



**Zembrin®**

# HELP THEM GET LOCKED & LOADED IN THEIR WORKOUTS

PEAK PERFORMANCE

**Zembrin® can help reduce stress, elevate mood and enhance focus for people who want to take their training to the next level.**

## **Why Zembrin?**

- Experiential (feel the benefits)
- Fast-acting
- Clinically-studied
- Extensive safety testing
- Multi-Patented
- Seed-to-shelf quality control
- Non-GMO
- Ethically-sourced

Motivation is considered by many to be the single most important element of any training program. If you're not out there, you're not improving. At the same time, loving every minute of training, every day can be a challenge. Training requires focus and overcoming the stresses of everyday life. That's where adding Zembrin to your sports formulation can help.

Zembrin® is a standardized and clinically studied extract of *Sceletium tortuosum*. With a demonstrated dual mechanism of action, Zembrin is fast-acting, demonstrated effective and experiential for the user. With Zembrin you can help your customers get and keep their brain in the game.

**Zembrin. Take your sports formulation to the next level.**



# THE LONGEST ROAD DOESN'T HAVE TO FEEL SO LONG

A growing body of evidence suggests that stress has an impact on exercise and athletic performance – particularly in the areas of motivation, concentration and focus. Today, tens of thousands of athletes and body-builders are turning to Zembrin to help address the issues of concentration and mood in sports performance.

Zembrin is a unique opportunity for your sports nutrition formulations: an experiential and **fast-acting** botanical extract where users actually **feel** its benefits and experience enhanced mood, concentration, and relief from stress.

## Clinical

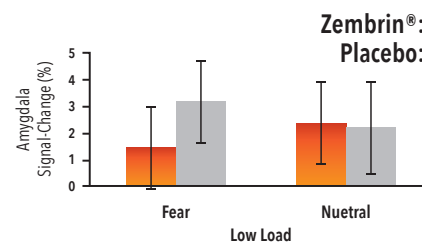
Zembrin has been demonstrated to improve cognitive function – both cognitive flexibility and executive function – in a 2011 clinical study. In that study, a positive effect of Zembrin on mood was noted. A 2014 double-blind placebo-controlled crossover trial using functional MRI (fMRI) technology showed that 25 mg of Zembrin reduced anxiety-related activity of the amygdala and its associated circuitry within 2 hours of administration. These results provide the first evidence for the areas of brain where Zembrin acts, and confirmation of the potential for Zembrin to help in the management of stress.



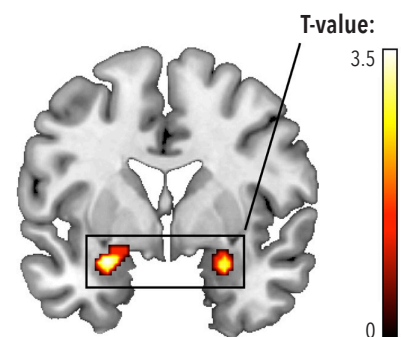
## Scientific & Regulatory

Zembrin has a patented phytochemical profile and a patented dual mechanism of action, with demonstrated activity on both 5-hydroxytryptamine (serotonin) and phosphodiesterase-4 (PDE4) pathways. In addition to discovering novel molecular mechanisms of action for Zembrin, the scientists have also studied Zembrin's effects in vitro and in both acute and sub-chronic clinical trials. Zembrin has self-GRAS status in the USA, and has been granted a license from the Natural Health Products (NHP) Directorate of Health Canada. This allows Zembrin to be marketed in Canada as support for cognitive functioning in healthy adults.

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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.

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