

## NATURAL SUPPORT FOR CALMNESS & RELAXATION

### Supplement Facts

Serving Size: 2 Capsules

Servings Per Container: 30 and 60

|  | Amount<br>Per Serving | % Daily<br>Value |
|--|-----------------------|------------------|
| GABA (Gamma-Aminobutyric Acid)   | 550 mg                | **               |
| L-Theanine (as Suntheanine®)   | 200 mg                | **               |
| Holy Basil leaf extract<br>( <i>Ocimum sanctum</i> ) (2.5% ursolic acid) | 100 mg                | **               |

\*\* Daily Value not established.

**Other ingredients:** Cellulose (capsule), micro-crystalline cellulose, silicon dioxide, vegetable stearate. **Does not contain gluten.**

**SUGGESTED USE:** 2 CAPSULES BETWEEN MEALS, 1 OR 2 TIMES PER DAY OR AS DIRECTED BY YOUR HEALTHCARE PROFESSIONAL.

**WARNING:** IF TAKING MEDICATION, PREGNANT OR NURSING CONSULT A PHYSICIAN BEFORE USING.

Suntheanine® is a registered trademark of Taiyo International.



- Potent, elegant blend of three well-researched ingredients.\*
- GABA supports healthy, calming neurotransmitter activity.\*
- L-Theanine helps to promote alert relaxation & restful sleep.\*
- Holy Basil balances stress, helps support healthy cortisol levels.\*

Maintaining a calm and tranquil mind in today's frantic world is a challenge. Amidst a constant barrage of sensory and electronic stimulation, great effort is required to meet the many demands on our time and energy. Coping can be difficult. The National Institutes of Health estimate that 40 million Americans experience overwhelming levels of stress and anxiety. Lifestyle modification tools such as meditation, exercise, deep breathing and reducing caffeine consumption all have been found to help soothe tense emotional states, while targeted nutrients and botanicals can provide additional assistance. SereniSelect® offers support for a relaxed mood and serene mind with potent levels of three ingredients clinically researched for their calming effects: GABA, L-Theanine and Holy Basil.

GABA (Gamma-Aminobutyric Acid) is the primary inhibitory neurotransmitter in the human cortex, active in at least 20% of central nervous system synapses and critical for normal brain function. GABA is also widely distributed throughout the enteric nervous system, which governs functioning of the gastrointestinal tract. As an inhibitory neurotransmitter, GABA participates in mechanisms involved with muscle relaxation, mood regulation and sedation.

Supplemental GABA has been shown to produce a calming effect. It is widely reported to help relieve feelings of anxiousness and improve sleep quality, among other beneficial effects. Human studies have suggested that GABA may help to increase alpha-wave activity in healthy individuals. In studies which involved a stressful arithmetic challenge, GABA was found to help decrease heart rate variability and reduce psychological fatigue. An exact mechanism of action is yet to be confirmed, but some studies suggest GABA supplements may cross the blood brain barrier (BBB), most likely via facilitated transport. An alternative view proposes that supplemental GABA functions via the enteric nervous system in the gut, where GABA is naturally produced by probiotic *Lactobacillus* and *Bifidobacterium* species. Stimulation of the vagal nerve in healthy young volunteers has been shown to increase GABA concentrations in the brain, adding further support to the well-established link between neurotransmitters, stress and GI function.

L-THEANINE is a relaxing amino acid compound found naturally in green tea (*Camellia sinensis*). SereniSelect® contains the patented Suntheanine® form of L-theanine used extensively in clinical research. In human studies, L-theanine has been found to help create a sense of alert relaxation within 30-40 minutes of oral ingestion. Further research suggests that L-theanine can help ease nervousness due to common every day overwork and fatigue, and that it boosts alpha-wave activity in the brain. Alpha-waves are associated with meditative states, increased alertness and reduced stress and anxiety.

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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.



L-theanine also may help to optimize brain levels of serotonin, the calming neurotransmitter, and has been shown to help improve sleep quality and duration. In a randomized, double-blind, placebo-controlled study of 98 boys with attention-deficit/hyperactivity disorder, those who consumed L-theanine as Suntheanine® (200 mg, two times per day) obtained significantly higher sleep percentage and sleep efficiency scores compared to those taking placebo.

Additional L-theanine benefits may be related to the antioxidant and anti-inflammatory properties of the green tea from which it is derived. L-theanine has been found to protect cells in both brain and liver tissues, helping to restore their native antioxidant capabilities. Both animal and human studies have found it to be extremely safe and well tolerated, even at high doses, with no significant adverse events reported.

HOLY BASIL has been considered a sacred plant for thousands of years in India, where it is known as Tulsi or “the elixir of life”. Highly revered as a restorative herb in Ayurvedic medicine, Holy Basil is recognized by clinical herbalists today as a premier adaptogen, helping to increase the body’s resistance to stress by exerting a balancing, normalizing effect upon various physiological processes while being recognized as extremely safe and non-habit forming.

Traditionally, Holy Basil has been employed to address health concerns such as anxiety, neurodegenerative disorders and nerve pain. Modern clinical research suggests it may offer a wide range of stress-reducing benefits. Animal studies have found Tulsi to be an effective antidote to depression caused by chronic unpredictable mild stress (CUMS). In humans, a placebo-controlled, double blind study found that subjects taking Holy Basil extract experienced a significant decrease in general stress-related symptoms such as forgetfulness, exhaustion and sleep problems compared to those taking placebo. Other research suggests that Holy Basil may help to inhibit excessive cortisol release and support healthy functioning of the HPA axis.

In addition to its benefits on psychological stress, Holy Basil has been shown to help counter metabolic stress by supporting healthy serum glucose, insulin and blood lipid levels in overweight subjects, a finding supported by numerous animal studies. It is rich in potent antioxidant phytochemicals including rosmarinic acid, beta-sitosterol and ursolic acid, and has been found to help protect organs and tissues from chemical stressors such as industrial pollutants, smoke, heavy metals and other toxins. Tulsi also exhibits broad-spectrum antimicrobial properties and has been suggested to help support a healthy immune response. The superior quality Holy Basil extract in SereniSelect™ is standardized to a content of 2.5% ursolic acid.

## REFERENCES

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