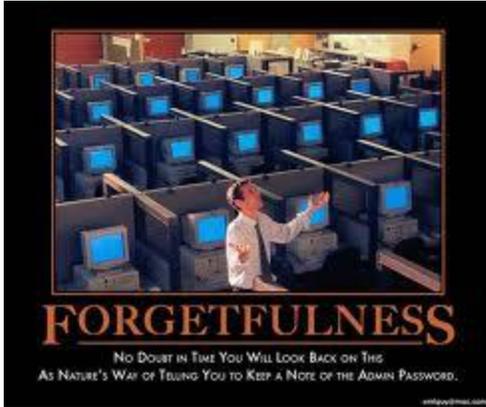


Forgetfulness Herbal Program

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The brain uses up to 20% of the body's total oxygen supply. Anything that restricts blood or oxygen to the brain compromises its functioning. Therefore any natural supplement that increases cerebral blood flow helps the brain's functioning and therefore the functioning of the memory. The delivery system of the blood must also be protected as our brain's functioning is dependent upon a healthy vascular system. The blood must also be adequately oxygenated so that it transmits the nutrients needed by the brain cells. Supplements have been shown to be very helpful on all accounts.

Memory is a complex process not fully understood, yet it is known that brain chemicals called neurotransmitters play a key role in the creation of new connections between neurons. As we age, we produce fewer of

these chemicals, concentration becomes difficult, and memories are not well stored, registered or recalled. If we provide our brains with an increased supply of nutrients, they produce more neurotransmitters. In this way, we may well all be able to support our present memories much better and be able to protect our brains from the effects of aging; we may even reverse, at least partially, degeneration that has already occurred.

Other enemies of memory and longevity are free radicals. These cause damage over time and are involved with what was originally known as 'sludge blood' or thick blood -- thick with cholesterol and triglycerides -- which impairs circulation and oxygen to the brain, thus denying the brain vital nutrients. **Antioxidants** fight the free radicals, negating the damaging effects which could otherwise cause forgetfulness and early aging. **Vitamin E** and **Vitamin C** and other nutrients such as **selenium** fight the free radicals. **Ginkgo** not only is an antioxidant but increases the cerebral and peripheral blood flow while oxygenating the blood. In this way, natural products can protect the brain and combat early aging and forgetfulness.

Supplementation Program

1. **Alert Formula:** 2 capsules, 3 times daily.
 2. **Ginkgo:** 1 capsule, 3 times daily.
 3. **Co-enzyme Q10:** 1 capsule, twice daily.
 4. **Multivitamin:** as directed by manufacturer.
- Add **Chol-Clear Formula:** 2 capsules 3 times daily, for high cholesterol.
 - Add **Attention Focus Formula:** for scattered concentration or A.D.D.

Alert Formula: This formula supports memory and mental function. **Ginseng** has been shown to quiet the mind while, at the same time, increasing energy for learning, memory capacity, work performance, and general mental functioning. **Gotu kola**, *Centella asiatica*, an Ayurvedic mind-enhancing and relaxing tonic, is supported by a four thousand-year-old reputation in India for nourishing and calming the mind while increasing intelligence. Promotes a healthy nervous system that helps relax the mind. In Ayurvedic medicine, gotu kola has been used for thousands of years and has a central position as a cleansing herb, especially for skin disorders. Do not confuse gotu kola with the kola nut, as they are completely different. Gotu kola has no caffeine; its stimulating effects come from other compounds. Additionally, studies show that it improves blood

flow throughout the body by strengthening the veins and capillaries and also promotes growth of connective tissues. Research has found the saponins asiaticoside, madecassoside, and madasiatic acid to be the active constituents responsible for gotu kola's effect of enhancing development of normal connective tissue matrix. A valuable herb for the cardio vascular system as well, it has also become popular for treating varicose veins. It is very high in B-complex vitamins (higher than any other plant yet studied), which may help explain its effect on the brain. The B-complex vitamins help the body convert food into energy, and they are also responsible for nervous system function - both essential to a well-organized, clear-thinking brain. Gotu Kola also contains triterpenoid compounds, which have a tranquilizing, anti-stress, and anti-anxiety effect and may help enhance mental function as well. Triterpenes both tranquilize and stimulate the brain, and the activities are related. Triterpenes are involved in transmitting nerve impulses to the brain's cortex, so they enhance all central nervous system functions. Proponents believe Gotu Kola stimulating effect on circulation may help improve memory and brain function, and that by nourishing connective and fatty tissues in the brain, it enhances general brain function, including memory.

Ginkgo, (Standardized): Ginkgo Biloba stimulates circulation to the brain, supports mental functioning and memory, and protects and strengthens veins and arteries. The ginkgo tree is considered the oldest living tree species on earth, first growing around 190 million years ago. The ginkgo tree can grow to 130 feet and some are believed to have lived for as long as 2,000 years. The nuts of the tree have been used traditionally in China for thousands of years as a remedy for wheezing. The leaves were used somewhat, but it was just recently that research has shown the longevity benefits this ancient tree could provide. Promoting cerebral blood flow to increase short-term memory, concentration, helping dementia and early Alzheimer's, the use of ginkgo also protects blood vessels from damage. It has been demonstrated that Ginkgo increases cerebral circulation in the brain, improving short term memory, It has been shown to increase blood circulation to the brain and to the arms and legs. Studies show it helps by dilating the arteries. Ginkgo has powerful antioxidant and neuroprotective properties, and it may have protective abilities against Alzheimer's disease. German physicians, in one year, wrote more prescriptions for standardized ginkgo than for any other drug. Most of today's research is based on using the standardized extract. Researchers have found that the total extract is active, not any single component. All the components that are left behind in the process of standardization are beneficial, therefore ideally the standardized extract should be placed on a base of ginkgo leaves for full-spectrum benefits. Standardized to 24% ginkgo flavonglycosides and 6% terpene lactones 40 mg of extract, 460 mg. of ginkgo leaves as a base for the extract. Mild headaches or stomach upsets resulting from ginkgo use have been reported. Contraindicated when using antithrombotic medicine. Speak with your healthcare practitioner if taking Coumadin (warfarin). Stop use before any surgery.(1,2,3,4)

Co-Enzyme Q10 (CoQ10): has been shown to preserve cardiac mechanical function and recently has been recognized as a free radical scavenger. It helps protect and promote circulation.

Multi-Vitamin: Studies show that the higher the **vitamin C** levels in the blood, the lower the total cholesterol and triglycerides, and the higher the HDL. **Vitamin E** is a blood thinner and powerful antioxidant, keeps cell walls supple and strong, may ease angina and arthritis pain, and boosts HDL levels (the lipoprotein that carries cholesterol away from the cell) - thus helping to protect the arteries from plaque build-up. **Folic Acid** 400 micrograms, **Vitamin B-6** 100 milligrams and **Vitamin B-12** 100 micrograms daily helps reduce homocysteine levels. Research in the last decade has linked homocysteine to increased risk of heart disease, stroke, and other diseases involving blood vessels. Unconverted homocysteine can build up, irritating the blood vessels and possibly causing blockages. The antioxidants, such as Vitamin E and C and other nutrients in the multi vitamin such as **selenium**, negate the bad effects of the free radicals that can cause forgetfulness and early aging. All this helps our brains!!

Other Recommendations:



Dietary Guidelines: Follow a cardio-vascular protection diet to protect your blood vessels and therefore protect your brain's regeneration of its cells. Reduce the amount of saturated fat, cholesterol and total fat from your diet. Dietary cholesterol is only found in food of animal origin, such as meat, dairy and eggs. And though saturated fat and cholesterol often appear together, it is the amount of fat you eat, especially saturated fat, that has a bigger impact on blood cholesterol levels. Avoiding foods high in saturated fat and cholesterol will help to lower your blood levels of cholesterol and you can do this by cutting back on whole milk, cheese, butter, meat fat, and poultry skin. Stay away from margarine, and foods containing trans fatty acids and partially hydrogenated oils. These foods actually raise your LDL levels and lower your HDL levels of cholesterol and interfere with essential fatty acid metabolism. Instead, use natural polyunsaturated oils like safflower, soy and flaxseed oils to meet your essential fatty acids requirements. Just 1 tablespoon per day is enough. A diet rich in fiber may actually help to lower your blood cholesterol level as well. In particular, soluble fiber appears to help bile acids, which are made up of cholesterol, pass through your system as waste, so your body absorbs less cholesterol. (When increasing your fiber intake, remember to go slowly to give your system time to adjust.) The best way to achieve these goals is to eat fewer animal products and more plant foods.

- Substitute red meats with fish and white meat; use soy based alternatives, decrease the number of eggs per week, use egg beaters or tofu, use low fat dairy products, substitute vegetable oils for butter, lard and other saturated fats, eat fruits and vegetables daily and cut down on all refined sugar and flour products, use no or low salt, and drink herbal teas, green tea, or vegetable juices instead of soft drinks and coffee.
- Eat more cold water fish and take 1 tablespoon of flaxseed oil daily. Salmon, mackerel, herring, halibut are good sources of omega-3 fatty acids. Flaxseed oil is a good source of alpha linolenic acid, an Omega-3 oil that the body can convert to eicosapentaenoic acid (EPA).
- Eat lots of raw onion, salmon, olive oil, almonds, walnuts, avocados (the latter five are all high in fat but most of it is monounsaturated fat that helps to improve cholesterol).
- Eat 5 or more servings of a combination of vegetables and fruits. Numerous studies show that a diet high in carotene rich and flavonoid rich fruits and vegetables reduces the risk of heart disease and strokes. Choose whole fruit, skin included, instead of the juice.
 - Eat green leafy vegetables, yellow-orange colored fruits and vegetables, such as carrots, apricots, mangoes, yams and squash.
 - Eat red and purple vegetables and fruits such as tomatoes, red cabbage, berries, and plums.
 - Eat beans at least three times a week. Try bean soup, cold bean salad, hummus sandwich, black bean dip. Legumes, grains and seeds are rich sources of carotenoids.
 - Good sources of flavonoids include: citrus fruits, berries, onions, parsley, legumes, green tea and red wine.
- Eat plenty of foods that contain the natural antioxidants vitamins E and C. Vitamin C rich foods include: sweet red peppers, cantaloupe, sweet green peppers, papaya, oranges, grapefruit juice, broccoli, Brussel sprouts, and strawberries. Vitamin E rich foods include: sunflower seeds, walnuts, almonds, peanuts, wheat germ, soybeans, wheat germ oil, soybean oil.
- Eat a fiber rich breakfast such as oatmeal. Increase the intake of fiber and complex carbohydrates by eating 6 or more servings per day of whole grain breads, cereals, and legumes.
- Eat lots of garlic. Cooked or raw garlic both contain compounds that help lower cholesterol.
- Studies support the claim that a little bit of wine or beer helps cholesterol levels and may prevent stroke. Binge drinking is not effective, but light to moderate drinking through the week is. Eat foods low in saturated fat and cholesterol, eat plenty of whole grains, fruits, vegetables, and non-fat dairy products. Specific foods known to help lower cholesterol include - soluble fiber, garlic, salmon, vitamin C and E rich foods.

Foods to Avoid: Avoid all dairy products, animal foods, fried, processed foods, and sugars. Avoid all red meat.

Relaxation technique 20 minutes a day: Many studies have demonstrated that stress interferes with the functioning of our brain cells, which in turn supports our memory. 20 minutes of relaxation helps to switch-off the fight or flight response in the sympathetic nervous system, boosts the relaxation response time, and tonifies the parasympathetic nervous system, thus calming the mind, lowering blood pressure and improving blood flow to the brain.

Time management: Learn to manage your time more effectively. Learning to manage time ore effectively helps us take control of one of the major sources of the anxiety and stress that hinders optimal mental functioning.

Physical exercise 30 minutes 5 times a week: Without a doubt, anything that stimulates the blood flow generally stimulates the cerebral blood circulation as well, and that is very positive for memory improvement.

Mental exercises 30 minutes daily: The memory is like a muscle and it works best when worked out daily. Some examples:

- read the news instead of passively watching it on TV
- join a book discussion club, to read and answer questions later about what you've read
- learn a foreign language
- study something, anything regularly, to get you mental work out and stimulate the 'memory muscle' daily

Other:

- If you drink alcohol, drink very moderately; alcohol use can damage neurons and interfere with memory recall
- Lower elevated iron levels
- Address high blood pressure
- Quit smoking
- Move your bowels daily
- Maintain correct body weight

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**The statements contained in this article have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.*

