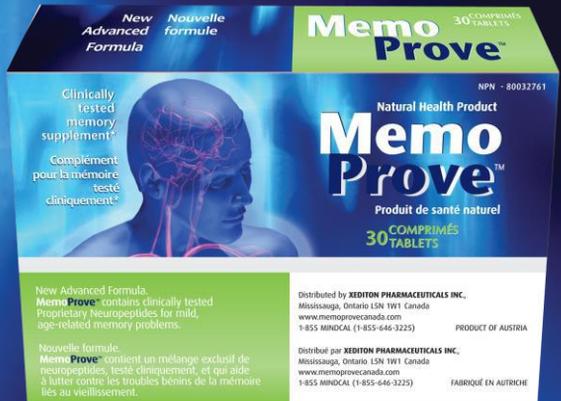


Natural Health Product

Memo Prove™



**Clinically
Proven to
Improve
Memory in Just
30 Days**



MemoProve™ - "Because it works"

MEMORY LOSS

A decline in cognitive performance in association with aging is a widespread condition in the elderly. Many well-controlled clinical trials have demonstrated that learning and memory abilities that are essential in our daily routines markedly decline as we age. This common phenomenon is known as **Age Associated Memory Impairment (AAMI)**¹.

The brain's volume peaks in an individual's early 20s and gradually declines as we age. Individuals in their 40s may start to notice subtle changes in their ability to remember new names or multitask². In fact, research has shown that memory performance declines between the age of 30 and 70 by as much as 50%.¹ Neurons (nerve cells) can shrink and there is a large reduction in the extensiveness of connections among neurons (known as dendritic loss)².

As the brain changes, so does behaviour, and given that blood flow drops the most in the frontal cortex, people most commonly experience declines in verbal fluency, or the ability to find the words they want. They also have to work harder at "executive function," planning and organizing their activities. The areas most affected include the parietal cortex, which affects construction and visuomotor performance, and the medial temporal area, which affects the ability to make new long-term memories and think flexibly².



N-PEP-12



N-PEP-12 is derived from cerebrolysin (a peptide preparation produced enzymatically from purified nerve cell proteins) and has multiple neurochemical and neurophysical effects, many of which mimic the effects of nerve growth factors³. These neurotrophic factors are required by brain nerve cells for survival and normal function, they preserve the neuronal network in the brain and they protect the neurons from cell stress and from toxic lesions that occur during the aging process.

Glutamate is a neurotransmitter that induces excitotoxic neuronal damage in ischemic brain disease. By opening receptor-dependent calcium channels, it causes an acute calcium overflow and an overstimulation of calcium-dependent enzymatic pathways⁴. Studies have demonstrated that N-PEP-12 is neuroprotective by diminishing the neurotoxic effects of glutamate, oxygen free radicals and too high calcium levels, as well as the detrimental effects of an undersupply of oxygen in the brain.

Natural Health Product

Memo Prove™



MemoProve™ is the first clinically proven and effective natural health product for memory. It consists of peptone-based neuropeptides and is produced enzymatically from purified nerve cell proteins.

The neuropeptides in N-PEP-12 bolster the function of nerve cells by mimicking the effects of neurotrophic factors in the brain and counteract the neurodegenerative

changes that occur in the aging brain by providing neuroprotective support for the neurons in the brain.

MECHANISM OF ACTION

Experimental studies have shown that N-PEP-12 neuropeptides act in exactly the same manner as the naturally occurring neurotrophic factors that are required by brain nerve cells for survival and normal function.

The neuropeptides contained in MemoProve™ have been shown to counteract age-associated neurochemical deficits and processes that cause memory problems. These neuropeptides support optimal brain health and function by supporting new brain cell production (neurogenesis), supporting the formation of new brain cell connections (neuroplasticity), protecting brain cells and their connections (neuroprotection) and increasing glucose transport and utilization by the brain as well as increasing vitality and energy output of aging brain cells (neurometabolism).

In published research, MemoProve™ was shown to:

- Improve memory function, alertness and boost concentration
- Be safe and effective
- Improve ability to retain new information
- Reverse 10 years of short term memory decline
- Counteract underlying processes that cause memory problems
- Support optimal brain health and function
- Stimulate new brain cell production
- Protect existing brain cells and connections
- Increase glucose transport and utilization by the brain

CLINICAL TRIALS

Volc et al (2005)¹ conducted an open label trial to evaluate the cognitive effects of a once daily oral dose of 90mg N-PEP-12 over a period of 28 days. The study consisted of 20 healthy male and female volunteers over the age of 40 who met the criteria for AAMI.

Self assessment questionnaires were completed by the participants (during an interview conducted by the investigator) at baseline and at the end of the 28-day treatment period. The questionnaire consisted of 29 questions that were classified into four distinct symptom categories: memory performance, ability to concentrate, learning capability and general well-being.

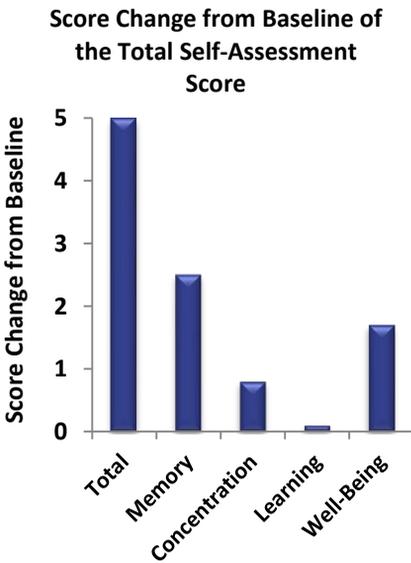


Figure 1: Score change from baseline of the total self-assessment score and the subscores for memory performance, concentration, learning and general well-being. (Positive score changes indicate improvement from baseline)

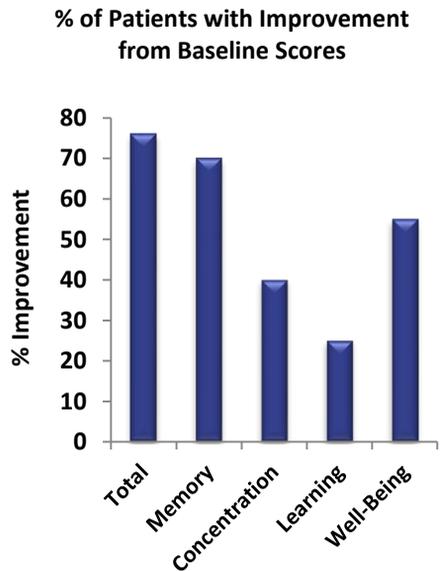


Figure 2: Responder analysis for the total self-assessment score as well as for subscores for memory performance, concentration, learning and general well-being. (Responders were defined as those individuals who improved from their baseline performance level)

A significant improvement ($p < 0.05$) after N-PEP-12 treatment was found in the memory score. A statistical trend for improvement was also seen in the total score ($p = 0.054$) as well as in the score for general well-being ($p = 0.08$).

The largest effects were reported in the memory score with about a 2.6 point improvement from baseline, accounting for an 8% change from baseline after one month of treatment. The results of the score change from baseline were confirmed by a responder analysis. Overall 90% of patients responded to N-PEP-12 treatment in at least one of the score categories analyzed. Highest responder rates were evident in the memory performance score.

Alvarez et al (2005)⁵ conducted an open label exploratory trial to evaluate the effects of a single oral dose of N-PEP-12 (180mg) on brain bioelectrical activity and cognitive performance in healthy elderly subjects.

Participants underwent EEG (pre N-PEP-12) and cognitive (baseline) assessments on day 1, 24 hours before administration of N-PEP-12, and a second, post-N-PEP-12 evaluation on day 2, 6 hours after administration. Another EEG recording (baseline) was performed on day 2, immediately before N-PEP-12 intake. All study participants received a single oral dose of N-PEP-12 (180mg).

Cognitive functions were evaluated using the Alzheimer’s Disease Assessment Scale (ADAS) and the SKT test (Syndrome Kurztest).

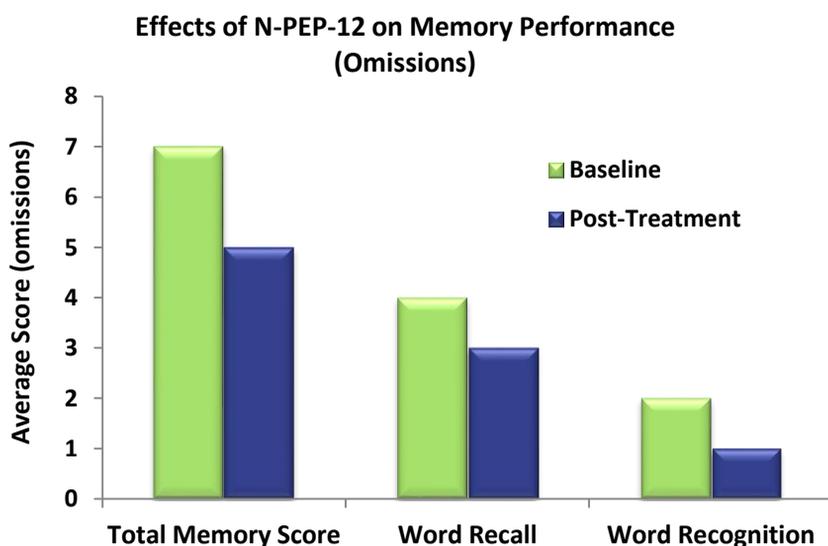


Figure 3: Effects of N-PEP-12 on memory performance in healthy elderly subjects, evaluated by using the memory subtests of the ADAS. ADAS-memory scores (omissions) represent the sum of the word recall and word recognition items.

A significant improvement in ADAS-memory scores was observed after N-PEP-12 administration (6.9 ± 1.0 omissions at baseline vs 4.9 ± 1.0 omissions post N-PEP-12; $p < 0.01$). This memory improvement was also statistically significant for the word recognition item (2.8 ± 0.6 omissions vs 1.5 ± 0.7 omissions; $p < 0.05$).

Trends favouring N-PEP-12 were also seen on several SKT subtests, including arranging blocks, counting symbols and recognition memory.

SUPPLEMENT INFORMATION

Supplement Information

One box of MemoProve™ contains 30 tablets.

Recommended Use:

Help support memory in age-related memory loss

Medicinal Ingredients (per tablet):

N-PEP-12 (Peptones).....90mg

Non-medicinal Ingredients (per tablet):

Lactose monohydrate, microcrystalline cellulose, croscarmellose sodium, cellulose acetate phthalate, triethyl citrate, magnesium stearate, silicon dioxide, talcum, titanium dioxide, synthetic paraffin.

Directions for use:

Adults: Take one tablet daily.

Warnings:

This product is intended for adults 18 years of age or older. Pregnant and breastfeeding women are advised to consult with their healthcare practitioner prior to using this product.

Storage: Store at room temperature.

MemoProve™ has been registered with Health Canada; the Health Canada NPN number is: 80032761.

FAQs

- 1. How should MemoProve™ be taken?**

One tablet is to be taken daily and is recommended for individuals 18 years of age or older.
- 2. Who should take MemoProve™?**

Individuals who suffer from mild age-related memory problems and are looking for a safe and natural way to improve their short term memory and/or overall cognitive function.
- 3. Are there any known side effects of taking MemoProve™?**

No, MemoProve™ exerts no side effects on the individual.
- 4. Has MemoProve™ been clinically tested?**

Yes, there are several trials that evaluated the efficacy of MemoProve™.
- 5. What benefits can my patient expect from MemoProve™?**

The components in MemoProve™ support the function of nerve cells and counteract neurodegenerative changes that occur in the aging brain. It also stimulates new brain cell production while protecting existing brain cells and increases glucose transport and utilization by the brain. Individuals taking MemoProve™ can start to see an improvement in memory in as little as 30 days and an improved ability to retain new information.
- 6. Where is MemoProve™ available?**

MemoProve™ is available in stores and online at www.xediton.com/product/memoprove or by calling 1-905-286-9111, Email: customerservice@xediton.com

CONTACT US

For more information, please visit www.xediton.com/product/memoprove or call +1 905 286 9111



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- ⁵ Álvarez, X.A., et al. (2005). Neuropeptide dietary supplement N-PEP-12 enhances cognitive function and activates brain bioelectrical activity in healthy elderly subjects. *Methods and Findings in Experimental Clinical Pharmacology*, Vol 27(7) 483-487.



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