

# PHOSPHATIDYL SERINE

YOUR  
HEALTH  
PROFESSOR



- Assists in Neurotransmission
- Helps reduce cortisol production
- Promotes healthy mood and memory
- Keeps neural cells well nourished and fluid

#### References

- 1.) *Phosphatidyl Serine (PS) Promise for Athletic Performance*, Edmund Burke and Thomas Fahey; Keats Publishing 2000, USA.
- 2.) *Prescription for Natural Healing*, Balch, Phyllis and Balch, James; Avery/Penguin Publishing 2000, USA
- 3.) *The Anti-Aging Solution*, Giampapa, Vincent, Pero, Ronald, Zimmerman, Marcia. John Wiley and Sons Publishing, 2004, USA

\* This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



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*“To the dull mind, nature is leaden. To the illumined mind, the whole world burns and sparkles with light.”*

Ralph Waldo Emerson

From the moment we rise to the moment we rest, our brain is in a decision-making frenzy. When we're thirsty, our brain tells us that we need water. When we're hungry, it reminds us that we have a refrigerator full of food. When we're tired, it lets us know that we need to sleep, and so on. But despite the thousands of decisions we make everyday, our brain still hasn't figured out a way to let us know what *it* needs to function.

Though ironic, this raises a very serious issue. The human brain, like every other organ in the body, demands nutrition - period. Unfortunately, it leaves that up to *us* to figure out. Thanks to notable advancements in research, we're finally learning which nutrients are most important for optimal brain function. Phosphatidyl Serine (PS) is a perfect example.

This naturally occurring phospholipid has been the subject of numerous studies regarding its ability to boost cognitive function and delay (or potentially reverse) memory deterioration, and suggests that PS may be able to increase the effectiveness of neural transmissions. Interestingly, PS accounts for roughly 15% of the brain's phospholipid supply. This is enormous because phospholipids play a significant role in the *billions* of neurotransmissions that take place every second. Yes, *billions*.

Brain cells are constantly communicating with one another, and send astonishing amounts of impulses throughout the nervous system. This is accomplished via *neurotransmitters* - chemical messengers that send and receive impulses over the synapses of the brain and throughout the body. Mentally, we're functioning at our best when these cells are well nourished. We can think more clearly, recall memories with ease and operate with greater efficiency. However, a deficiency in neural-nutrients can prevent these mind messengers from functioning as they should. Fortunately, PS has the ability to cross the blood-brain barrier to deliver critical nutrients and remove mind-slowng waste.

Consider this. The brain functions in the same manner that a major airport does around the holidays. There are millions of actions taking place. Impulses departing, nutrients arriving, endless communication, the occasional problem and more reactions than anyone could possibly count. There's confusion, delay and emotion, not to mention the endless series of transmissions that take place every second. Imagine PS as that ultra-motivated employee who shows up to work everyday anxious to expedite everything in sight. It helps neural travelers get to and from their respective gates, ensures that they have everything they need, simplifies processes that could result in breakdown, and clears isles that are cluttered with junk. Simply stated, PS is the brain's overachieving go-getter.

#### PS can help us think more clearly.

It's 3:06 in the afternoon and you're scrambling to get to a meeting that you're already late for. That *fluster* could be the result of poor neurotransmission caused by a deficiency in essential nutrients like PS. Moreover, these innocent brain-bursts can exhaust our PS reserves, leaving us somewhere hovering between frantic and sluggish. Every impulse, thought, action, reaction, movement, emotion and desire is the end result of neurotransmitters in action. PS is a major supporter of these actions. Therefore, as we increase the amount of PS in our system, we gain the ability to think and act with greater ease.

#### PS can reduce the adverse impacts of stress on our body and mind.

What do we do when we're down in the dumps? While plopping down on the sofa with a snack might be an easy solution, it comes with a price. Not only does stress interfere with mood, but it can also inspire inactivity, over-eating and sluggishness. This is due largely in part to cortisol - a catabolic hormone released by the adrenal glands in response to emotional stress. Studies done to determine the effectiveness of PS on cortisol suppression have shown that it works by suppressing the hormones that *produce* cortisol. As a result, supplementing with PS may be able to help reduce the amount of stress related hormones that ultimately leave us singing the blues.

#### PS can expedite post workout recovery time.

Endurance athletes who carefully monitor their body's response levels are increasingly turning to PS. Immediately following strenuous activity, the body responds by releasing adrenocorticotropin (ACTH) - a hormone that discourages testosterone and encourages cortisol. By limiting ACTH production, PS reduces the amount of muscle tissue breakdown that occurs *during* exercise. A common misconception is that muscles grow during exercise - wrong. In fact, muscles are torn down during exercise and grow in-between workouts - hence the term *recovery*. During recovery, PS helps prevent the activity of growth-inhibiting hormones. This helps athletes recover faster so their gains are realized more quickly.

In short, Phosphatidyl Serine appears to be a completely safe and beneficial dietary supplement that can offer a wide range of physical and mental health benefits. NOW® Phosphatidyl Serine is derived from soy lecithin, and includes Choline and Inositol - two metabolites that work synergistically to help increase circulation and cognitive response.

