

ATTENTIVE CHILD™

Helps Your Active Child Concentrate

Most people think an ultra-active child means an active brain, but active children may actually need a boost in brain metabolism. ATTENTIVE CHILD influences interconnected body systems that affect children's ability to focus: neurotransmitters and brain metabolism, nerve cell communication, antioxidant defense and essential fatty acid metabolism.



	Neurotransmitters & Brain Metabolism	Nerve Cell Structure & Communication	Antioxidant Defense	Essential Fatty Acid Metabolism
ACTION	<p>Neurotransmitters are chemicals necessary for brain cell communication. Increasing certain neurotransmitters may boost brain metabolism. DMAE is a substance, normally found in the brain, that is known to cross the blood-brain barrier. It is a precursor to choline, necessary for the production of the neurotransmitter acetylcholine, which is involved in learning and memory. In clinical studies, DMAE has been shown to enhance mental concentration. L-Aspartate is an amino acid that is also a stimulatory neurotransmitter.</p>	<p>The human brain is composed primarily of fat. These lipid molecules are necessary for the structure of nerve cells, including cell membranes and the myelin sheath. They are also necessary for the transmission of messages along cell membranes and from one brain cell to another. For proper brain structure and function, specific kinds of fats are required for specific functions. These healthy fats are often lacking in the diet.</p>	<p>In the lipid-rich environment of the brain, antioxidants are required to maintain its structural integrity and optimal functioning. Fat molecules are particularly prone to oxidation by free radicals found in environmental pollutants, and certain foods, or formed by the body's metabolic processes. They chemically alter lipid molecules, affecting their functioning. Antioxidants neutralize free radicals in the brain and throughout the body, and are absolutely critical to good health.</p>	<p>Because 60% of the brain is composed of fat, fatty acid formation is critical to brain function. Certain nutrients are required in order for the body to transform essential fatty acids from the diet into other vital fatty acids and important biological compounds.</p>
CONTENT	L-Aspartate, DMAE, Magnesium	DHA (Docosahexaenoic Acid), Phosphatidylcholine, Phosphatidylethanolamine, Phosphatidylinositol, Phosphatidylserine, Magnesium, Zinc	Grape Seed, SOD, Zinc	Magnesium, Zinc

