Nature’s Memory Miracle

Saving Your Brain From Alzheimer’s

INH THE INSTITUTE FOR NATURAL HEALING
Let’s just call it what it is—scary.

Preventing Alzheimer’s disease and other forms of memory loss is one of the toughest and most critical challenges we face today. Alzheimer’s disease is the most common cause of dementia. And it is the sixth-leading cause of death in the United States.

One in nine older Americans suffers from Alzheimer's disease (AD).¹ That means another 15 million Americans are caring for a loved one with it. Watching as it progresses from mild memory problems to severe brain damage is both heartbreaking and terrifying.

Your brain is the body's most powerful organ. This cantaloupe-sized, three-pound mass controls everything. Breathing and heart rate...balance and coordination...and of course, thinking, problem solving, and memory.² To do all of this work, it needs energy. A lot of it.

Every time your heart beats, 20-25 percent of your blood goes straight to the brain. If you're thinking hard, that can shoot all the way up to 50 percent.³ Once the blood gets there, nerve cells use it. A healthy brain is so thick with nerve cells, or neurons, that their branches spread out into a "neuron forest" with connections to over 100 trillion points.⁴ Your brain works by sending signals through the neuron forest to tell your body what to do.

Experts once believed that we had a set number of brain cells at birth. Once those cells were gone, they were gone for good. But recently, Dr. Fred Gage and
researchers at Salk Institute for Biological Studies made a landmark discovery. Our brains constantly develop new neurons.

**Growing and Protecting the Neuron Forest**

Every day our brains can create thousands of new neurons—mostly in the hippocampus, a learning and memory region of the brain. This process is called neurogenesis. The newly formed brain cells are able to strengthen your brain and compensate for any damaged cells you have.

However, over time Alzheimer's can destroy neurons. It happens as a result of buildup of plaque and tangles. Plaque and tangles (also known as beta-amyloid and tau) are proteins that accumulate in the brain. Over time the abundance of these proteins causes neurons to die. That’s when the network gradually breaks down. Information is no longer able to be exchanged. And the brain begins to shrink. This is why people suffering from Alzheimer's disease go from mild confusion...to forgetting who friends and family are...to being unable to take care of themselves at all.

People over the age of 65 usually survive between four and eight years after a diagnosis. But some live as long as 20 years. And odds are, they'll end up in a nursing home. By age 80, 75% of people with Alzheimer's live in nursing facilities— compared to 4% of 80 year olds in the general population. But that's usually only after the family has exhausted much of their financial and emotional resources.

Now that the U.S. has the biggest aging group in history—more than 10,000 Baby Boomers per day are turning 65—catastrophe is looming. In fact, 10 million of those boomers are expected to die from Alzheimer's disease. This not only impacts them and their families, but will strain the entire health care system. Clearly, solutions that can prevent, delay, or treat Alzheimer's disease are more crucial than ever.
One such solution is gaining new respect in both the natural health world...and mainstream medicine.

**New Hope for Nature’s Alzheimer's Remedy**

For centuries, Chinese medicine men have sworn by a natural way to fight Alzheimer’s disease. It’s an extract called huperzine A. It comes from Huperzia serrate, a moss-like plant found in Asia. Published studies have shown huperzine A to be safe and effective. In fact, it is so safe and effective that Big Pharma has their sights set on it. They are always looking for ways to pad their pockets.

But the supply is limited. The plant takes decades to grow and yields only a tiny amount of vital extract.

Worse, because it is in such high demand, it has been overharvested. Now, it’s facing extinction.

But Yale scientists have come up with a way to reproduce huperzine A.\(^{11}\) That means a dependable supply, available to people who need it.

Dr. Seth Herzon is the research scientist who found the solution. He is a Harvard graduate who has been honored by the National Institutes of Health. Now a professor at Yale, he leads lab research for the chemistry department. His mission is to get this natural remedy to everyone who can benefit from it.

He’s convinced that it can combat Alzheimer’s more effectively than drugs. It works faster. It is more potent. And it’s completely safe.

“We believe huperzine A has the potential to treat neurologic disorders more effectively than the current options available,” he says. “And we now have a route that rivals nature’s pathway.”

The journal *Chemical Science* published his research.\(^{12}\) And independent experts support his findings.
Dr. Steven Weinreb is the head of research on synthesis of natural products for Penn State University. He says Herzon’s solution “allows access to large quantities of this scarce natural product from readily available materials.” He believes this breakthrough will provide a safe, effective, and widely available treatment for Alzheimer’s patients.

So how does huperzine A work?

To answer that question you have to look at the problems associated with Alzheimer’s disease.

Our brains produce a compound called acetylcholine. This chemical messenger is vital to memory, judgment, and clarity of thought. It serves as an important neurotransmitter that relays signals from one neuron to another. It is the most abundant and essential neurotransmitter in the brain—you need it to make memories and thoughts. Acetylcholine is stored at the end of neurons.

With age, acetylcholine levels naturally drop. That’s when “senior moments” begin. You notice sporadic lapses in short-term memory. You forget where you put your keys. You can’t recall a name. You go into a room and can’t remember why. These issues may be annoying, but they come and go and don’t get in the way of living a normal life.

But Alzheimer’s patients produce a brain enzyme called acetylcholinesterase (AChE). This enzyme breaks down acetylcholine even further. Levels can drop by up to 90 percent. That breakdown leads to many of the cognitive problems linked to the disease. Neurons begin to have trouble sending and receiving messages. Communication is then terminated. That’s when the fogginess and debilitating forgetfulness begins.

To date, the primary drugs used for Alzheimer’s disease are acetylcholinesterase inhibitors. These drugs treat the disease by trying to block AChE. That allows
acetylcholine levels to rise and normalize. This, in turn, can improve cognitive function.

That’s where huperzine A comes in. It works the same exact way…but with better results.

Twenty years of published studies support this natural remedy. Some show it works as well as prescription drugs. In some cases it works much better and without the risky side effects.

In February of 2014, a group of scientists at China Medical University published a review of Huperzine A studies on not only Alzheimer’s, but vascular dementia too.

And they agree: Huperzine A shows a positive effect on cognitive function. Patients taking it instead of a placebo had better results on tests on orientation to time and space, attention and calculation, recall, language, repetition, and complex commands.

The researchers also noted:

“When compared to galantamine, donepezil, tacrine, and so forth, [Huperzine A] has longer duration of action, better penetration of the blood-brain barrier, higher oral bioavailability, fewer adverse reactions, and many other advantages.” ¹⁴

You may not recognize these drugs by their generic names. They’re Razadyne, Aricept, and Cognex. Big Pharma knows Huperzine A works better than any of these…and without the scary side effects. In fact, Cognex was discontinued in the U.S. in 2012. ¹⁵

Huperzine A targets AChE and slows down its activity. It basically acts as a buffer and blocks AChE from reaching the acetylcholine. That stops the breakdown of acetylcholine and enables the brain to strengthen neuronal connections and function properly. ¹⁶
Professor Joel Sussman at the Weizmann Institute in Israel said of huperzine A: “It is as if this natural substance were ingeniously designed to fit into the exact spot in AChE where it will do the most good.”

One study looked at 202 people with the disease. The placebo-controlled study ran for 12 weeks. Patients got either 400 micrograms of huperzine A or placebo each day.

Patients in the huperzine A group showed 348 percent more significant improvements than the placebo group. These included memory, thinking, mood, and behavioral functions.\(^\text{17}\)

Huperzine A’s medicinal properties go beyond acetylcholine. It also reduces oxidative damage caused by plaque in the brain.\(^\text{18}\) It can improve learning performance. The extract is actually able to pass through the blood-brain barrier to work quickly and stay active for hours.

Free radicals can also affect the brain and cause memory loss. Lab tests found huperzine A to protect against free radical-induced cell damage.\(^\text{19}\)

In fact, China has used huperzine A as a prescription drug since the early 1990s. More than 100,000 patients have used it with no serious adverse effects.\(^\text{20}\) You can’t say the same about most AD drugs.

Huperzine A is not your typical herb. Herbs contain hundreds or even thousands of chemicals. Huperzine A on the other hand is highly purified and contains just one single chemical. That’s what makes it as potent as a drug.\(^\text{21}\) But best of all, it is giving life and hope back to people suffering from Alzheimer's disease.
Billions of dollars are spent on drug therapy for cognitive decline. Commonly prescribed drugs Exelon and Aricept are used to treat mild to moderate Alzheimer’s.

They are designed to inhibit AChE. They’ve showed varied results for treatment. They may help delay or prevent symptoms from becoming worse but they do not stop the disease. They are “after the fact” drugs.

One study using the drug Exelon showed insignificant results between the drug and the placebo. Plus, several subjects had to drop out because of adverse effects.

Exelon and other AD drugs include side effects such as nausea, vomiting, diarrhea, weight loss, loss of appetite, chronic fatigue, depression, muscle weakness, and more. These are already dangerous issues for Alzheimer’s patients. And who knows what kind of long term effects they may have?

A survey of doctors found that these drugs have very modest effects on preserving memory or speaking skills. Bottom line: The drugs just don’t do much to help. And they have severe side effects...possibly making the patient’s health even worse.

**Bringing Hope to the Masses**

Science shows this natural extract can work. But there is a problem. The plant material yields less than one percent of usable solution. Worse, the supply is endangered. So it can cost up to $1,000 per milligram.

“Being able to synthesize large amounts of huperzine A is crucial,” says Dr. Herzon. “Because the plant itself is nearing extinction.”

So Herzon created an eight-step process to reproduce huperzine A in the lab. That process now yields 40 percent of usable solution.
Thanks to Herzon’s new process, you can buy this compound for just a few dollars. That’s a small fraction of what it used to cost.

Right now you can find huperzine A online and at some health food stores. Based on several studies, you should take up to 400 micrograms per day to help prevent memory loss and cognitive decline. We recommend Source Naturals Huperzine A. (We receive no compensation for recommending this product.) It costs just $10 to $20 a bottle.

But it may not stay that way. Like we said earlier, Big Pharma wants it. It works better than their drugs so they’re eager to get in on the action. And you can bet if they get hold of it you’ll be paying a lot more than a few dollars. So there’s no time like the present to stock up.

The Alzheimer’s Association recommends that you not take huperzine A if you’re already taking a prescription AD medication. Taking both could cause unwanted side effects. So it is best to check with your doctor.

And remember—you don’t have to have Alzheimer’s to benefit. We all need to take preventive measures to protect our brains.

Along with Huperzine A, our research led us to develop a simple and effective Five Point Checklist of specific strategies designed to help you protect your brain and preserve your memory. With the plan we outline you can charge up your cognitive function and improve brain health.

**Lifestyle and Environment—Factors for Brain Health**

Studies show that memory loss later in life has a lot to do with lifestyle factors. Normally when you think of obesity and high cholesterol, you don’t equate them with brain health. But research proves these factors have more to do with keeping
your mind young than you may think. They can also deplete your brain’s levels of acetylcholine.

Making small changes in your life can have a huge impact on your brain health (and overall health, too). If you can’t do it all at once, that’s fine—just do what you can and keep adding more as you go. Steady progress can deliver big results over time.

1. **Stay fit.** Piling on the pounds, especially around the waist, has serious consequences. All that fat makes hormones that increase inflammation in your body. It also raises your risk of memory loss by 80 percent. For obese people, the risk soars to 300 percent. But simple lifestyle changes can reverse obesity and cut your risk of cognitive decline. And you don’t have to spend hours a day working out. A Mayo Clinic study found that getting any type of moderate exercise cuts people’s risk by more than 30 percent. Just by getting up off the couch and moving—whether from walking, running, golfing, swimming, gardening, cleaning, or anything else physical—gets blood pumping to your heart and brain. Proper blood flow means proper oxygen levels, which help keep your brain cells communicating.

2. **Raise your HDL cholesterol.** Not all cholesterol is created equal. Researchers believe that too much LDL “bad” cholesterol increases the production of plaque in your brain. It also depletes the brain of antioxidants that are needed to prevent plaque damage and inflammation. And it can lead to even more risks that put your brain in jeopardy. That’s why it’s important to balance your total cholesterol out. And by doing that you need to raise your HDL 'good' cholesterol. To do that, add mono and polyunsaturated fats to your diet. They decrease inflammation of the arteries. That helps increase HDL. Good sources include olive oil, nuts, avocados, and fish high in...
omega-3s. Also, treat yourself to a relaxing glass of wine. Alcohol in moderation has been found to increase HDL levels.

3. **Eat the foods you love.** There is no reason to deprive yourself of delicious foods. Some of your favorites foods are actually good for you and can help keep Alzheimer’s at bay. Dark chocolate is packed with antioxidants called flavanols. They have anti-inflammatory properties that protect your heart and your brain. Two cups of cocoa daily increases blood flow to the brain by about 10 percent after just four weeks.²⁷

Eating berries is another great way to reduce memory decline.²⁸ Try to eat at least two or more servings each week. And don’t feel guilty for starting your mornings with a cup of Joe. Coffee is actually good for you. Moderate caffeine intake helps protect your brain. Three cups of coffee a day may lower your risk of Alzheimer’s by 65% according to a Swedish study. We recommend just a cup or two in the morning. Yes, caffeine is good for you, but in moderation. It helps keep us alert; it increases our attention, and elevates our mood. All help with short-term memory.

4. **Get enough sleep.** A sure way to a healthy brain is a good night’s rest. Chronic brain inflammation can deteriorate brain cells. Proper sleep acts as an anti-inflammatory. Researchers from Washington University Medical Center found that sleep actually prevents the buildup of beta-amyloid.²⁹

Sleep also helps maintain a healthy metabolism. That’s important in preventing weight gain and irregular hormone levels. Try to get at least seven to eight hours of sleep each night. And maintain a regular pattern as well. Go to sleep and wake up at the same time as much as possible. It helps keep your body regular.
5. **Relax.** Stress is a killer. It can shrink your brain. You need a healthy, plump hippocampus to learn and recall memories. When you’re stressed out, you can’t focus. That’s partly because stress increases the production of the hormone cortisol. And too much cortisol wreaks havoc on neurons and can damage your memory. The good news? Proper stress management can lower cortisol levels. Once levels go back to normal, so does your memory.

To lower stress fast, simply take a deep breath. A deep breath can release tension and improve your physical and mental wellness. It increases oxygen in our blood, which is vital for our body to function. Deep breathing not only reduces stress, it also lowers blood pressure. Another way to relieve stress is to simply make time for yourself. Do something you enjoy doing. If you like reading, read. If you like to dance, dance. Whatever activity it might be, even if it is just for 10 minutes a day, take that much needed time to relax. Your mind and body will thank you.

**You Are Not Powerless Against Alzheimer's**

It’s true that genetics plays a part in the development of Alzheimer's disease. But it is probably less than 1% of cases. By far, the biggest risk factor is aging itself. And as already mentioned, Baby Boomers are now turning 65 in droves.

Alzheimer's disease is NOT a normal part of aging. However, it has become so common that two out of every five adults has a family member or friend suffering from it.

Remember, Alzheimer's disease does not develop overnight. Changes start happening decades before any symptoms become evident. So there is plenty of opportunity to keep your brain healthy. As stated before, with age we stop producing as much acetylcholine, so you can counteract the aging process with Huperzine A.
And remember—in addition to Huperzine A, you should be following our easy and effective Five Point Lifestyle and Nutrition Checklist. It’s never too early to start protecting your brain and memory. It’s easier to protect a healthy brain than to try to repair extensive damage.

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