

# BrainPhyt™

FITNESS FOR THE MIND





## BRAIN HEALTH IS A TOP PRIORITY FOR CONSUMERS

Today, more than ever, consumers are looking for a more holistic approach to their cognitive health:

**N°1** Position of Brain Health category among trends and consumer purchase intent.

**37%** Of U.S. consumers intend to purchase a brain health product in 2023.

**44%** Of U.S. adults aged 50 to 80 years reported feeling stressed.

Sources: NBJ December 2022 Trends Issues & New Hope Network NEXT Data & Insights survey, NBI consumer survey, June 2023  
The American Institute of stress, 2021

## PRESERVING COGNITIVE HEALTH AMIDST THE CHALLENGES OF AGING AND STRESS

Consumers know that **cognitive decline is naturally age-induced**, but they are also aware that **elevated stress levels** can impact cognitive health. Consumers are on the lookout for **natural solutions** that enable them to **maintain good cognitive function while mitigating the effects of aging and stress**. Today, very few innovative and natural solutions have proven to be effective for both **cognitive function and stress** at the same time.



COGNITIVE  
HEALTH



CLINICAL  
STUDY



MICROALGAE  
EXTRACT



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BrainPhyt™ is an **innovative, patented, clinically-backed bioactive** shown to have benefits on both **cognitive function and stress management**.

BrainPhyt™ improves **episodic memory and executive function, while improving calmness and reducing perceived stress**, as well as **regulating the biomarkers associated with normal cognitive decline**.\*

It is a unique and **synergistic complex** of several key compounds **sustainably extracted** from the microalgae *Phaeodactylum tricornutum*, an outstanding source of fucoxanthin, omega-3 fatty acids, and more, and stabilized into MCT oil.





# BrainPhyt™

In 2 double-blind, randomized and placebo-controlled clinical trials on healthy older subjects, BrainPhyt™ has shown to:



- **IMPROVE MEMORY\***
- **INCREASE EXECUTIVE FUNCTION\***
- **ENHANCE ATTENTION AND VIGILANCE\***
- **REDUCE STRESS & ENHANCE CALMNESS\***

2 independant RDBPC clinical trials lasting 3 and 6 months on 43 and 66 healthy elderly subjects with age-related cognitive decline.

**2.5X** more effective to improve executive function\*

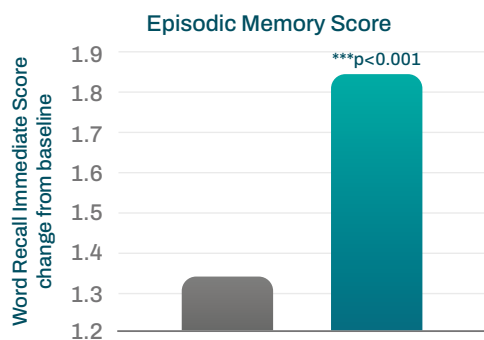
**+53%** episodic memory improvement\*

**-15%** stress reduction\*

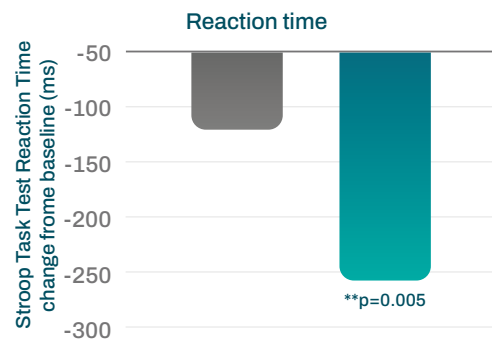
**2.5X** more effective for a serene mind\*

**-45%** CRP concentration in the body\*

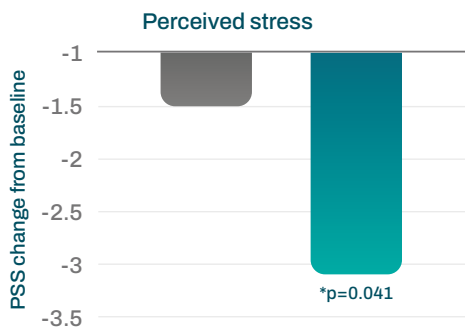
**BrainPhyt™ improves long-term memory**, shown by a significant evolution of the word recall immediate score.\*



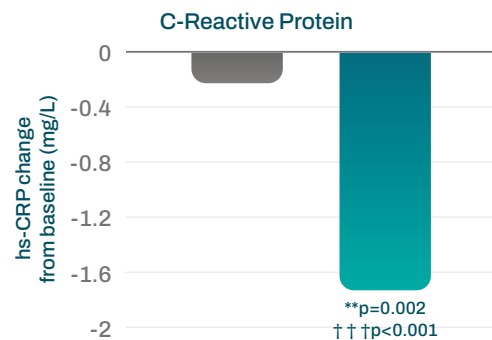
**BrainPhyt™ improves executive function** by reducing substantially the reaction time.\*



**BrainPhyt™ reduces perceived stress** with a substantial diminution of PSS score.\*



**BrainPhyt™ reduces blood CRP**, a predictor factor of age-related cognitive impairment in healthy population.\*



Placebo BrainPhyt™

Data is based on means and 95% confidence intervals. \* indicates significant within groups difference between W0 and W24. † indicates significant between groups difference at W24.



**An exclusive bioactive:**

- Patented composition
- Unique mode of action
- Efficacy at low dose



**Reliable and sustainable sourcing:**

- Patented hydrobiomimetic technology
- Sustainable production process
- State-of-the-art large-scale platform

\*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.



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## FUCOXANTHIN

POWERFUL  
ANTIOXIDANT

## OMEGA-3 FATTY ACIDS

BRAIN AND MOOD  
ENHANCER

## PHYCO- PROSTANES

NEURO-  
PROTECTION

## MCT OIL

BRAIN FUEL

- Clinically shown to improve cognitive function and stress management\*
- Unique mode of action
- Patented composition

- Non-GMO Project Verified, allergen-free
- Available in liquid or powder and suitable for...



SOFTGELS



CAPSULES



TABLETS



GUMMIES



PROTEIN BAR

- Sustainable sourcing and consistent supply
- Exclusive hydro-biomimetic technology

*Phaeodactylum tricornutum* microalgae

Microphyt's exclusive technology



+33 (0)4 34 48 04 10 (FR)  
contact@microphyt.eu  
www.microphyt.eu



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