

**SUGGESTED USE** Consume one packet (5 capsules) daily with a meal or as recommended by a health care professional. For best results take this product with food. This product is most effective as part of a healthy diet and active lifestyle, along with one of **ANDREW LESSMAN'S** multi-vitamin-mineral formulas. **For answers to questions about the use of this product call 800.808.7311.**

**CAUTION** If you are pregnant, nursing or taking anticoagulant drugs, use only under the specific guidance of a physician. Discontinue use one week before surgery.

**UNSURPASSED.**  
Purity. Quality. Integrity. Effectiveness.



Andrew Lessman  
Founder of ProCAPS Labs

**THIS PRODUCT IS ONLY AVAILABLE FROM**



**800.944.9999**  
WWW.HSN.COM



**800.808.1200**  
PROCAPSLABS.COM

# MEMORY AND BRAIN

with **ACETYL L-CARNITINE** and

# PC LIVER AND BRAIN™

PHOSPHATIDYL CHOLINE • VINPOCETINE • BACOPA  
GINKGO BILOBA • ACTIVATED CURCUMIN • GINSENG



DIETARY SUPPLEMENT



60 Perma-Fresh Packets™ • 300 Easy-to-Swallow Capsules

**Andrew Lessman's MEMORY AND BRAIN** is a unique blend of over 20 ingredients providing our most comprehensive, natural support for the brain, memory and mental acuity. It also includes the most critical structural components for brain and liver cells – Phosphatidyl Choline (PC). What distinguishes human beings from other animals is our brain's remarkable abilities; yet, as we age, we all experience significant changes in memory and brain function. This formula provides a long list of natural tools to help support the retention of our brain's extraordinary abilities, particularly as we age. Our brain requires an enormous supply of energy, so we begin with an impressive 500 mg of Acetyl L-Carnitine (ALC). ALC is recognized for its role in energy production within the brain, while also being a structural building block for Acetylcholine (our primary neurotransmitter). ALC is included as our first line of defense in combating the normal, age-related changes in memory, concentration and mental acuity. Because our brain must have an uninterrupted supply of oxygen and nutrients, we include Ginkgo Biloba and Vinpocetine to support and maintain healthy blood flow to the brain, thereby ensuring the abundant resources necessary for optimum brain function. Both of these natural ingredients have been shown to help combat those normal, age-related changes in brain function. We also add Bacopa for its long history of use in Ayurvedic (Indian) Medicine as well as our uniquely absorbable Turmeric Extract with its standardized Curcumin Phospholipid Complex, offering targeted protection to the delicate tissues of the brain. We also include Vitamin D3, since Vitamin D receptors are most concentrated in the highest functioning areas of the brain and adequate Vitamin D is essential for optimum brain function as we age. We also add high levels of B-Complex vitamins, particularly our absorption-protected B12 given its essential role in brain and nervous system function. Additionally, since our sense of well-being is a central part of mental function, we include our unique, standardized extract of Panax (Asian) Ginseng.

The three golden liquid capsules in each packet contain the phospholipids essential for healthy brain and liver function. They focus on Phosphatidyl Choline (PC), which is the predominant phospholipid in the brain and liver and is now recognized by the FDA as an essential nutrient because of its important role and scarcity in our diet. PC is essential for the creation of all brain and liver cells, as well as the production of the nervous system's most important neurotransmitter – Acetylcholine. PC is also required to produce the vital protective sheath for our brain and nerve cells. The liver is arguably our hardest working organ and PC makes up two-thirds of its enormous internal surface area (almost 8 acres!) where it performs protein, fat and cholesterol metabolism, as well as processing all waste products (all alcohol and medicines) and almost single-handedly doing all the "dirty" work required to keep the body's internal environment healthy and "clean." Not surprisingly, the regenerative powers of the liver are unique among all internal organs and PC empowers the liver to rebuild and regenerate its hard-working tissues. 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. **CONTAINS NO** Milk, yeast, wheat, gluten, sodium, salt, sugar, starch, cholesterol, emulsifier, wax, binder, filler, excipient, lubricant, coating, diluent, flowing agent, color, flavor, sweetener or preservative.

**CONTAINS NO ADDITIVES OF ANY KIND.**

**THE PERFECT PACKET.**

*The Perma-Fresh Purple Packet.  
The Only Packet Worthy of  
Our 100% Pure Products.*



Our **Purple Packet** is our most advanced packet ever, offering even more protection than our original **Foil Packet**. To retain potency, vitamins must be protected from light, moisture and oxygen and the ordinary clear packets used with typical vitamins cannot do so. Our unique **Purple Packets** are constructed from multiple layers of specialized materials to safeguard your vitamins from damaging light, moisture and oxygen. For decades, our **Foil Packets** set the standard for vitamin protection and today, our **Perma-Fresh Purple Packet** takes that protection to the highest levels, giving your vitamins the special protection they deserve.

## Supplement Facts

| Serving Size 1 Packet (5 Capsules)                                                | Servings Per Container 60 |        |
|-----------------------------------------------------------------------------------|---------------------------|--------|
| Amount Per Serving                                                                | %DV*                      |        |
| <b>Calories 15</b>                                                                |                           |        |
| Calories from Fat 15                                                              |                           |        |
| <b>Total Fat 2 g</b>                                                              | <b>3%</b>                 |        |
| Trans Fat 0 g                                                                     |                           |        |
| Vitamin C (as ascorbyl palmitate/calcium ascorbate)                               | 30 mg                     | 50%    |
| Vitamin D3 (as cholecalciferol)                                                   | 400 IU                    | 100%   |
| Vitamin B1 (as thiamin hydrochloride)                                             | 5 mg                      | 333%   |
| Vitamin B2 (as riboflavin)                                                        | 5 mg                      | 294%   |
| Niacin (as niacinamide)                                                           | 5 mg                      | 25%    |
| Vitamin B6 (as pyridoxine hydrochloride)                                          | 5 mg                      | 250%   |
| Folic Acid                                                                        | 50 mcg                    | 13%    |
| Vitamin B12 (as cyanocobalamin)                                                   | 100 mcg                   | 1,667% |
| Pantothenic Acid (as calcium pantothenate)                                        | 5 mg                      | 50%    |
| Magnesium (as magnesium oxide)                                                    | 100 mg                    | 25%    |
| Acetyl L-Carnitine (as acetyl L-carnitine HCl)                                    | 500 mg                    | †      |
| Bacopa Monniera, extract (leaf)                                                   | 200 mg                    | †      |
| standardized to 20% bacosides A & B                                               |                           |        |
| Ginkgo biloba, extract (leaf)                                                     | 120 mg                    | †      |
| standardized to 24% ginkgo flavone-glycosides/<br>6% terpene lactones             |                           |        |
| Curcumin Phospholipid Complex<br>(Turmeric, 95% extract (root) and phospholipids) | 50 mg                     | †      |
| Asian Ginseng ( <i>Panax ginseng</i> ), extract (leaf)                            | 40 mg                     | †      |
| standardized to 20% ginsenosides                                                  |                           |        |
| Vinpocetine                                                                       | 15 mg                     | †      |
| Soy Lecithin Oil                                                                  | 1800 mg                   | †      |
| Phosphatidyl Choline                                                              | 630 mg                    |        |
| Choline                                                                           | 90 mg                     |        |
| Phosphatidyl Ethanolamine                                                         | 90 mg                     |        |
| Phosphatidyl Inositol                                                             | 54 mg                     |        |
| alpha-Linolenic Acid<br>(Omega-3) (from flaxseed oil)                             | 50 mg                     | †      |

\* Percent Daily Values (%DV) are based on a 2,000 calorie diet.  
† Daily Value not established.

Other Ingredients: Gelatin capsule, Soft-gelatin capsule, (Gelatin, purified water, glycerin), Proprietary Protective B12 Matrix.