



AIM GinkgoSense™

Good nutrition plays an important role in nervous system maintenance. AIM GinkgoSense helps maintain neuro health, especially in regard to memory, concentration and vision.

These nervous system disorders can be quite frightening, and they are often associated with the aging process: dementia, Alzheimer's disease and macular degeneration. However, they are possible to combat.

DHA

DHA (docosahexaenoic acid) is an essential fatty acid (EFA). EFAs are called "essential" because we must obtain them from diet. DHA is an omega-3 fatty acid commonly found in fish oil.

EFAs are necessary for good health, and DHA is a well-known key to a healthy nervous system. It is the building block of the brain – 60 percent of the brain is fat, and DHA is the most abundant fat in the brain and the retina. It plays a role in the structural development of retinal, neural, and synaptic membranes. DHA is essential in communication between the brain and nervous system. It plays a role in the cell membrane. Without DHA and other fatty acids, communication within this system can break down or become less effective.

The body's ability to synthesize DHA, which is limited in all people, may decline with age. We get some DHA in our diets, but vegetarians might get less. Rich sources of DHA are red meats, animal organs and eggs.

Research indicates that low levels of DHA may be involved in a number of health problems relating to the nervous system.

Depression

A study published in the *American Journal of Clinical Nutrition* presents research indicating that omega-3 fatty acids, specifically DHA, may reduce the risk of depression. The authors associate the increase in depression in the past century with the decline in consumption of DHA. They also note that there are lower rates of major depression in societies that consume large amounts of fish, a key dietary source of DHA.

Dementia and Alzheimer's disease

In 1997, a link between low levels of DHA and Alzheimer's disease and memory loss was

Key Benefits and Features

- Helps maintain neuro health
- Helps maintain cardiovascular health
- Improves brain function, memory, concentration, and mental clarity
- Helps maintain healthy vision
- Improves blood flow to the extremities
- Standardized extracts for consistent results
- Powerful antioxidants
- Synergistic effect – ingredients work together to improve each other
- 30 capsules

the subject of a conference at the New York Hospital–Cornell Medical Center's Nutrition Information Center. Among the findings was that a low level of DHA is a significant risk factor for dementia and Alzheimer's disease.

The Japan Functional Food Research Association has also investigated DHA and dementia. They note that those with senile dementia achieved positive results when taking DHA.

Vision

DHA is also the major fat in retinal tissue. It plays a strong role in the photoreceptor cells, suggesting an essential role for DHA in vision. DHA deficiency in laboratory animals was associated with a decrease in proper vision.

In a recent study, researchers found that frequent consumption of fish appeared to protect against late age-related macular degeneration.

Bilberry

Bilberry (*Vaccinium myrtillus*) supports a healthy nervous system. It was bilberry jam that first spurred medical interest in this fruit. During the Second World War, British and American fighter pilots hailed bilberry jam as a secret weapon for improved night vision.

Bilberry contains bioflavonoids, which help remove harmful chemicals from the retina, and phytochemicals, which help stabilize the capillary walls and maintain the integrity of the retina.

Lutein and zeaxanthin

These are the only carotenoids found in the eyes – in the macula and the lens. Recent studies have found that diets rich in lutein and zeaxanthin may play a role in reducing the risk of age-related macular degeneration and cataracts – two problems related to the aging process.



Macular degeneration

Age-related macular degeneration (AMD) is the leading cause of legal blindness among the elderly in the United States. In AMD, the retinal tissue breaks down. It is the retina that converts light into the electrochemical energy needed to produce vision.

Those with the greatest risk for AMD tend to have lower amounts of lutein and zeaxanthin in the eyes. A large epidemiological study reported that increased consumption of lutein and zeaxanthin reduces the risk of AMD.

A 2000 study showed that lutein supplementation increases macular pigment – this is important because macular pigment may protect against AMD. The study also notes that “Some observational studies have shown that generous intakes of lutein and zeaxanthin, ... are associated with a significant reduction in the risk for cataract (up to 20 percent) and for age-related macular degeneration (up to 40 percent).”

Cataracts

There have been three epidemiological studies looking at the correlation between dietary lutein and zeaxanthin and the risk of cataracts. These found a trend toward reduced risk of cataracts and cataract surgery with increased intake of lutein and zeaxanthin.

Lutein and zeaxanthin absorb near-to-UV blue light, potentially the most damaging light that reaches the retina. As antioxidants, they inhibit the formation of free radicals – this is important because the eye is rich in fatty acids that are easily attacked and damaged by free radicals.

Ginkgo

Ginkgo biloba is an herb with a 5,000-year history in Chinese medicine. *Ginkgo biloba* extract (GBE) has been studied since the 1950s and shows positive results for what is known as “cerebral insufficiency,” which is a collection of symptoms that includes difficulties in concentration and memory, absent-mindedness, confusion, lack of energy, tiredness, decreased physical performance, depressive mood, anxiety, dizziness, tinnitus, and headache. The German Commission E – a group of physicians, pharmacists, and toxicologists – notes that GBE does lead to an improvement in memory performance and learning capacity.

This is largely due to its effect on circulation. Ginkgo increases blood flow to the extremities and the brain, so the brain gets more oxygen and glucose, explaining why there is significant improvement.

GBE also has antioxidant properties that counteract free radicals, a cause of dementia.

The *Journal of the American Medical Association* (JAMA) reported that GBE may be beneficial in the treatment of Alzheimer’s disease. In 1998 and 1999, analyses of previous ginkgo studies noted that ginkgo does positively affect cognitive functions to some degree. A more recent study looked at ginkgo and dementia. The abstract notes that “In comparison to the baseline values, the placebo group showed a statistically significant worsening in all domains of assessment, while the group receiving GBE was considered slightly improved on the cognitive assessment and the daily living and social behavior.”

Recently, GBE is showing promise with intermittent claudication, a cramp-like pain that flares up while walking. It is caused by narrowed arteries in the legs, usually from plaque buildup that reduces the blood supply to the muscles. A meta-analysis shows that GBE increases pain-free walking distance.

AIM GinkgoSense

GinkgoSense combines ginkgo biloba, bilberry, lutein, zeaxanthin, and DHA in a synergistic product to maintain your neuro health.

How to use

- Take 1 capsule per day. Best taken on an empty stomach.
- Close tightly after opening and store in a cool, dry, dark place. Do not refrigerate.

Q & A

Who should use GinkgoSense?

Anyone concerned with preserving mental acuity and vision as they age and with maintaining their overall neurological health should consider using GinkgoSense.

Is there anyone who should not use GinkgoSense?

Pregnant and nursing women as well as children should not take GinkgoSense. Consult a health practitioner if taking a blood thinner or undergoing surgery. Do not use if you have wet macular degeneration.

Can I take GinkgoSense with other supplements or medications?

You may take GinkgoSense with other products.

Are there any side effects?

Very seldom, cases of stomach or intestinal upset, headache, or allergic skin reaction have been reported by some people taking ginkgo.

Why does GinkgoSense contain gelatin?

GinkgoSense contains a microencapsulated gelatin beadlet of fish oil that is made from both bovine and porcine. This beadlet protects the fish oil from degradation. The outer hard shell capsule is vegetarian.

Distributed exclusively by:

