

# Interceuticals

# Better Memory™ Brain Supplement\*

**A**s we are living longer than any previous generation it becomes even more important to protect our memory and cognitive functions to ensure our quality of life as we age.\*

The most up to date brain research finds that cognitive decline or mild cognitive impairment (MCI) with normal aging is closely associated with inflammation in the brain. While normal inflammation protects us, chronic inflammation may damage brain neurons, memory, and cognitive capabilities.\*

To protect our brain, most importantly, we need to systematically reduce the source of inflammation through lifestyle measures such as regular exercise, healthy diet, and adequate sleep. In addition quality nutritional support with well formulated, clinically tested supplements can help. This is where **Interceuticals Better Memory™** a tested brain supplement can help to support your cognitive health.\*



## Ingredients

Interceuticals Better Memory key ingredient, patented Theracurmin® Curcumin, has superior characteristics than standard curcumin which has extremely low bioavailability (poorly absorbed by the human body). Developed by nanotechnology, Theracurmin Curcumin is **100X smaller in particle size, and has 27X higher bioavailability** in humans as compared with standard curcumin. Its superior ability to penetrate interstitial endothelium, to reach peak blood concentration within 2 hours, and to pass through the brain blood barrier readily, allows the full release of the healing power of curcumin.\*

Better Memory also contains the Interceuticals Proprietary Neuroprotective Herbal Extract Blend to support cognitive health benefits. This specifically formulated blend is designed to **help deliver faster results through its circulatory benefits**.\* Sichuan Lovage rhizome extract and Cinnamon bark extract have been used for centuries in Traditional Chinese Medicine for improving blood circulation, blood flow to the brain and central nervous system, and improving cognitive functions.\*

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## BENEFITS at a Glance

Interceuticals Better Memory improves the following cognitive functions when taken as directed:

- Short-term memory (the working memory)\*
- Long-term memory (Memory storage)\*
- Focus and concentration\*
- Clarity and clearer thinking\*
- Memory recall and retrieval\*
- Visual and verbal learning\*
- Mood balance\*

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# Frequently Asked Questions

## How should I take Better Memory?

- Suggested use: Take 1 capsule twice daily, with or without food.

## When will I start to notice memory benefits?

- The UCLA study reported significant improvements in memory and brain structure after using Theracurmin® Curcumin (90mg x 2 daily) for **18 months**.\*
- With Interceuticals Better Memory brain formula, you may experience meaningful memory benefits after **6-months** (1 capsule twice daily).\*
- You may notice cognitive benefits within **3-months** if you add one capsule of **Interceuticals Better Memory PM™**, a nighttime brain supplement specifically formulated to improve mitochondrial biogenetics, memory, and sleep quality.
  - **How to order:** Order 3 Better Memory and 1 Better Memory PM, this makes a complete 90 day supply.
  - **How to use:** In the morning, take 1 Better Memory and at bedtime, take 1 Better Memory **and** 1 Better Memory PM.
- Better Memory is not a caffeine-based formula; therefore, it takes time to deliver the brain and memory benefits. The good news is that while you are waiting to experience the cognitive improvements, your whole body will enjoy the formula's healthy **inflammation response** benefits. You, your brain and your body have nothing to lose.\*
- Individual results may vary.\*

## How will I know Better Memory is working for me?

- To measure your memory and cognitive functions subjectively, pay close attention to initial changes which could be very subtle. It may be helpful to assess your progress by asking yourself if you've noticed changes in any of the following:
  - Focus and concentration
  - Mental clarity, thinking or brain fog
  - Word recall and retrieval
  - Ability to multi-task
  - Ability to remember shopping items or chore lists
- Each person's cognitive experience is unique – please see user reviews.

## What other measures can I take to support my cognitive health?

- Do whatever you can to reduce inflammation systematically in the body, including daily exercise, a healthy, nutritionally-balanced diet, managing mood and stress, and getting adequate sleep.\*

## Is Better Memory safe to use?

- Yes. Better Memory key ingredient Theracurmin Curcumin and the herbal extracts all have a long safety record, and are tested for heavy metals.
- Better Memory is manufactured in a USA-based manufacturing facility that adheres to cGMPs (current Good Manufacturing Practices) as certified by NSF, the world's leading public health and safety organization. The prestigious NSF certification verifies that the manufacturer of Interceuticals supplements has the proper manufacturing procedures, testing methods, and controls in place for meeting or exceeding quality standards in the production of dietary supplements.

## Should I continue to take my other supplements with Better Memory?

- Yes, Better Memory is an herbal supplement beneficial to brain health. It should be part of a daily regimen that includes regular exercise, a balanced healthy diet and adequate sleep.\*
- While you are taking Better Memory PM, you should stop taking other supplements containing melatonin.

## Can I take Better Memory with my prescription drugs? Does it have any side effects?

- While the ingredients in Better Memory have long safety records, as with any dietary supplement, if you are taking a prescription medication, pregnant, nursing, or have a medical condition, discuss with your healthcare professional before using the product.
- Dietary supplements are not a replacement or substitute for prescription medications.

## Can I take Better Memory if I'm vegan or vegetarian? Is Better Memory gluten-free? Is Better Memory non-GMO?

- Yes. Better Memory is vegan; it is free of all animal products and by-products. It contains NO artificial colors, flavors, sweeteners or preservatives.
- Better Memory is Gluten-Free and is free of the following allergens: NO soy, milk, wheat, eggs, peanuts, tree nuts, fish, and crustacean shellfish.
- Better Memory is made with non-GMO ingredients; it is derived from sources of ingredients that have not been genetically modified.

## Do you offer auto-shipment?

- Yes. Auto shipments offer a better value, and they are hassle-free. We make it easy for you to cancel or reschedule.

## What is your refund / return policy?

- We provide a 90-day refund policy for unopened bottles.

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# Reviews

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**AARP HEALTH BULLETIN (MAY 2018)** reported UCLA Study with Theracurmin® Curcumin: “We have new insight into why older adults in India have a lower prevalence of [age-related brain health concerns]: The secret is in the (curry) sauce. Curcumin, the [healthy inflammatory response] substance that gives curry its vibrant [yellow] hue, improves brain health. Researchers at the University of California, Los Angeles, found memory and attention improvements in adults ages 51 to 84 who consumed 90 mg of [Theracurmin] curcumin twice daily for 18 months. PET scans showed healthier brains too. “When you cook with it,” Isaacson says, “you can absorb it and have a lot of it over your lifetime — and it probably protects the brain.” Don’t want to eat curry every day? You can also try a highly absorbable supplement such as Theracurmin (curcumin), which was taken by subjects in the UCLA study and, Isaacson says, is likely even more effective than (standard) curcumin.”

After approximately four months of taking Better Memory, I have started to feel a very slight difference in my memory. I find that in stressful business situations, not only am I able to come up with the right word at the right time more frequently; but more importantly, I seem to have a clearer view of the big picture and how to act within it.\*

**-JY, SCREEN WRITER**

I began taking Better Memory and Better Memory PM about a month ago with little expectation but a lot of hope. About a week ago, a song I had written a decade ago, and can never remember, because it is so wordy, came popping back into my mind. I was able to sing 70% of it! Since then, other songs have reappeared on my mental hard drive. I know that words and music travel through different neural pathways, and I am assuming that these amazing supplements are addressing one before the other. I am truly excited to see what will happen in the months to come.\*

**-JC, PERFORMING ARTIST**

After taking Better Memory and Better Memory PM supplements for a month or so, I have a vague, but distinct feeling that it is doing me some good. For instance, I remembered the names of all my students (30), and I’ve had a sense of well-being and fewer bad back days. This morning, I noticed an improvement in my breathing and lung functions.\*

**-MF, HEALTHCARE PROFESSIONAL**

After menopause, I clearly noticed a decline in my memory. Here are a few examples: Last year I missed two payroll deadlines which were clearly marked in my calendar. Another time I suddenly forgot the code to enter my own office. These few examples left me both worried and terrified. After taking Better Memory for 6 months, I started to notice some REAL differences. My thinking is much clearer; I no longer depended on the calendar to remember daily tasks; I feel I am as efficient and organized as I used to be. Pretty amazing stuff.\*

**-JW, BUSINESS OWNER**

After taking Better Memory and Better Memory PM for about one month, I think it may be doing some good. I seem to have better word and name recall when in conversation. I’d like to keep at it.\*

**-DH, WRITER**

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# Research

## USA Clinical Study Results – UCLA 2018 Memory Study

The study was conducted at **University of California Los Angeles (UCLA)**, led by **Gary Small, MD**, Director of UCLA Longevity Center, Director of Geriatric Psychiatry Division at Semel Institute for Neuroscience and Human Behavior, and published in the *American Journal of Geriatric Psychiatry* (2018 26:3, 266-277).

This long-term (18 months) double-blind, placebo-controlled trial, using **Better Memory** key ingredient **Theracurmin® Curcumin (90 mg twice a day)** in healthy individuals, as well as those with normal age-related mild cognitive impairment (MCI), showed **statistically significant cognitive benefits including positive brain PET scan results.\***

The study length was specifically chosen based on the researchers' previous experience showing that **18 months is the required time-period needed to observe meaningful changes in the structure of the brain**. Theracurmin Curcumin was the curcumin of choice due to its superior absorption into the bloodstream and higher bioavailability 27X when compared against standard curcumin.

Study participants: 40 healthy and normal age-related MCI men and women between the ages of 51 and 84. Cognitive outcomes were measured using the following neurological instruments:

- **Buschke Selective Reminding Test (Buschke SRT)**
  - To test verbal memory
    - » Consistent Long-Term Retrieval score
    - » Total Recall score
    - » Long-Term Storage score
- **Brief Visual Memory Test – Revised (BVM-T-R)**
  - To test visual memory
- **Trail Making Test – Part A**
  - To test attention and focus capabilities
- **Beck Depression Inventory**
  - To test mood and self-reported occasional depression
- **FDDNP PET Brain Scan**
  - To detect brain structural changes

### Cognitive scores at the end of the 18-month study:

The researchers reported **significant improvements** in the following areas in the Theracurmin Curcumin-treated group:

- **Average 28% increase in memory functions\***
- Short-term memory\*
- Long-term memory\*
- Long-term memory storage\*
- Visual memory and recall\*
- Attention and focus\*
- Mood balance\*

**There were no improvements in the placebo group.**

### FDDNP PET Brain Scan imaging results:

- FDDNP PET Brain Scan is a patented brain imaging technology developed at UCLA, used for detecting specific bindings of beta amyloid and tau protein in various regions in the brain.
- The scan results show healthier brain structures in the Theracurmin Curcumin-treated group but not in the placebo control group.\*

**Conclusion:** The researchers concluded that a daily oral dose of Better Memory key ingredient Theracurmin Curcumin at 90 mg twice daily led to **significant memory and attention benefits.\***

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## More Details on Understanding the UCLA Research Results

### The Cognitive Measurements Used in the UCLA Memory Study

- **Buschke Selective Reminding Test (SRT)** is a standardized measure of verbal learning. Study subjects are asked to immediately recall 12 words presented verbally. Subjects are then presented with the words subjects were not able to recall until all 12 words are recalled without prompts twice or until prompts were presented 12 times.
  - Buschke SRT is a sensitive cognitive measure that can predict future cognitive functions related to aging as shown in previous research.\*
  - Buschke SRT results can be tabulated in several ways to measure different aspects of cognitive functions.
- **Long-Term Memory** was measured by the **Consistent Long-Term Retrieval Score** which is the number of words the subject recalls without prompts. The Theracurmin® Curcumin-treated group showed significant improvement ( $p=0.002$ ), while the placebo group show no improvement ( $p=0.8$ ).\*
- **Short-Term Memory** was measured by the **Total Recall Score** which is the total number of words recalled over the 12 trials. The Theracurmin Curcumin-treated group showed significant improvement ( $p=0.002$ ), while the placebo group showed no improvement ( $p=0.5$ ).\*
- **Long-Term Memory Storage** was measured by the **Long-Term Storage Score** which is the number of words recalled on two successive trials without prompts, indicating the ability to commit new information into long-term memory storage. The Theracurmin Curcumin-treated group showed significant improvement ( $p=0.04$ ), while the placebo group showed no improvement ( $p=0.98$ ).\*
- **Brief Visual Memory Test-Revised (BVMT-R)** measures **Visual Memory**. BVMT-R Recall was improved in the Theracurmin Curcumin-treated group ( $p=0.01$ ) but not in the placebo group ( $p=0.8$ ). BVMT-R Delay was improved in the Theracurmin Curcumin-treated group ( $p=0.006$ ), but not in the placebo group ( $p=0.8$ ).\*
- **Attention and Focus** were measured by the **Trail-Making Test Part A**: the Theracurmin Curcumin-treated group improved their score ( $p=0.0001$ ), while the placebo group did not ( $p=0.1$ ).\*
- **Mood Balance** as measured by the **Beck Depression Inventory** was improved in the Theracurmin Curcumin-treated group ( $p=0.04$ ) but not in the placebo group ( $p=0.6$ ).\*

### FDDNP Traced PET Brain Scan Results:

- The Theracurmin Curcumin-treated group had healthier brain structures at the end of 18 month study as compared to the beginning of the study. Such benefits were not observed in the placebo group\*

## Background about Curcumin, Its Cognitive Benefits and Limitations

- **Curcumin**, a polyphenolic compound, is the major yellow-orange pigment of the spice turmeric. Turmeric is widely used as both a food (yellow curry), and an important ingredient in managing health issues related to the whole body in general and the joints, heart, liver, and brain specifically. It has been used for thousands of years by practitioners of Ayurvedic and Chinese Traditional Medicine. In recent years, curcumin has been the subject of numerous scientific and clinical studies as a dietary supplement for promoting a healthy inflammatory response.\*
- **The discovery of curcumin's potential cognitive benefits**
  - The first epidemiological study uncovering curcumin's cognitive benefits was published in 2000; it compared the onset and rate of normal cognitive decline in people over 70 years old in India and USA. The study found that people living in a region in Northern India had 75% lower rates of normal cognitive decline compared to people living in a town in Pennsylvania USA. Researchers determined that diet and lifestyle likely played significant roles in this stunning difference. Due to its traditional use as an anti-inflammatory in Ayurvedic medicine, curcumin, found in yellow curry, a staple in the Indian diet, was identified as the possible source of this remarkable difference.\*
  - In 2006 the Singapore Institute of Mental Health, part of the Ministry of Health, published the results from a survey of 1,010 people of various ethnicities, aged 60-93, about their curry consumption habits as related to their cognitive function status. The survey found that those who frequently consumed yellow curry, not green or red curries, had significantly higher cognitive scores and lower rates of age-related cognitive decline (as measured by Mini-Mental State Examination).\*
- Researchers thereafter have accumulated data showing the positive health benefits of curcumin on brain function. The potential mechanism of action for curcumin on these cognitive benefits may derive from:
  - Healthy inflammatory response\*
  - Powerful antioxidant protection\*
  - Healthy modulation of certain age-related proteins in the brain\*
- **The limitation of curcumin as a supplement – low bioavailability!**
  - Although epidemiologic and research data are promising for curcumin's cognitive benefits, it is very clear that most of us won't start to eat yellow curry every day; therefore, taking curcumin as a dietary supplement is appealing.
  - However, curcumin's powerful healthy benefits are seriously hindered by the fact that standard curcumin powder supplement has very poor bioavailability- meaning it is difficult for our body to absorb curcumin. One study showed that when a person ingested 12 grams of standard curcumin (that's 24 capsules at 500 mg per capsule), only trace amount of curcumin was detected in the person's blood (90 ng/ml, 1 ng is 1/1000000 mg).
  - Because of curcumin's poor bioavailability, published studies using standard curcumin powder have yielded inconclusive results regarding its cognitive benefits. One example was a 12 month placebo-controlled clinical study conducted by Rainey-Smith SR, et al (Br. J Nutr. 2016 115:2016-2113) which showed no cognitive improvements between the groups taking a standard curcumin powder and the group taking a placebo.

Researchers concluded that curcumin's potential powerful health benefits were hindered considerably by its low absorption and bioavailability. In another words, a majority of the curcumin taken as a standard curcumin powder is secreted by your body – yielding no to little health benefits. **Now you know why Theracurmin Curcumin's 27X higher bioavailability matters!**

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