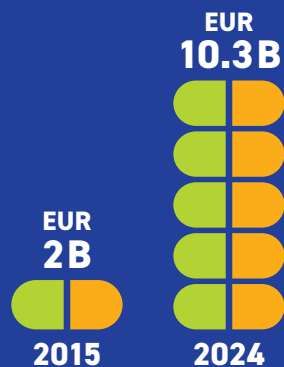


# Safe, Natural Ingredient Clinically Proven to Support Cognitive Health

## The Growing Cognitive Health Supplement Market

The global cognitive health supplement market was valued at:



Expanding at a CAGR of **19.6%** from 2016 to 2024.<sup>1</sup>

Consumers seek cognitive health supplements that assist with:



Memory enhancement



Attention & focus



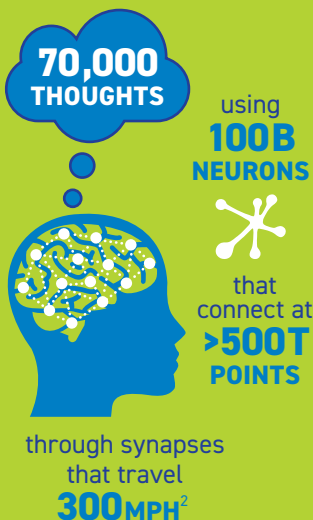
Sleep



Longevity & anti-aging

## Cognitive Health and Aging

Every day the brain processes about:



As people age:

- Parts of the **brain shrink** (as much as **25%** by 80 years old<sup>3</sup>)



- Mitochondrial quality declines and efficiency **decreases**



- Communication between neurons can be **reduced**

## MGCPQQ and Cognitive Health



MGCPQQ activates **mitochondrial function** and increases mitochondria. Studies show it can have anti-aging effects and support brain function.



Taking MGCPQQ for **8 weeks** may reduce confusion, anxiety and depression, and **improve vigor**.<sup>4</sup>



Taking MGCPQQ for **24 weeks** may:

- Increase memory recall
- Reverse the decline in cognitive function
- **Improve** other higher brain functions like **spatial awareness**<sup>5</sup>



MGCPQQ has the potential to **improve working memory**—complex cognitive tasks such as learning, reasoning, and comprehension.

1. <https://www.prnewswire.com/news-releases/global-116-billion-brain-health-supplements-market-to-2024-300517802.html>

2. <https://healthybrains.org/brain-facts/>

3. <http://www.sciencemag.org/news/2011/07/incredible-shrinking-human-brain>

4. <http://humanclinical.org/biopqq>

5. <http://humanclinical.org/biopqq>

MGCPQQ is the only supplement of its kind registered on the European Union List of Novel Food Ingredients. For more information visit [www.mgcpqq.eu](http://www.mgcpqq.eu).

Every effort has been made to ensure that the information contained in this material is reliable and has been verified. The information is intended for a professional audience in a non-commercial context only.