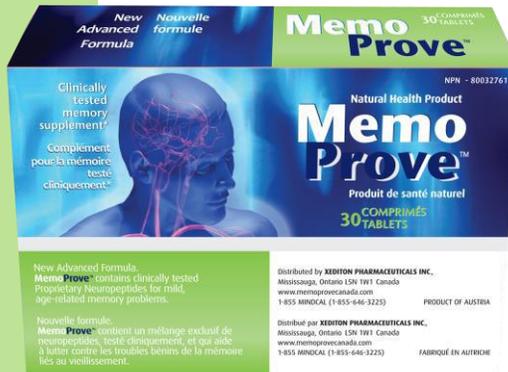


Advanced Neuropeptide Formula

MemoProve™

Natural Health Product



Introduction

MemoProve™ is the first and only dietary product made from a proprietary blend of neuropeptides (N-PEP 12) clinically shown to improve memory in published, peer-reviewed studies.

The neuropeptides in N-PEP-12 are derived from natural protein sources.

Memory Loss

Memory loss is part of the aging process. With increasing age, our physical and mental capabilities tend to decrease if not engaged. This typically begins with complaints of short-term memory lapses and the perception of a reduced capability to acquire new information. This widespread phenomenon is considered to be related to the normal aging process and it has been termed Age-Associated Memory Impairment (AAMI). It develops gradually and generally affects people over the age of 40¹.

Although AAMI is considered to be part of the normal aging process, its effects on memory performance are truly worrying. Research has shown that memory function declines between the ages of 30 and 70 by as much as 50%. Furthermore, the observed cognitive decline that comes along with AAMI is associated with detectable morphological and structural neurodegenerative changes. These changes are known indications of Alzheimer's disease pathology¹.

N-PEP-12

N-PEP-12 is the first clinically proven and effective natural health product that supports memory performance and counteracts AAMI after oral administration. N-PEP-12, which is derived from cerebrolysin is a peptide preparation produced enzymatically from purified nerve cell proteins and has multiple neurochemical and neurophysiological effects, many of which mimic the effects of nerve growth factors².

Studies in neuronal cell cultures have demonstrated that N-PEP-12 is neuroprotective as it diminishes the neurotoxic effects of glutamate, oxygen free radicals and high calcium levels, as well as the detrimental effects of an undersupply of oxygen in the brain.

MemoProve™

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.

Mode of Action



The patent-pending peptone-based neuropeptide blend of N-PEP-12 contains specific and natural neuropeptides that mimic the effects of neurotrophic factors in the brain. These neurotrophic factors are required by brain nerve cells for survival and normal function. They preserve the neuronal network in the brain and protect the neurons from cell stress and from toxic lesions that occur during the aging process. Experimental studies have shown that N-PEP-12 neuropeptides act in exactly the same manner as these naturally occurring neurotrophic factors.

Safety

Peptones are Generally Recognized As Safe (GRAS) by the FDA. Furthermore, there is no evidence of any toxic effects of N-PEP-12 in clinical trials. Since its introduction, over 12 million dosages of N-PEP-12 have been taken by consumers without any safety concerns.

Clinical Efficacy

In published research studies, the neuropeptides contained in MemoProve™ have been shown to counteract age-associated neurochemical deficits and processes that cause memory problems. These neuropeptides also 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)
- Increasing glucose transport and utilization by the brain as well as increasing vitality and energy output of aging brain cells (Neurometabolism)

Protected, well-nourished neurons which have a strengthened cell structure and metabolism are the basis of a neural network in the brain that contributes to better performance, despite challenging external circumstances such as constant pressure and stress, or the natural aging process.

Research and Clinical Trials: Cognitive Effects of the Novel Neuroprotective Dietary Supplement N-PEP-12: Evidence from a Self-Assessment Study¹

Volc et al (2005) 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.

Score Change from Baseline of the Total Self-Assessment Score

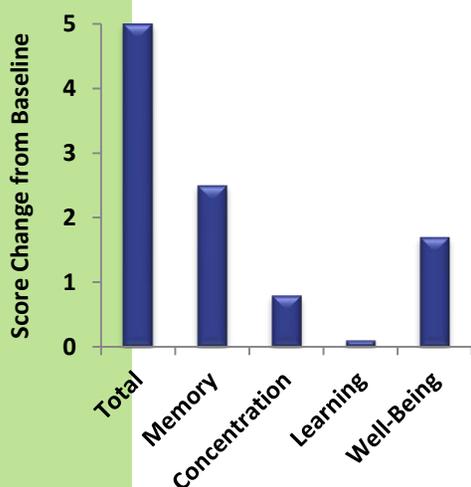


Figure 1: Score change from baseline of the total self-assessment score and the subscores for memory performance, concentration, learning and general well-being. (Positive score changes indicate improvement from baseline)

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.

% of Patients with Improvement from Baseline Scores

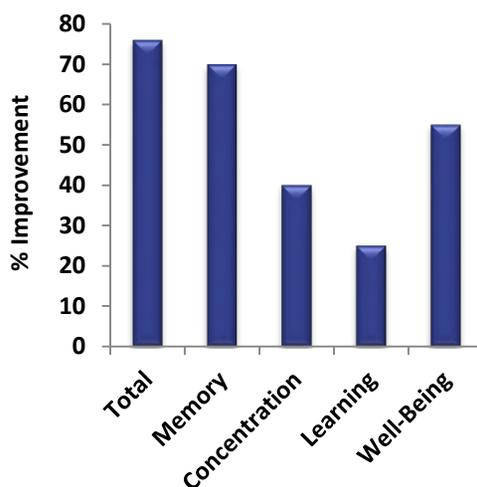


Figure 2: Responder analysis for the total self-assessment score as well as for subscores for memory performance, concentration, learning and general well-being. (Responders were defined as those individuals who improved from their baseline performance level)

Research and Clinical Trials: Neuropeptide Dietary Supplement N-PEP-12 Enhances Cognitive Function and Activates Brain Bioelectrical Activity in Healthy Elderly Subjects²

Alvarez et al (2005) 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).

Effects of N-PEP-12 on Memory Performance (Omissions)

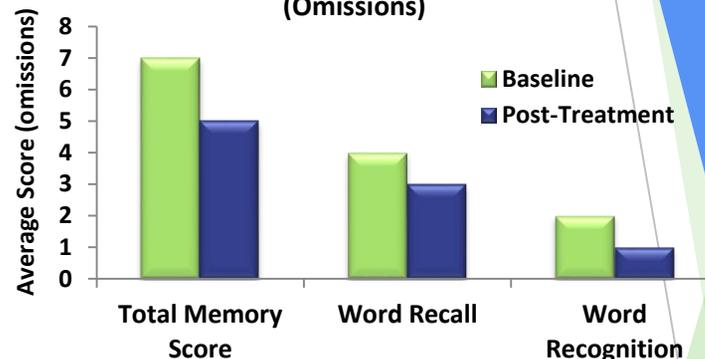


Figure 3: Effects of N-PEP-12 on memory performance in healthy elderly subjects, evaluated by using the memory subtests of the ADAS. ADAS-memory scores (omissions) represent the sum of the word recall and word recognition items.

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.

Recommended Use:

Intended for adults 18 years of age or older. Dose is one (1) tablet per day. Pregnant and breastfeeding women are advised to consult with their healthcare practitioner prior to using this product.

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



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¹Volc, D. et al. (2005). Cognitive effects of the novel neuroprotective dietary supplement N-PEP-12: evidence from a self-assessment study. Study Report.
²Alvarez, 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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