

Nature's Aide® Vitamins

# Ginkgo Biloba Plus



RESEARCH SUMMARY

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### RESEARCH SUMMARY



### ***Have You Ever Spent Ten Minutes Looking for Your Glasses?***

**T**he pair that was perched on your head the whole time you were rummaging through your desk? Maybe

it was your car keys, the important papers you thought you'd left right where you could find them, or the list of groceries you were supposed to pick up on the way home. The specifics vary, but you know the sort of things I mean. Like that sinking feeling that hits when

you find yourself in a room and can't remember why you're there. Or when you're about to introduce an old friend to a new one and can't dredge up a name.

It happens to all of us.

Most of the time absentmindedness is a function of stress, or fatigue, or a lousy diet (who has the time these days to worry about eating right), or simply the fact that were not eighteen any more. If, however, forgetfulness strikes more often than it once did, the time has come to take action.

Recent medical research tells us there are safe, natural substances that may help. Here's the latest inside information on the ingredients in Nature's Aide® Ginkgo Biloba Plus formula.

## **Ginkgo's Impact on Brain Function Makes Banner Headlines In Scientific Publications**

**R**eports from researchers investigating the properties of ginkgo biloba are so promising that even the ultra-conservative AMA avers that ginkgo helps brain function. Studies, including recent double-blind trials in the United States, indicate that standardized ginkgo

extract aids treating the symptoms of Alzheimer's disease and conditions in which the blood supply to the brain has been compromised.

Ginkgo is not the long-awaited cure for Alzheimer's, but it does help bolster failing memory and, according to reports apparently slows the onset of the disease. More to the point for most of us, Ginkgo aids in conditions in which blood supply to the brain has been compromised. Aha! The lack of nutrient and oxygen-rich blood is the usual culprit behind that hunt for elusive glasses, car keys, names, and the like.

*If you'd like to check out some of these research reports see the following:*

- 1.. Lebars PL, Katz MM, Berman N, Itil TM, Freedman AM, Schatz AF. "A Placebo-Controlled, Double-Blind, Randomized trial of an Extract of Ginkgo Biloba for Dementia." *Journal of the American Medical Association* 278(16): 1327-1332, 1997, October 22
2. Maurer K, Ihl R, Dierks T, Frolich L. "Clinical Efficacy of Ginkgo Biloba Special Extract EGB 761 in Dementia of the Alzheimer Type." *Journal of Psychiatric Research*. 31(6): 645-655, 1997 November-December.

3. Kanowski S, Hermann WM, Stephen K, Wierrich W, Horr R. "Proof of Efficacy of the Ginkgo Biloba Special Extract EGB 761 in Outpatients Suffering from Mild to Moderate Primary Degenerative Dementia of the Alzheimer Type or Multi-Infarct Dementia." *Phytomedicine*. 4(1): 3-13, 1997 march.
4. Ogetree RL, Fischer RG. "Physician's and Pharmacist's Guide to the Top 10 Scientifically Proven Natural Products 2<sup>nd</sup> Edition." Brandon, Miss: *Natural Source Digest*, 1997: 38-47.

## **Ginkgo Might Be Called the Newest "Miracle Drug" But for the Fact that It's a Supremely Safe Herb**

**F**ighting the mental deterioration associated with aging is enough to put ginkgo biloba in the "miracle drug" category—a "miracle drug" so safe the German Commission E reports that the only contraindication is an allergy to ginkgo biloba extract (GBE)—but ginkgo does more. Much more.

Germany's Commission E has not only approved ginkgo for the dementia

syndromes mentioned above, but also endorses it for vertigo and tinnitus (that annoying ringing in the ears) of vascular origin, and intermittent claudication. In addition, extracts of ginkgo are being investigated for use immediately after stroke because of their unique ability to protect against damage from hypoxia (lack of oxygen) as well as asthma, sexual dysfunction, and depressive disorders.

The experts at Integrative medicine Communications, in their exhaustive compendium *Access*, give ginkgo even more credit. According to *Access* ginkgo biloba is ... "a powerful aid to circulatory problems, particularly cerebral insufficiency and peripheral artery insufficiency seen most often in the elderly. It has strong antioxidant properties as well, protecting both the central nervous system and the cardiovascular system from damage and effects of aging."

Ginkgo is credited with preventing atherosclerosis, which promotes coronary artery disease, peripheral artery insufficiency strokes, and an inadequate blood supply to the brain. Cerebral vascular insufficiency goes on to promote memory loss, vertigo, tinnitus, disorientation, and depression, which explains why ginkgo and its ability to improve blood flow is so effective in fighting the mental deterioration associated with aging.

## **According to Integrative Medicine Communications, Ginkgo Worked “Better Than Standard Medical Treatments” For Intermittent Claudication**

**I**n indeed, ginkgo biloba extract has been shown to increase blood not only to the brain but also to the limbs and to accomplish this without affecting blood pressure. The Integrative Medicine Communications people report that trials of the effect of ginkgo on intermittent claudication have had spectacular results. GBE improved blood flow and increased walking tolerance “at levels much higher than standard medical treatments.”

Other peripheral vascular disorders that have responded to ginkgo during worldwide tests and trials include diabetic peripheral vascular disease, Raynaud’s syndrome, and post-phlebitis syndrome.

Ongoing trials include those involved with GBEs effect on impotence due to impaired blood flow, certain symptoms of PMS (fluid retention, vascular congestion, and breast tenderness), diabetic retinopathy, cochlear deafness, and macular degeneration. results thus far are extremely encouraging.

## **How Do the Phytochemicals in Ginkgo Biloba Work?**

**G**inkgo, also called the maidenhair tree, has been around for 200 million years. It is deciduous, may live up to 1,000 years, and reaches 120 feet in height. Once common throughout North America and Europe, the species was nearly lost during the ice age. Only a few remnants survived in the warmer areas of China. Fortunately, the Chinese (the first to discover the valuable role of ginkgo biloba in medicine), worked to propagate and preserve the species. The Chinese consider the tree sacred and have used it to treat or prevent various medical conditions for more than 5,000 years.

Modern medicine owes a debt of gratitude to the Chinese herbalists of 5,000 years ago. Without their efforts to save the ginkgo species we might not now be reaping the benefits of the unique pharmacologically active in the leaves and roots of this newly discovered “miracle drug” for they occur in no other plants living today. Flavone glycosides and terpene lactones are considered to be the most important of these active ingredients.

Flavones glycosides belong to a class of compounds called bioflavonoida. For decades biochemists believed

bioflavonoids were merely “helpers” for vitamin C but in recent years science has discovered that bioflavonoids are stars in their own right. The substances in green tea believed to be most active against everything from tooth decay to cancer are a type of bioflavonoid.

There are many different compounds classified as bioflavonoids. In ginkgo, the primary flavone glycosides are quercetin, kaempferol, and isorhamnetin. They act by decreasing blood viscosity and capillary fragility, scavenging free radicals, and may enhance the activity of endothelium-derived relaxing factor. This is merely fancy language for strengthening the countless blood vessels in the body, protecting cells from free radical damage, and increasing the liquidity and ease of the bloodstream.

Another important group of ginkgo compounds are the terpene lactones named ginkgolides (diterpene lactones) and bilobalides (sesquiterpene lactones). These compounds inhibit the platelet aggregation factor (PAF) and increase cerebral blood flow.

## ***It All Depends Upon the Proper Strength of the Ginkgo Extract***

In order to get the health benefits of ginkgo biloba we would have to take

handfuls of capsules containing dried leaves. Modern science has contributed to the ginkgo experience by extracting the active portions so they may be taken in highly concentrated form. The ginkgo biloba extract used for clinical trials is a 50:1 extract standardized to contain 24% terpene lactones. Read all the fine print on the label of any ginkgo you choose to be certain you are getting the most effective form of GBE.

*\*Note: Anyone taking blood thinners like coumadin should check with a qualified health care professional before taking GBE. It is possible that the coumadin will no longer be needed.*

## ***The “Pluses” in Ginkgo Plus Vitamin B12: Memory and Learning Booster***

In addition to a multitude of vital functions in the body ranging from regulation of the formation of red blood cells to the synthesis of protein and the metabolism of carbohydrates and fat, vitamin B12 is linked to the production of acetylcholine, a neurotransmitter that helps learning and memory. Students preparing for a big exam would do well to stock up on B12 before cramming.

And, according to vitamin guru Dr. James F. Balch, vitamin B12 has been shown to enhance sleep patterns, allowing more restful and hence more refreshing sleep. Balch includes memory loss, neurological damage and even spinal cord degeneration in his list of symptoms arising from a deficiency of this powerhouse B vitamin. It all adds up to a definite “plus” for brain function.

## **Phosphatidylserine: A Star in Research Trials**

**T**he prestigious Thorne Research group has published a multi-page list of recent trials involving phosphatidylserine, the thrust of which ranges from memory impairment, through several forms of dementia including Alzheimer’s, to epilepsy, all reporting “statistically significant” and “clinically important” changes. Here are just a few:

Drs. Cenacchi, et al, concluded in their report in *Aging*, 5:123-133; 1993 that: “Statistically significant improvements in the phosphatidylserine-treated group compared to placebo were observed both in terms of behavioral and cognitive parameters ... the results are clinically important since the patients were representative of the geriatric population commonly met in clinical practice.”

In the *Psychopharmacology Bulletin*, 28:61-66, 1992, Drs. Crook, et al, again tell us “Results suggest that phosphatidylserine may be a promising candidate for study in the early stages of Alzheimer’s Disease.”

In another research report in *Neurology* 41:644-649, 1991 Drs. Crook, et al, again tell us “... the compound (PS) may be a promising candidate for treating memory loss in later life.”

In the *Clinical Trials Journal*, 24:99-103; 1987, Drs. Granata and DiMichele conclude, “The results obtained encourage us to suggest phosphatidylserine as a possible tool in the treatment of mild and moderate deterioration of cognitive function.”

Phatidylserine (PS) is classified as a phospholipid needed by every cell in the body, and especially abundant in nerve tissue. What is a phospholipid? Very simply it is a phosphorus-crucial for the maintenance of healthy cell membranes.”

Although the brain normally produces PS, production dwindles as we age and deficiencies affect brain function. Supplementation can be helpful for those in middle age and beyond.

## **Ginseng: The Incomparable Tonic**

**M**ention of ginseng is found in the earliest medical literature of many civilizations. It was (and still is) regarded as a highly adaptable herb and used for a variety of ailments and conditions. Traditional herbals list ginseng as an: adaptogen (meaning it helps wherever needed), alterative, anodyne, appetite-stimulant, aphrodisiac, antidepressant, cardiotoxic, carminative, expectorant, hormone restorative, nervine, retractor, sedative, sialogogue, stimulant, stomachic, and tonic. That's quite a list, and few other herbs can match ginseng for its wide range of beneficial effects on the human body.

In more recent days modern science has published an equally impressive list of credits for ginseng, validating the traditional uses. In 37 clinical studies published between 1968 and 1990, ginseng improved physical and cognitive performance, mood, or metabolism. These and other studies indicate that ginseng may possess a plethora of valuable actions. The list includes:

- Improvement of cognitive performance and mood.
- Improvement of ratio between "good" and "bad" cholesterol.
- Reduction of liver toxicity.

- Improvement of psychomotor performance.
- Improvement in control of asthma and chronic respiratory disease (200 mg. per day improved respiratory strength, oxygenation capacity, and walking distance in respiratory disease patients).
- Lowered blood sugar levels.
- Regulation of blood pressure and adrenocorticotrophic hormone.
- Enhancement of athletic stamina.
- Improvement of metabolism rates.
- Reduction of the level of cortisol in the blood (among other things the stress hormone cortisol interferes with the function of insulin).

The German Commission E monograph describes ginseng as a "tonic to counteract weakness and fatigue, as a restorative for declining stamina and impaired concentration, and as an aid to convalescence."

Research also suggests that high doses of ginseng may be helpful for inflammatory conditions like rheumatoid arthritis without the side effects of the commonly used steroids it may also pro-

tect against harmful doses of radiation.

In short, in the laboratory ginseng is proving to be just as valuable as all those ancient herbalists claimed.

## ***Lecithin: Essential to the Function of Every Cell in the Body***

**T**he primary component of cell membranes, the mini-computers that regulate the transfer of nutrients into and out of the cell, is lecithin. The protective sheathing around the brain is composed of lecithin. The spinal cord, nerves, organs, and muscles also contain this essential fatty acid substance. Without lecithin we would not exist.

Lecithin consists primarily of the B vitamin choline and, in smaller amounts, linoleic acid and inositol. This essential nutrient is credited with improving brain function. In addition, studies show that lecithin helps to prevent arteriosclerosis, protects against heart disease, and aids in the absorption of thiamine by the liver and vitamin A by the digestive tract. It enables fats, including cholesterol and saturated fats, to be dispersed in water and removed from the body. Dr. James F. Balch recommends lecithin as a “wise addition to anyone’s diet.”

Ongoing research indicates that lecithin may be valuable in the treatment of AIDS, herpes, chronic fatigue syndrome, and the various immune disorders associated with aging.

## ***Nature's Aide® Puts All of it Together in One Powerhouse Brain Function Formula***

**W**e were so encouraged and excited by the research reports that we put the most promising natural brain function helpers into one convenient formula. Ginkgo Biloba Plus is the result. Our nutritional consultant, Shirley Farley, says to tell you that there are fewer lost keys and glasses around her office now.

The information in this booklet is intended merely as food for thought. It should not be regarded as a substitute for the advice of a qualified health care professional. We strongly advise checking with your physician at the first signs of impaired cognitive function. And, last but not least, always check with your doctor if you intend to take any supplement, including this one.

# THE DOCTOR'S FIRST CHOICE!



## Ginkgo Biloba Plus

is today's top news story. Even the AMA says it helps brain function. Our Ginkgo Biloba-Plus is of the highest potency available 24% flavonglycosides, plus the perfect blend of other ingredients to give you a fully functioning balanced mind-improving formula.

### INGREDIENTS -

	Amount Per serving	% Daily Value
Serving size 2 tablets.		
Vitamin B12 (as cyanocobalamin)	100mcg	1,667
Ginkgo biloba - 24% flavonglycosides (leaf)	100 mg	*
Panax ginseng - 6% ginsenosides (root)	50 mg	*
Lecithin	250 mg	*
Phosphatidylserine	10 mg	*

\*Daily value not established.

Other ingredients: dicalcium phosphate, tricalcium phosphate, microcrystalline cellulose, croscarmellose sodium, stearic acid, silica, calcium silicate, magnesium stearate, and pharmaceutical glaze.

### In 60 or 120 Tablet Bottles

Item No.	Qty.	Reg \$ Each
GB- 60	1	\$21.95
GB-120	1	\$39.50

## Nature's Aide® Vitamins

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