if symptoms persist or worsen. Do not use if you are pregnant or breast-feeding. Consult your health care practitioner prior to use if you are taking anxiolytics, MAO inhibitors, antidepressant medications (e.g. selective serotonin reuptake inhibitors (SSRI)), or phosphodiesterase type 4 (PDE4) inhibitors. Do not use if seal is broken. Keep out of reach of children. Store in a cool dry place to preserve freshness.

Free from soy, gluten, egg, wheat, fish, shellfish, peanuts, nuts and preservatives. Non-GMO.



 **innoviteHEALTH™**
Restaurez. Réparez. Réclamez.
www.innovitehealth.com

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ELITENEURO™ IS CLINICALLY PROVEN:

Cognitive Support:

- Helps cognitive flexibility
 - Decision-making
 - Impulse control
 - Strategy Formation
- Helps enhance executive function
 - Judgement
 - Initiative
 - Goal-oriented behaviour
- Helps enhance processing speed
- Improve concentration

Mood Support:

- Relieve stress
 - Anxiety
 - Worry
 - Insecurity
- Reduce irritability

TARGET AUDIENCE: Adults seeking cognitive performance including students and professionals; adults with mood disorders and cognitive impairments (ADHD, autism, etc).

HOW IT WORKS: Powered by Zembrin®, a patented plant extract derived from controlled cultivation of an elite selection of South African *Sceletium tortuosum* herb. It increases levels of PDE4 which impacts prefrontal cortex performance PLUS boosts serotonin levels without the adverse withdrawal side effects of conventional medicines (eg. Ritalin). Developed by a team of physicians and neuroscientists, it is backed by scientific and clinical validation: clinical and efficacy studies; in vivo and in vitro safety data; and 300 years of published historic indigenous and colonial plant use. The product has been awarded the first ever Export and Bioprospecting permit by the South African Government in recognition for socially responsible and environmentally sustainable practices.



First ever San Council seal of approval: Citation for Zembrin's Social Responsibility

Namaqualand shepherd with Sceletium plant: Custodian of 300 Years of tradition



ECOLOGICALLY SUSTAINABLE

- **1st ever export permit** from South African government, full compliance under the Biodiversity Act
- **International best practice benefit-sharing agreement** with South African San Council
- **Endorsement** by indigenous people with the exclusive use of their trademark for a Sceletium product
- **Biodiversity leadership** hailed at UN Nagoya conference by Minister of the Environment
- **Ecologically sustainable** plant production & cultivation, to EU and Global GAP
- **Reliable supply chain and validated QC** through own propagation & production

HOW TO ORDER

Product	Description	Size	WHL	SRP	Unit Width (cm)	Unit Depth (cm)	Unit Height (cm)	Unit UPC	Case Width (cm)	Case Depth (cm)	Case Height (cm)	Case Weight (kg)	Case UPC
BR10316	EliteNeuro™	30 v-caps	\$ 20.95	\$ 34.95	5.5	5.5	10	6 26712 10316 9	27.0	20.5	13.0	1.0	106 267 12 10316 6

orders@innovitehealth.com

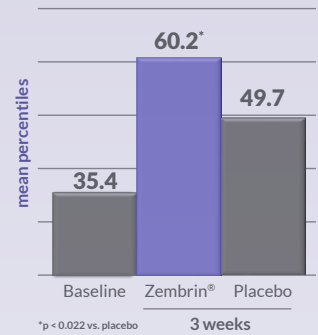
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POWERED BY: **Zembrin®**

COGNITIVE SET FLEXIBILITY

- Ability to shift attention between two or more tasks and the ability to adapt to rapidly changing directions and intelligently utilize the information.
- Necessary for **decision-making impulse control** and **strategy formation**.

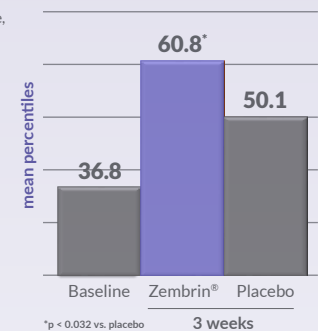


Chiu et al. 2014

CNSVitalSign® has been used for testing neurocognitive function by over 5000 clinicians in 52 countries.

COGNITIVE FUNCTION

- Refers to exercising initiative, proper judgment, discipline and the ability to operate in favor of an abstract reward.
- Spontaneous **ability to take action** and **goal directed behaviour**.



Chiu et al. 2014

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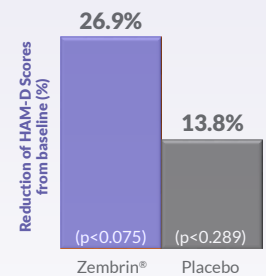
HAM-D SCORE

'Gold Standard' to assess severity of depression and response to therapy in clinical research.

RESULTS

Reduction of stress and improvement of mood manifested through:

- Statistically significant improved quality of sleep
- Less fatigue
- Enhanced work performance
- Enhanced interest in daily activities
- Less irritability, worry and insecurity



CLINICAL RESEARCH PUBLISHED

A Randomized, Double-Blind, Parallel-Group, Placebo-Controlled Trial of Extract *Sceletium tortuosum* (Zembrin) in Healthy Adults. Haylene Nell, et al, The Journal of Alternative and Complementary Medicine, Volume 18, Number X, 2013, pp. 1-7.

Proof-of-Concept Randomized Controlled Study of Cognition Effects of the Proprietary Extract *Sceletium tortuosum* (Zembrin) Targeting Phosphodiesterase-4 in Cognitively Healthy Subjects: Implications for Alzheimer's Dementia. Simon Chiu, et al, Hindawi. Publishing Corporation Evidence-Based Complementary and Alternative Medicine, Volume 2014, Article ID 682014, 9 pages.

Acute Effects of *Sceletium tortuosum* (Zembrin), a Dual 5-HT Reuptake and PDE4 Inhibitor, in the Human Amygdala and its Connection to the Hypothalamus. David Terburg, et al, Neuropsychopharmacology (2013), 1-9 & 2013 American College of Neuropsychopharmacology.