

**BRAIN HEALTH  
TO  
PERFORM BETTER!!!**

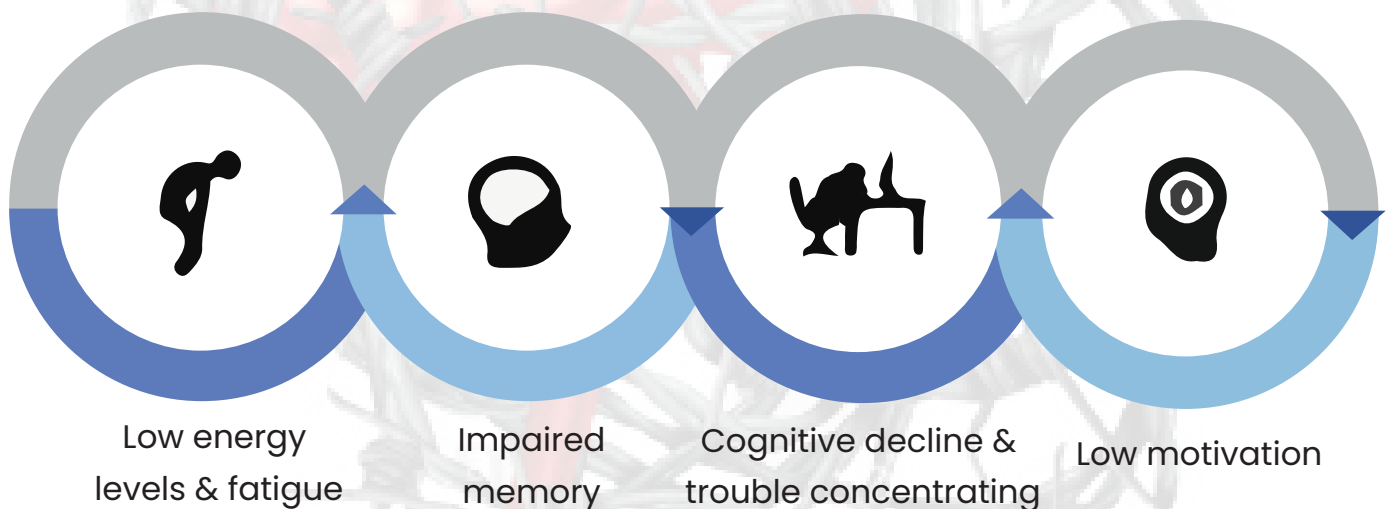
## PROPERTIES:

- Support cognitive functions
- Maintain cellular functions
- Promotes healthy metabolism

## DESCRIPTION:

Nurofy contains choline that is a brain boosting super nutrient required for optimal brain health. It also plays a key role in healthy brain function as well as liver function. It improves memory and cognition and reduces the risk of congenital irregularities. It produces acetylcholine, an important neurotransmitter for memory, mood, muscle control, and other brain and nervous system functions.

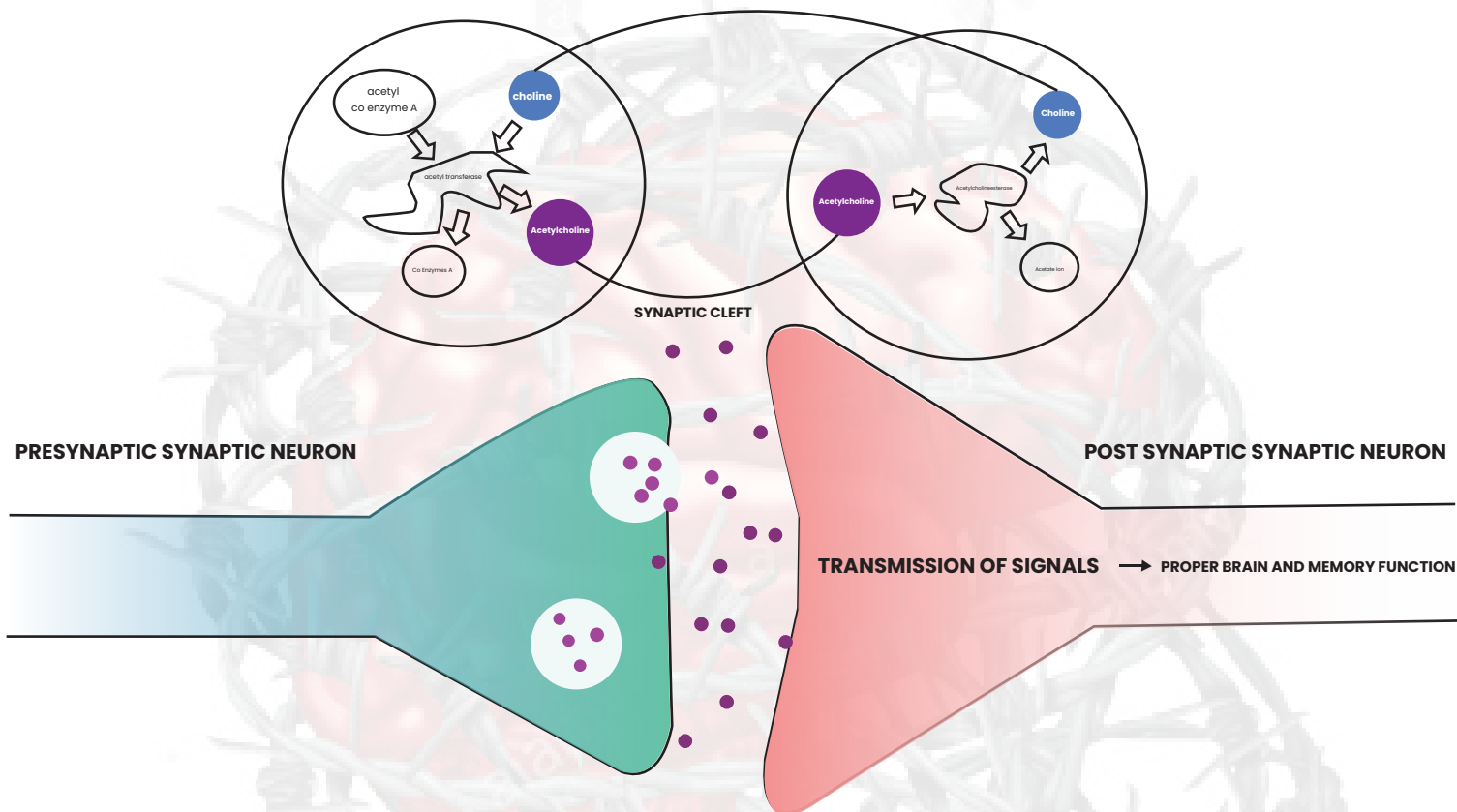
## CHOLINE DEFICIENCY SYMPTOMS:



## INDICATIONS:

- Impaired cognitive function
- Neurological disorders
- Learning disabilities
- Lack of concentration and focus
- Loss of memory

## MECHANISM OF ACTION:



## CLINICAL EVIDENCES FOR CHOLINE: COGNITIVE FUNCTION: <sup>3</sup>

Studies suggest that choline is needed for the normal development of the brain and for memory enhancement. In an observational study, study participants with lower choline levels had poorer cognitive performance (measured by sensorimotor speed, executive function, perceptual speed, and global cognition) than participants with higher choline levels.

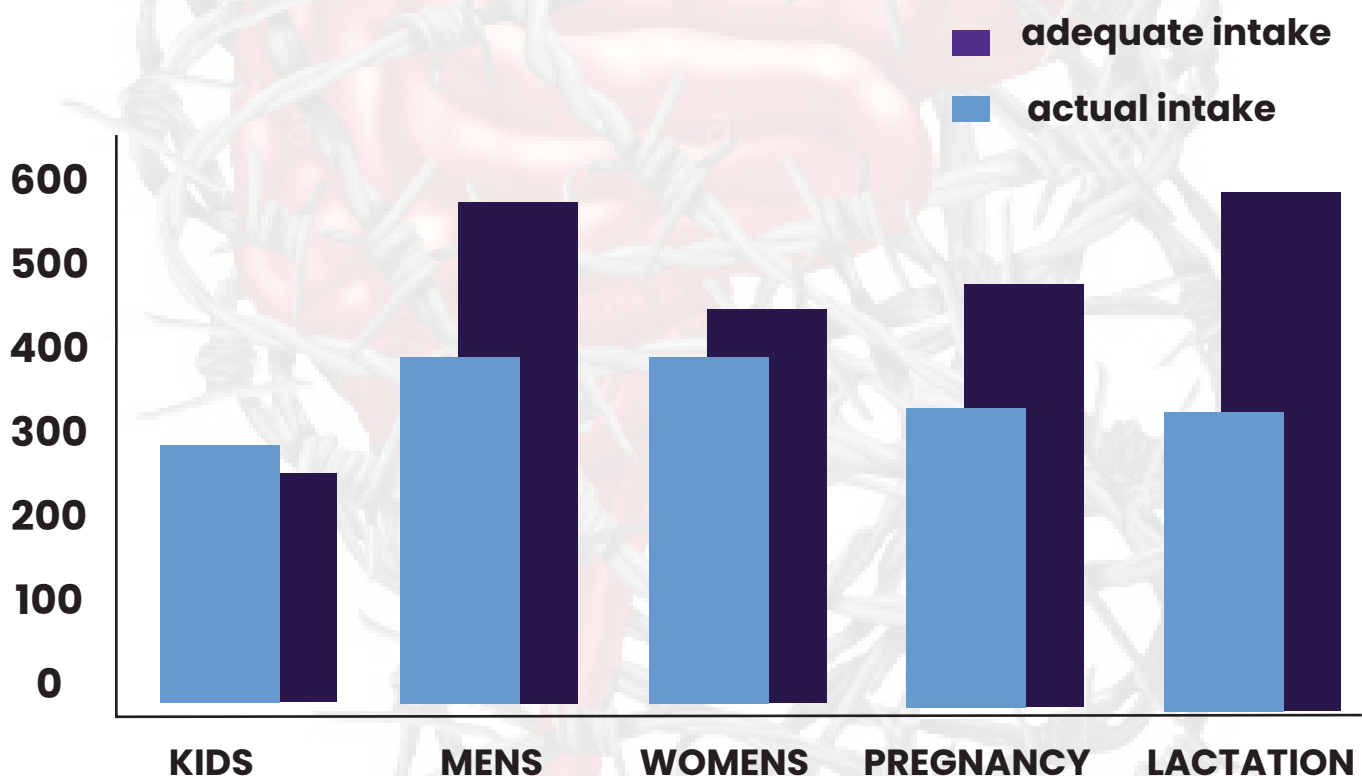
## LIVER HEALTH: <sup>4</sup>

According to a 2007 study in the American Journal of Clinical Nutrition, not getting enough choline may harm the liver. For the study, 57 adults were fed a diet containing 550 mg of choline daily for 10 days. Next, the study members were fed a diet containing less than 50 mg of choline daily for up to 42 days. Study results revealed that, when deprived of dietary choline, 77% of men, 80% of postmenopausal women, and 44% of premenopausal women developed fatty liver or muscle damage

## PREGNANCY: <sup>5</sup>

Choline may be necessary for the developing brain. In a 2010 report in the Journal of the American Dietetic Association, for example, the author stated that increased consumption of choline-rich foods may be essential for women during pregnancy in order to ensure normal brain development in the fetus.

## COMPARITIVE DATA BETWEEN ACTUAL INTAKE AND RECOMMENDED INTAKE OF CHOLINE: <sup>2</sup>



Adequate intake recommendations for choline per day are 200 mg for children 1–3 years, 250 mg for 4–8 years, 375 mg for 9–13 years, 550 mg for males 14 years, 400 mg for girls 14–18 years, 425 mg for women 19 years, 450 mg for pregnant women, and 550 mg for lactating women<sup>9</sup> (purple bars). However, actual average daily dietary intake for choline as reported by NHANES 2013–16 cohort was less than the recommended intakes for much of the population, as were intakes for pregnant and lactating women

## BENEFITS:

- Produces acetylcholine, an important neurotransmitter for memory, mood, muscle control, and other brain and nervous system functions
- Synthesizes phosphatidylcholine and sphingomyelin, two major phospholipids vital for cell membranes.
- Improves lung function and reduces symptoms of fatty liver disease
- Supports cognitive & cellular functions
- Plays a major role in cell membrane signaling, lipid transport and metabolism, and early brain development
- Choline plays a role in metabolizing fats.
- Affects fetal development and may reduces the symptoms of preeclampsia

## COMPOSITON:

### NUROFY TABLET

Each Tablet Contains:

Choline Bitartrate (USP): ..... 500 mg

Supports Healthy Cognitive Functions & Mental Focus
Boosts focus & alertness
Free from artificial preservatives, flavours and colours
Non-GMO, gluten & soy free
Choline Bitartrate Tablet With 500 mg per serving provides 205 mg of elemental choline.

## DOSAGE:

- 1 tablet daily with meal or as directed by the physician

### NOTE:

If you are pregnant,nursing, taking any medications or have any medical condition, consult your doctor before use.Discontinue use and consult your doctor if any adverse reactions occur.

Keep out of reach of children. Store at room temperature

## PRESENTATION:

Available in 2 x 10's Alu-Alu Pack

REFERENCES:  
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