



**ZAZZ®** is a food supplement based on **BRAIN NUTRIENT**, a blend consisting of extracts of eleutherococcus root, green tea leaves, ornithine alpha-ketoglutarate and maple sugar, with inositol and ginkgo biloba extract, useful for psychophysical support and to relieve anxiety and stress.



- ▲ **FOCUS & CONCENTRATION**
- ▲ **MENTAL RELAXATION**
- ▲ **PSYCHOPHYSICAL ENERGY**
- ▲ **MEMORY SUPPORT**

ACTIVE INGREDIENTS	Quantity per dose (1 stick)
<b>"BRAIN NUTRIENT"</b> Eleutherococcus (Eleutherococcus senticosus, Rupr. et Maxim) root, d. e., tit. 0,4% Eleutherosides (B + E) + 5% saponins; Alpha-ketoglutaric acid (from ornithine alpha-ketoglutarate); Green tea (Camellia sinensis L.), leaves d.e. Tit. 98% total polyphenols + 40% EGCG; Maple sugar	2798,27 mg
<b>INOSITOL</b>	460 mg
Ginkgo (Ginkgo biloba L.) leaves d.e. Tit. 24% Ginkgoflavonglucosides; 6% Ginkgolides A, B, C and bilobalide	80 mg

**DOSAGE:** 2 sticks per day

**HOW TO USE:** Pour the orosoluble granules (1 sachet) directly on the tongue without using water, twice a day, preferably after main meals

**PACK SIZE:** 40/10 sticks



**VEGAN**



**GLUTEN FREE**



**CAFFEINE FREE**



**LACTOSE FREE**



**HIGH QUALITY  
RAW MATERIALS**

## Scientific evidence

### Observational study on 70 people

An observational study was conducted on 70 volunteers for 15 days to evaluate:

ENERGY LEVELS

SLEEP QUALITY

MEMORY

PSYCHOPHYSICAL PERFORMANCE

The subjects were given an evaluation questionnaire to be filled out after taking 2 sachets per day for 15 days.

#### RESULT

ENERGY LEVELS WERE INCREASED 26%

SLEEP QUALITY WAS IMPROVED 30%

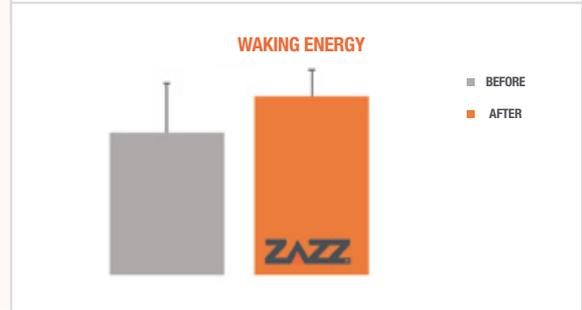
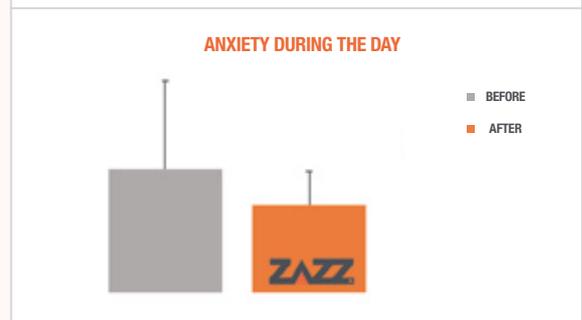
SENSATIONS OF ANXIETY DURING THE DAY WERE REDUCED 29%

NUMBER OF SUBJECTS INVOLVED: **70**

DAILY DOSE: **2 STICKS**

STUDY DURATION: **15 DAYS**

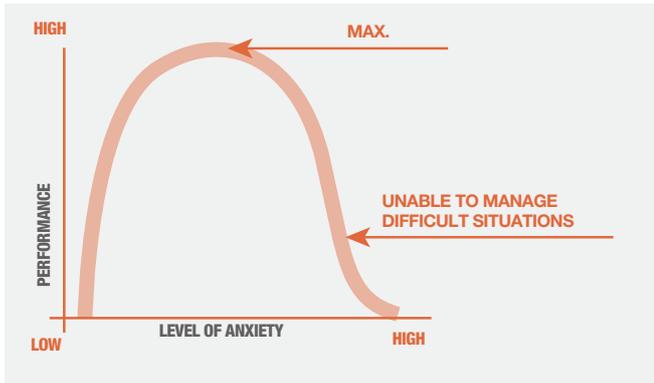
SUBJECT AGE: **22/55 YEARS**



### The evil of the century

Anxiety and stress are common conditions in today's society, particularly in the workplace, so much so that the WHO has defined stress as "the evil of the century". Stress can present in a multitude of different ways including fatigue, depression, headaches, panic attacks, anxiety, insomnia, weight changes, and more. According to a recent study by Assosalute, 85% of Italians showed stress-related disorders in the last semester.

### Anxiety / Stress, performance and manifestations in the body



The effects of anxiety on performance can be represented by a curve. When the level of anxiety increases, performance efficiency increases proportionally, but only up to a certain point. If anxiety increases further, performance is reduced. Before the peak of the curve, anxiety is considered adaptive, because it helps the subject prepare for a crisis and improves physical condition. After the peak of the curve, anxiety is considered non-adaptive, because it causes problems and compromises the physical condition.

The main manifestations of anxiety and stress affecting the body are:

- ▼ FEELINGS OF ANXIETY
- ▼ LACK OF ATTENTION
- ▼ DEPRESSED MOOD
- ▼ MUSCLE TENSION
- ▼ SLEEP DISORDERS

The blend of components is the product of scientific research by the Swiss pharmaceutical company CONTRAD SWISS.

### Also in the ZAZZ formula:

**INOSITOL** is a compound with a structure similar to glucose found in foods such as cereals, corn, meat, citrus fruits and legumes. It is considered a pseudo-vitamin, and is also known as vitamin B7 (or B8).

As it is involved in numerous physiological biochemical processes, its supplementation is useful for the **proper functioning of various parts of the body**, including the **central nervous system** with particular reference to the **management of anxiety and panic**.

**Ginkgo leaves (e.g., Ginkgo SELECT)**. A complex which is used in central nervous system problems such as dizziness, headaches, or anxiety. Ginkgo is also used to combat cognitive decline, as well as concentration and memory deficits, particularly those caused by peripheral arterial occlusive disease.

#### BIBLIOGRAPHY

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- 4 Ikram H. et al., Neurochemical and behavioral effects of green tea (*Camellia sinensis*) as observed in animals exposed to restraint stress, *Pak J Pharm Sci*. 2017 Mar;30(2):487-492.
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- ▲ GOOD NIGHTTIME REST
- ▲ PSYCHOPHYSICAL RELAXATION
- ▲ MENTAL WELLBEING
- ▲ MOOD TONE
- ▲ ENERGY / TONIC

### GREEN TEA

Rich in theanine which mainly affects the central nervous system giving clarity and focus.

The catechin content gives green tea a stimulating effect on the central nervous system. Studies show efficacy in combating decreases in lucidity and cognitive ability, mediated by the blockade of adenosine receptors and the inhibition of phosphodiesterases. By blocking these receptors, catechins seem to increase the release of neurotransmitters such as dopamine.

#### Effects on stress

Preliminary clinical studies show that taking 300 mg of green tea per day orally for 7 days reduces stress and instead increases calmness compared to placebo in healthy subjects.

### ELEUTEROCOCCUS

The main effects contrast the symptoms of asthenia, such as fatigue and weakness. It is considered a tonic/adaptogen as it is useful for improving the physiological response to physical and mental stress.

- ▲ CEREBRAL FUNCTIONALITY

### ORNITHINE ALPHA-KETOGLUTARATE (AKG)

Endogenous metabolic involved in several fundamental metabolic and cellular mechanisms such as the release of energy. Due to its centrality in cellular mechanisms, the presence of the molecule at the right doses in the body is particularly important and affects the synthesis and functionality of tissues such as bone, muscle and obviously the brain.

### MAPLE SUGAR

Provides immediate energy without raising the glycaemic peak.