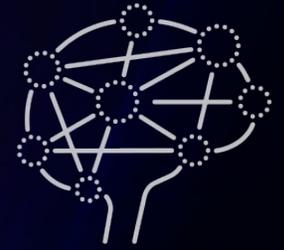


eGamer Advantage eBook

Cogni^zin[®]

For the evolution of your mind[®]



Power. Your. Brain.

Support Focus & Attention

Power Your Play with Cognizin®

Start Your Gaming Off Right with Cognizin®, a clinically researched brain health ingredient that's been shown to Support Mental Energy, Promote Focus and Attention, and improve overall Cognitive Health and Memory.

E-Gaming: Much Ado About Something

In a recent Mordor Intelligence report, the gaming market was valued at USD 198.40 billion in 2021, and it is expected to reach a value of USD 339.95 billion by 2027, registering a CAGR of 8.94% over 2022-2027. Because of the COVID-19 pandemic and subsequent lockdowns, people turned to game platforms to pass the time which boosted hundreds and thousands of new visitors in online traffic. Gaming trends continue to experience massive surges in players and revenue, and with tens of millions of dollars in multiple prize pools, players are always looking to gain that competitive edge.

2021- \$198.40 Billion

2027 - \$339.95 Billion

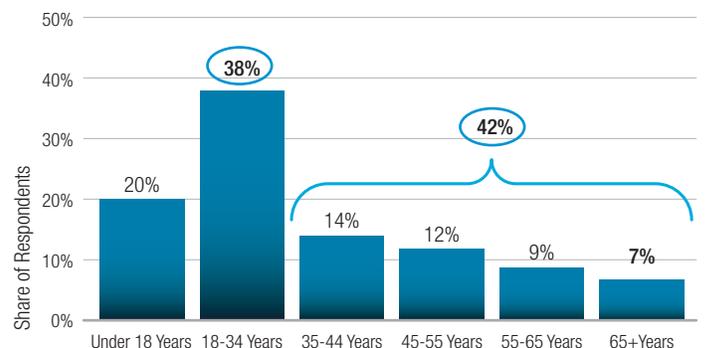
CAGR 8.94%
2022-2027



Gaming: Not Just for the Kids

Playing video games is no longer a past time exclusively enjoyed by the young. As generations have grown up with video games as a normal part of life, the age of the average gamer has also increased. According to a 2021 survey, 38 percent of video game players still come from the 18 to 34 age demographic while 42 percent are over age 35.

Distribution of video gamers in the United States in 2021, by age group



Source: Entertainment Software Association; Ipsos © Statista 2021 Additional Information: Ipsos; February 2021; 4,000 respondents

*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.

Level Up Your Gaming with Cognizin® Citicoline

What is Cognizin® Citicoline? For starters, citicoline is a naturally occurring nutrient found in the brain that increases phosphatidylcholine which is critical for healthy brain function. Inside the world of gaming, gamers often spend long hours in front of a screen utilizing a variety of their cognitive skills, all the while managing stress and staving off fatigue. The cognitive health supplement category has seen unprecedented growth over the past few years, and while an aging population looks for products that support memory and mental acuity, younger consumers are becoming more aware of what they need to improve their ability to win with using these cognitive functions and maintain their alertness as well.

Cognizin® is a branded form of Citicoline, a substance found in every cell of the body and especially vital to brain health. Cognizin® has many different mechanisms of action that provide a path to multiple brain health benefits. And gamers seek them all to ensure that they can reach peak performance, and see their name at the top of the leaderboard.

Cognizin® is a versatile ingredient that can be used in so many ways. With its ability to be water-soluble, as well as the scientific research backing up the ways in which it provides many benefits, it can provide key support that:

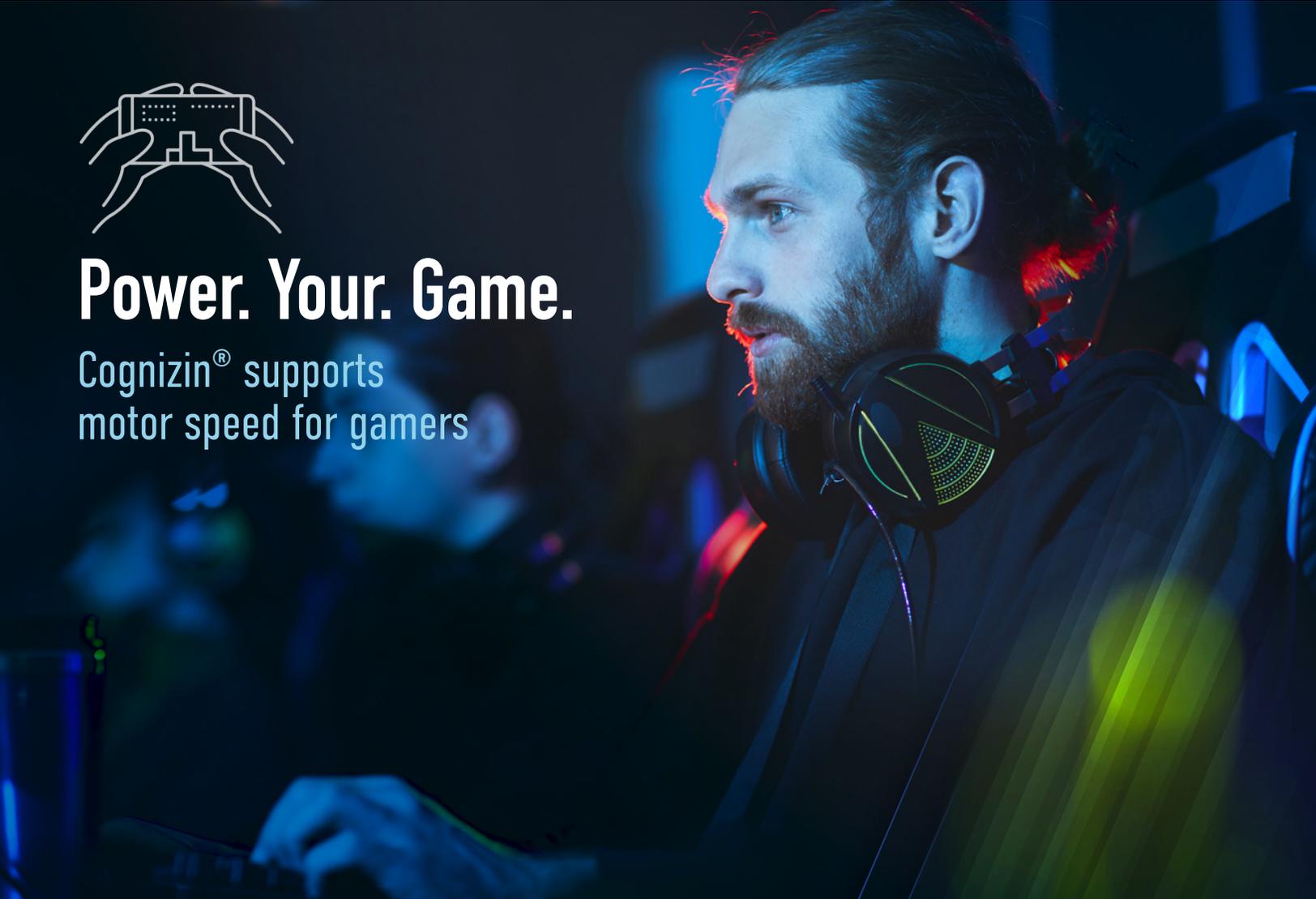
- Supports healthy brain activity and metabolism*
- Supplies precursors for the synthesis of phospholipids, including phosphatidylcholine, a major constituent of brain tissue*
- Helps maintain normal levels of acetylcholine, a chemical that regulates cognitive function*
- Promotes communication between neurons*
- Protects neural structures from free radical damage*
- Helps sustain healthy cellular mitochondria to support cognitive health and energy*
- Supports memory*

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Power. Your. Game.

Cognizin® supports
motor speed for gamers

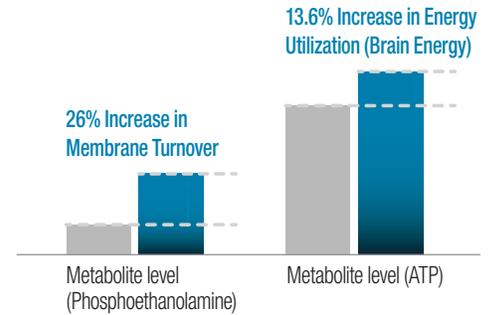


Backed By Science



Cognizin® supports brain energy by providing the brain with potent nutrition to fuel and keep it functioning at its best. Unlike so many of the popular artificial stimulants, with their inevitable crash and burn, Cognizin® supplies an important cellular building block essential to healthy brain function.

In a 2008 study, researchers observed increases in brain activity among middle-aged adults who had taken 500 mg of Cognizin® for six weeks*¹. This same study also revealed an increased formation of brain membranes by 26% and restored brain energy by 13.6%.¹



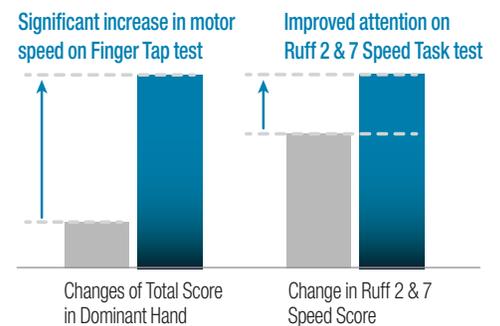
Improved focus can play a big part in your productivity. Cognizin helps the neurons in your brain communicate better so you can stay in the zone instead of zoning out.*

A 2012 study on Cognizin® Citicoline's effect on focus and attention in middle-aged women taking 250mg showed improved attention and focus. Subjects also experienced fewer omission and commission errors compared to placebo.*²



Gamers are constantly striving to keep their head in the game with cat-like reflexes and reaction times. Fortunately, the research has shown both an attention and psychomotor speed increase in adolescent males. Cognizin® Citicoline is "ready player one" when you are.*

In a 2015 study, Cognizin® Citicoline's effect on motor speed and attention in adolescent males, researchers observed an increase in both attention and psychomotor speed after 28 days of supplementing with 250mg or 500mg of Cognizin®.*³

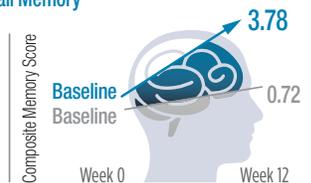


Healthy brain function is essential to your quality of life. Keep those memories you've made over the years by keeping your brain healthy. Cognizin® Citicoline enhances overall memory, especially episodic memory.*

A 2021 Study showed that healthy adult men and women (ages 50-85) taking Cognizin® at 500mg/day experienced statistically significant increases in the score for episodic (recalling events) memory and overall memory.*⁴

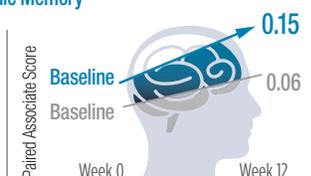
Improvement in Overall Memory

Significantly improved to a greater extent following citicoline supplementation



Improvement in Episodic Memory

Significantly greater improvements in episodic memory



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Cognizin® For-The-Win!

Because of the considerable amount of scientific and clinical research backing Cognizin® Citicoline, manufacturers and formulators will love these practical benefits:

- **Pure** - Contains no food additives, artificial flavors or preservatives.
- **Stable** - Is stable in liquids and in high heat.
- **Water-soluble** - Easy to use in beverages and liquids.
- **Neutral in taste** - Neutral and slightly acidic taste compliments numerous product flavors.
- **GRAS** - Self-affirmed GRAS status achieved in 2009 and is considered safe for food and beverage applications.
- **Vegetarian** - No animal origin material is used in Cognizin®.
- **Allergen-free** - Considered allergen-free.
- **Kosher** - Certified as Kosher ingredient.
- **Fermentation** - Produced by an innovative fermentation process.

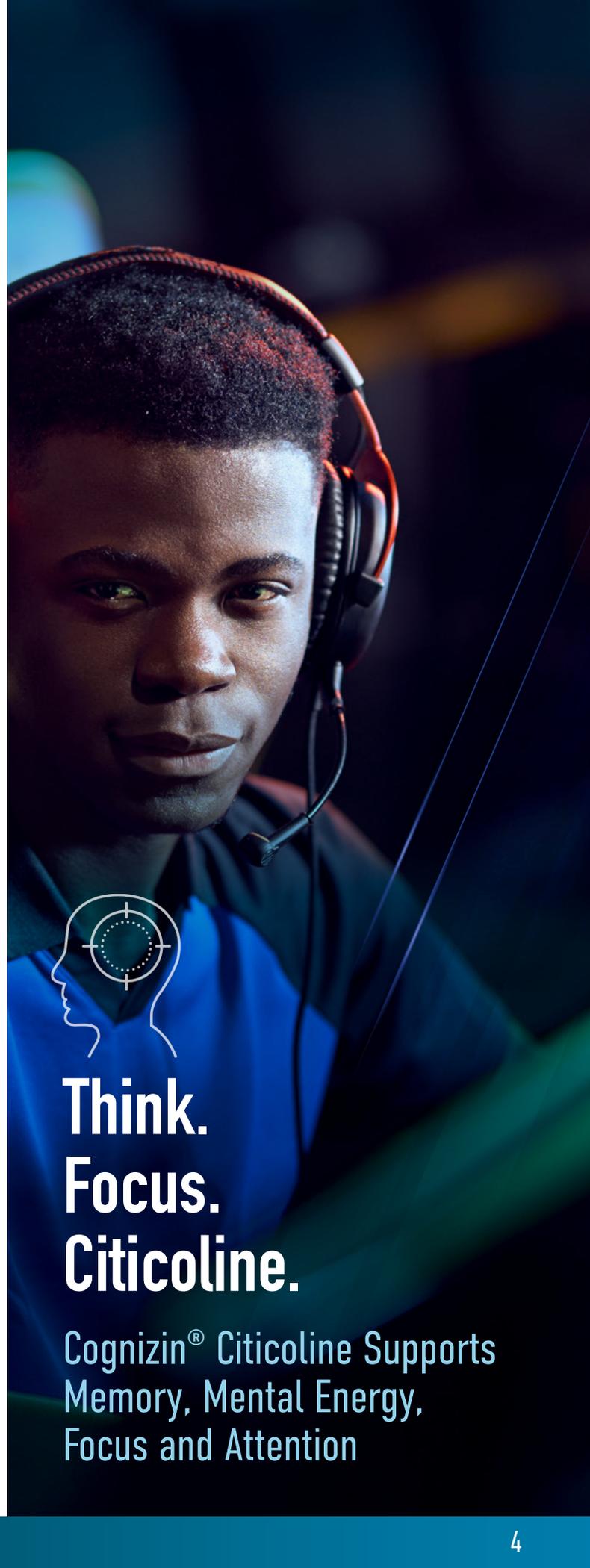
Cognizin® Product Applications include:

- Dietary supplements
- Beverages and beverage bases
- Breakfast cereals
- Chewing gum
- Dairy product analogs
- Frozen dairy desserts
- Hard and soft candies
- Milk and milk products
- Processed fruits and fruit juices

Add Cognizin® Citicoline to Your Next Winning Formulation

In the world of Nootropics, gamers are looking for products with better and faster delivery of mental energy, focus and attention to take them to the top of their game. And getting great tasting food and beverage products with clinically researched ingredients are what they reach for when they are seeking a competitive edge. Now is the time for you to dominate the nootropic product game with Cognizin®.

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**Think.
Focus.
Citicoline.**

**Cognizin® Citicoline Supports
Memory, Mental Energy,
Focus and Attention**

References:

1. Silveri MM et al. Citicoline enhances frontal lobe bioenergetics as measured by phosphorus magnetic resonance spectroscopy. *NMR Biomed.* 2008; 21(10):1066-75.
2. McGlade E. et al. Improved Attentional Performance Following Citicoline Administration in Healthy Adult Women. *Food and Nutrition Sciences.* 2012;3:769-773.
3. McGlade E, et al. The Effect of Citicoline Supplementation on Motor Speed and Attention in Adolescent Males. *Journal of Attention Disorders.* 2015; 1557-1246.
4. Nakazaki E, et al. Citicoline and Memory Function in Healthy Older Adults: A Randomized, Double-Blind, Placebo-Controlled Clinical Trial [published online ahead of print, 2021 May 12]. *J Nutr.* 2021;nxab119.

Cognizin®

For the evolution of your mind®

Boost brain energy, support memory and promote focus and attention.*

For more information on Cognizin, scan code below.



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