

Experience NEURVANA™

Neuroamplifier for Higher Performance & Longevity

NEURVANA™ amplifies the activity of key natural neurotransmitters in your brain for increased longevity, slower aging, peak brain-and-body performance, a sense of wellbeing and a renewed youthful functioning body. It has unique rapid uplifting effects on mood, mental activity, attention, motivation, alertness, creativity, energy, stamina, physical activity, pleasurable feelings, sexuality, and sensory awareness.

NEURVANA™ contains beta-phenylethylamine (PEA), a naturally occurring neurohormone/neurotransmitter (chemical signal messenger between nerves) that's normally synthesized in the brain from the amino acid phenylalanine. PEA has the unique ability to increase the activity of the major neurotransmitters and improve your life functions.

PEA increases the effects of *dopamine* (for wellbeing and feeling pleasure), *norepinephrine* (the brain's stimulant for wakefulness and higher performance), *acetylcholine* (for improving memory and mental activity), and *serotonin* (for better mood emotion and impulse control). PEA is a highly-concentrated neurotransmitter in the limbic system (the brain's emotional center) that increases motivation, physical drive, feelings and social activity.

Longevity, Slower Aging, Youthful Functions

PEA is a powerful weapon for fighting aging. It has a unique ability to help delay aging, extend healthy life span, and restore more youthful mental and physical functions. PEA is a "catecholamine activity enhancer" that according to researchers improves the activity of dopamine/noradrenalin neurons, which have a pivotal role in regulating aging.

According to the pioneering research of Dr. Joseph Knoll, a respected neurochemist, pharmacologist and emeritus professor, catecholamine (neurotransmitters such as dopamine and norepinephrine) levels reach a maximum at sexual maturity, and then begin a long, gradual downhill slide. The rate of decline decides how fast a person ages. According to Dr. Knoll, catecholamine levels, learning ability, sexual activity and longevity are all interlinked. The efficiency of your catecholamine brain machinery plays a major role in determining the quality and duration of your life. Higher-performing, longer-living individuals have a more active, more slowly deteriorating catecholamine system than their lower-performing, shorter-living peers.

By rehabilitating our brains' catecholamine system with enhancer substances (including PEA and its derivatives) it's possible to transform a lower-performing, shorter-living individual into a better-performing, longer-living one with more youthful mental and physical functions.

Starting around age 25, there's a lifelong decline in catecholamine neurotransmitters (epinephrine, norepinephrine, and dopamine), a slower decline in the indoleamine neurotransmitter (serotonin), and a shifting imbalance of the catecholamine/serotonin ratio. Catecholamine deficiencies and neurotransmitter imbalances are a principal cause of loss of "hypothalamic sensitivity" for the progressive metabolic shifts that produce aging and the diseases of aging, according to Dr. Vladimir Dilman's *Neuroendocrine Theory of Aging*.

According to Dr. Dilman, a renowned Russian biogerontologist, aging is caused by a progressive loss of sensitivity by the hypothalamus (and related structures in the brain) to feedback inhibition from hormones and neurotransmitters. Throughout your lifespan, this loss of sensitivity produces a progressive shifting away from internal balance and altered levels of hormones, neurotransmitters and cell signalers. These are the cause of many post-maturational diseases, accelerated aging, and earlier death. The *Neuroendocrine Theory of Aging* explains in detail how this causes the major diseases of aging, which contribute to over 85% of early deaths of middle-aged and elderly individuals.

To correct catecholamine deficiencies to help delay aging, prolong life span, prevent aging disorders, and restore youthful biological functions, Dr. Dilman and other aging researchers have suggested: (1) Increase neurotransmitter production and activity; (2) Decrease catecholamine breakdown from MAO-B enzymes; (3) Correct neurotransmitter deficiency and imbalance of the catecholamine/serotonin ratio; (4) Inhibit neurotransmitter re-uptake, to increase intersynaptic neurotransmitter levels; and (5) Correct the decrease in receptor sensitivity and responsiveness of target cells and tissues to neurotransmissions.

PEA has multiple actions that accomplish most all of these functions in helping rehabilitate neurotransmitter systems that fight aging. PEA increases neurotransmitter production and activity, helps correct the neurotransmitter deficiency and imbalance of the catecholamine/serotonin ratio, inhibits neurotransmitter re-uptake, and regulates the responses of cells to neurotransmissions for a stable internal equilibrium.

PEA is the parent compound of l-deprenyl, a catecholamine-enhancing, dopamine-increasing, and neuroprotective compound with proven life-extension actions in animal research. L-deprenyl produces a huge spike in brain PEA that contributes to its anti-aging actions.

The Brain's Natural Stimulant

NEURVANA™ has invigorating, stimulating, energizing effects. PEA acts on the central nervous system to produce alertness, wakefulness, attention, energy and endurance. Unlike drug stimulants that are highly addictive and harmful to your health, PEA is free of harmful side-effects, and is non-toxic and non-addictive. PEA does not overexcite the nervous system and deplete neurotransmitter levels, thus avoiding the "crashing upon cessation of use" common with stimulant drugs.

Feelings of Pleasure and Emotional Wellbeing

NEURVANA™ is an immediate shot of "euphoric pleasure, bliss and emotional well being," even during those stressful times. PEA increases the release and activity of dopamine, which is associated with the pleasure system of the brain and considered a "feel good" neurohormone/neurotransmitter--it activates a feeling of pleasure and euphoric sense of wellbeing.

Increased Energy, Alertness and Sensory Awareness

The activity boost of energy-producing catecholamine neurotransmitters from PEA has amphetamine-like effects, minus their harmful side effects. PEA has been referred to by researchers as an "endogenous amphetamine, produced by your brain" that can shift your brain into overdrive. -After ingesting PEA, people report a surge of energy, wakefulness, alertness, and heightened senses.

More Mental Power and Better Attention

NEURVANA™ helps upgrade your mind with faster thinking, increased attention, quicker decision making, greater sensory awareness, less brain-fog and immediate, easy memory access. PEA releases acetylcholine, a neurotransmitter that plays an integral role in learning and memory. Brain receptors respond to acetylcholine by facilitating memory and higher cognitive functions. In addition, PEA increase noradrenalin, the brain's version of adrenaline, which is required for alertness, concentration, and “get up and go.”

An increase in glutamate from PEA can throw switches to the “on” position in memory-forming circuits, making it easier to form memories. And, it has been proven beneficial for attention-related problems. This is an exciting new area of research for PEA, with practical and clinical implications.

Proven Mood-Brightener

PEA is a research-proven mood-brightener that can quickly boost a depressive mood of sadness, hopelessness, discouragement, and being “down in the dumps.” Researchers have found that PEA controlled chronically low moods in 60% of persons--the same percentage as the major Serotonin-Selective Re-uptake Inhibitors (SSRIs)--but without their serious side effects and toxicity. In fact, PEA has produced sustained boosts of both acute and chronic low moods in a significant number of people, including some unresponsive to standard protocols, according to research psychopharmacologist and psychiatrist Dr. Hector Sabelli.

Runner’s Euphoric High

Moderate exercise normally increases PEA levels, so researchers now believe that this increase causes the euphoric mood often called "runners' high." What about the natural substances called endorphins, previously linked to runners' high? Endorphins don't penetrate the brain and when chemicals were administered to block the binding of endorphins to their neuron receptors, the runners still experienced euphoric high. Also, depressed people tend to have low PEA levels, so the researchers say there now is an explanation of why exercise is a natural antidepressant.

The Neurochemical of Love and Libido

NEURVANA™ has aphrodisiacal qualities and produces feelings of romance and love. According to Dr. Hector Sabelli, who has extensively studied PEA, “I believe that PEA may be the hormone of libido,” not just testosterone. Sabelli's research suggests that high PEA levels lead to increased sex drive and activity, while low levels reflect the loss of libido in depression.

Fat Burning and Weight loss

PEA’s ability to elevate blood catecholamine levels may be useful in the thermogenic (heat-caused) burning of stored body fat for losing weight. Increased levels of epinephrine and norepinephrine can stimulate beta-adrenergic receptors located on adipose (fat) tissue to release fatty acids into circulation as a fuel source. In other words, PEA turns up your cellular thermostat to burn fat for energy. Plus, catecholamines act on hormone-sensitive lipase, the enzyme for removing fat from storage sites. In addition, PEA has demonstrated appetite-reducing activity, reducing food intake in animal research.

Supercharged Physical and Athletic Performance

NEURVANA™ can increase physical energy, stamina, concentration, coordination, reaction and thinking time, spatial recognition, motivation, and confidence in most adults. PEA is a natural biochemical stimulant that increases actions of dopamine, norepinephrine and serotonin neurotransmitters for greater physical and mental performance.

PEA helps prevent the age-related gradual decline in physical activity and performance after reaching maturity. By raising catecholamine activity to youthful levels, PEA helps elevate the ceiling for “maximum physical performance,” especially in individuals past their prime.

How NEURVANA Works

When taken orally, PEA easily crosses the blood-brain barrier and is rapidly available in the brain as an enhancer of neurotransmitter activity, regulator of neurotransmitter transport, and excitatory (stimulating) neurotransmitter.

Increases Brain and Neurotransmitter Performance

PEA works like chip upgrade for your brain processor hardware. PEA excites billions of brain neurons to release more neurotransmitters, increasing brain activity, efficiency and performance in a split second response.

PEA is released from nerve vesicles in the brain, causing a larger release of neurotransmitters in response to a given nerve signal. It's like “cranking up the volume” of nerve-cell activity and brain performance response. PEA induces higher concentration, continuous strong release, greater activity and stronger brain effects of dopamine (for feeling pleasure and wellbeing), norepinephrine (the brain's stimulant for get-up-and-go), acetylcholine (for memory and cognitive functions), and serotonin (for good moods and feelings, and impulse control).

Guardian of Metabolic Balance

PEA is also a neurotransmitter transport regulator for homeostasis (maintaining metabolic equilibrium). The binding (connecting) of PEA with trace amine-associated receptor 1 (TAAR1) in the brain controls the binding of neurotransmitters with nerve receptors and regulates the nervous system to offset disrupting changes. PEA may also limit overstimulation of nerve cells by excessive neurotransmitter signaling, to prevent nerve cell damage and abnormal functioning.

Natural Stimulating Neurotransmitter

PEA is an excitatory neurotransmitter with its own receptor, a chemical structure similar to amphetamines in stimulating actions. PEA is highly concentrated in the limbic system of the brain, the center of emotions. The interaction of PEA with its chemical receptor sends signals to the brain that can improve emotions, pleasurable feelings, motivation, physical drives, impulse control, social behavior, sexuality, creativity, and sensory perceptions, the sense of wellbeing and overall performance.

Actions of PEA on Neurotransmitters

- Stimulates dopamine's nerve terminals and activity for feeling pleasure, libido and emotional wellbeing;
- Increases epinephrine and norepinephrine catecholamine activity, for energy production and inhibition of their reuptake;
- Increases the action of acetylcholine for cognitive functions by stimulating the AMPA glutamatergic receptors;
- Elevates mental alertness and mood by suppressing the inhibitory effects of GABA-B receptors;
- Enhances serotonin release and its uplifting activity on mood, emotions and control.

Stronger Effects of Neurotransmitter Supplements

PEA is "natural brain fuel" for improving neurotransmitter activity and brain performance. It has the distinct ability to improve the neurological and systemic effects of dietary supplements, functional foods and prescription medicine that contain neurotransmitter precursors and modulators.

All known neurotransmitters are synthesized within the neurons from their precursor molecules. Thus, tryptophan becomes serotonin, choline becomes acetylcholine, tyrosine becomes epinephrine, and so forth. A large number of neurotransmitter precursors and modulator substances are available as dietary supplements, functional foods and prescription medicine. They are widely used for augmenting the production of specific neurotransmitters and physiological responses. For example, many cognitive enhancers known as "Smart Drugs and Nutrients" contain neurotransmitter precursor amino acids, peptides, botanical extracts and other compounds that have been proven to improve cognitive performance.

PEA has a unique power to excite billions of brain neurons to release more neurotransmitters and increase your brain's activity, efficiency and performance, in a split second response to a nerve signal. As a result, PEA can increase the brain's response and effects per dose from taking neurotransmitter dietary supplements and functional foods. This means more bang for your buck from each pill, capsule or powder serving size. Think of PEA as a "high-octane brain booster" for higher performance and consciousness.

More Uplifting and Effective than Phenylalanine

The human brain forms PEA from the essential amino acid L-phenylalanine by an enzyme-driven cellular process. Phenylalanine is the precursor to the amino acid tyrosine, which produces the neurotransmitters dopamine, norepinephrine and adrenalin in a sequential process, but phenylalanine supplements don't significantly boost PEA concentrations. Unfortunately, phenylalanine supplements can boost catecholamine neurotransmitter levels excessively, producing anxiety, jitteriness, headaches and hypertension in commonly used amounts. What's worse, some people's biochemistry transforms phenylalanine into the nasty, neurotoxic (brain-damaging) metabolites, phenylpyruvic acid, phenyllactic acid and hydroxyphenylacetic acid.

By contrast, PEA increases the release and amplifies the activity of dopamine, norepinephrine and other brain transmitters. And PEA generates a broad range of desirable remarkable effects. PEA creates a stronger, boost in mental activity, energy, stamina, alertness, mood, pleasure, emotional wellbeing, and good-sensations than a phenylalanine dietary supplement. Of great importance, PEA is far less likely to produce the side effects associated with phenylalanine supplements.

Fast-acting but Short-lived

The human body can synthesize significant quantities of PEA, but functional levels of a PEA remain fairly low because it's usually broken down by the enzyme MAO-B within several hours. As result, PEA effects are relatively short acting. So the fast-acting PEA compound is best taken by most people every 3-4 several hours for an immediate boost and for maintaining activity throughout the day.

Bioperine[®], a Natural Bioavailability Enhancer of PEA

Bioperine[®] is a patented standardized extract that contains 95 percent piperine, a phytochemical that enhances the bioavailability of PEA. Piperine increases absorption from the gut and inhibits MAO-B from breaking down dopamine, with mood-brightening effects. The synergy between Bioperine[®] and PEA can increase and extend the effects of PEA.

Protective Patent-pending Nanoemulsion Delivery

NEURVANA[™] is formulated with a patent-pending "Self-emulsifying Nanosphere Delivery System." It uses natural phospholipids and medium-chain triglycerides to form a nanoemulsion (covering) in the intestinal tract, enhancing bioavailability (delivery) of PEA.

NEURVANA[™] is manufactured in protective coated tablets that safe-guard PEA from degradation in the harsh acidic environment of the stomach and carry PEA to the intestinal tract. PEA is rapidly released for PEA intestinal absorption, enhanced delivery to the bloodstream and transport to the brain.

Recommended Use

Take up to four capsules per day. Start with a low daily capsule amount and gradually increase each day. Take one capsule every 3–4 hours on an empty stomach, or as directed by your physician.

Do not take in the evening because phenylethylamine may cause sleep problems (insomnia).

For best effects, take more frequently throughout the day, rather than multiple servings at one time.

Caution

NEURVANA[™] should not be used by individuals under the age of 18 years. It should be not be taken if you are pregnant or nursing.

Do not take Phenylethylamine if you have used an MAO inhibitor such as isocarboxazid (Marplan), phenelzine (Nardil), rasagiline (Azilect), or tranylcypromine (Parnate) within the past 14 days. MAO inhibitors prolong and increase the actions of phenylethylamine. Do not take Phenylethylamine if have phenylketonuria (PKU).

If you are on medication or have a health condition, consult a physician before use.

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These statements have not been evaluated by the Food and Drug Administration.

This product is not intended to diagnose, treat, cure, or prevent any disease.