



CogniSure™

Support for Healthy Brain Aging and Cognition♦



With CogniSure, your patients can begin supporting their brain health today to help stay mentally sharp.♦

Patient Benefits:

Research shows that CogniSure's colostrum-derived, proline-rich polypeptide complex:

- ▶ Supports healthy cognition in adults♦
- ▶ May help maintain the stability of beta-amyloid, a substance whose breakdown appears to be associated with certain aspects of normal brain aging♦
- ▶ Inhibits lipid peroxidation and induced production of nitric oxide, both of which are associated with the generation of free radicals♦
- ▶ Provides DNA-protective activity♦
- ▶ Increases the average lifespan of cells and animals♦
- ▶ Influences certain cytokine pathways that can impact mechanisms of normal aging♦
- ▶ Provides protective benefits when ingested three times per week♦ (see reverse for specific recommendations)



A clear and bright future starts with healthy brain function.
Ensure your patients will get there with CogniSure.♦

CogniSure™ — A New Path to Healthy Brain Aging♦

The Unique Mechanisms Behind CogniSure

Liberating the body's natural pharmacy for healthy brain aging

CogniSure is an all-natural, proline-rich polypeptide complex derived from bovine colostrum (the first milk after birth). Developed through a proprietary extraction and purification method, the isolated concentrate from the whole colostrum allows the full biological activity of these peptides, maximizing the potency of their biological effects. In scientific studies, this unique complex has demonstrated greater bioactivity than plain colostrum.

CogniSure's colostrum-derived, proline-rich polypeptide complex has displayed numerous mechanisms that support healthy brain aging. These include protecting against many free radicals, influencing certain cytokine pathways, and maintaining the stability of beta-amyloid—a substance naturally present in the brain that can become modified in the aging process (Figures 1 and 2). These mechanisms may account for observed positive clinical outcomes in patients.♦

FORMULA

Each Tablet Supplies:

Proline-Rich Polypeptide Complex 100 mcg
(from colostrum)

Ingredients: Fructose, sorbitol, Dutch processed cocoa, natural chocolate flavor, stearic acid, proline-rich polypeptide complex (milk), natural flavor, silica, and licorice extract. Contains: milk.

Recommendations: Chew one tablet, allow to dissolve in the mouth, and swallow. Take every other day for three weeks, discontinue for two weeks; repeat this dosage cycle.*

Form: 30 Chewable Tablets Per Box

*Based on human clinical research.

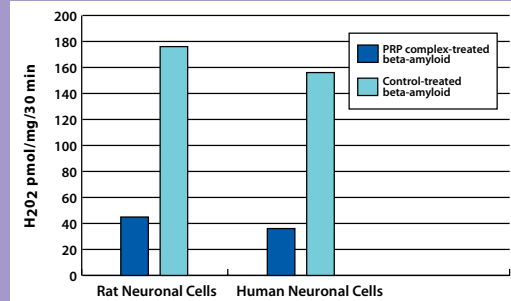
Recommend CogniSure for patients concerned with healthy mental capacity affected by♦:

- Cognitive function
- Cardiovascular health
- Smoking or alcohol use
- Sedentary lifestyle
- High-fat diet
- Diet low in fruits and vegetables
- Excess body fat
- Advanced age

Call your Metagenics Representative or
Customer Service to Order

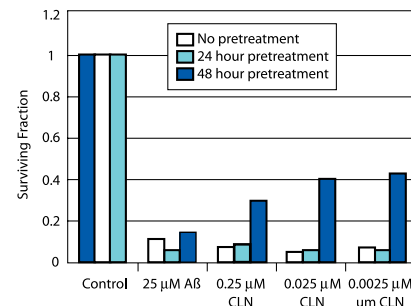
East Coast **800-638-2848**, Chicago **847-438-9420**,
Canada **800-268-6200**, all other areas **800-692-9400**

Figure 1: Proline-rich polypeptide complex positively influences mitochondrial function in beta-amyloid-induced neuronal cells.♦



Proline-rich polypeptide complex is shown to modulate beta-amyloid-induced reactive oxygen species (H₂O₂) production more effectively than control-treated-beta-amyloid in human and rat cells. Mitochondrial H₂O₂ production has been linked to cellular aging processes, neurological health, and cognitive function.♦ (Boldogh et al.)

Figure 2: Effect on beta-amyloid stability with pretreatment of the proline-rich polypeptide complex.



In cell research, the proline-rich polypeptide complex was shown to maintain the stability of beta-amyloid.♦ (Schuster et al.)

References

Boldogh I, Kruzel ML. Colostrinin™: an oxidative stress modulator for prevention and treatment of age-related disorders. *J Alzheimers Dis.* 2008;13:303-321.

Bacsi A, Woodberry M, Kruzel ML, Boldogh I. Colostrinin delays the onset of proliferative senescence of diploid murine fibroblast cells. *Neuropeptides.* 2007;41(2):93-101.

Billkiewicz A, Gaus W. Colostrinin (a naturally occurring, proline-rich, polypeptide mixture) in the treatment of Alzheimer's disease. *J Alzheimers Dis.* 2004;6(1):17-26.

Boldogh I, Kruzel M, et al. Colostrinin increases the lifespan and neurological performance in senescence accelerated mice. Presented at 8th International Conference of Alzheimer's and Parkinson's Diseases, Salzburg, Austria; March 2007; Poster Session 3 (1893).

Boldogh I, Liebenthal D, Hughes TK, et al. Modulation of 4HNE-mediated signaling by proline-rich peptides from ovine colostrum. *J Mol Neurosci.* 2003;20(2):125-134.

Gladkevich A, Bosker F, Korf J, Yenkovyan K, Vahradyan H, Aghajonov M. Proline-rich polypeptides in Alzheimer's disease and neurodegenerative disorders—therapeutic potential or a mirage? *Prog Neuro-Psychopharmacol Biol Psychiatry.* 2007; doi:10.1016/j.pnpbp.2007.06.005.

Leszek J, Inglot AD, Janusz M, et al. Colostrinin proline-rich polypeptide complex from ovine Colostrinin—a long-term study of its efficacy in Alzheimer's disease. *Med Sci Monit.* 2002;8(10):193-196.

Schuster D, Rajendran A, Hui SW, Nicotera T, Srikrishnan T, Kruzel ML. Protective effect of Colostrinin on neuroblastoma cell survival is due to reduced aggregation of beta-amyloid. *Neuropeptides.* 2005;39(4):419-426.

Zablocka A, Janusz M, Macala J, Lisowski J. A proline-rich polypeptide complex and its nonapeptide fragment inhibit nitric oxide production induced in mice. *Regul Pept.* 2005;125(1-3):35-39.

Zablocka A, Janusz M, Rybka K, Wirkus-Romanowska I, Kupryszewski G, Lisowski J. Cytokine-inducing activity of a proline-rich polypeptide complex (PRP) from ovine colostrum and its active nonapeptide fragment analogs. *Eur Cytokine Netw.* 2001;12(3):462-467.



These certifications for Good Manufacturing Practices demonstrate the Metagenics commitment to purity and quality.

♦ 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.