

NeuroGenesis Inc.
Professional Distributor Information Kit.

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For more information on our products:
Contact your upline, or
NeuroGenesis, Inc.
1241 Butler Road, League City, TX 77573
281-557-7877

Dear Distributor,

ID #

Welcome to NeuroGenesis. We are pleased you have chosen to become a part of our organization, and we are confident that we will experience a long and rewarding relationship.

The Distributor Manual included in this Distributor Kit is intended to be one part of an overall process to help you discover the benefits of the NeuroGenesis product line and help motivate you toward building a successful down-line. Please take time to listen to the CD's and carefully read and review all of the information included in your Kit.

You need to make sure that NeuroGenesis has a valid e-mail address and the password that you will be using to begin the important sign-up procedures included in your Distributor Manual.

Once you have followed the sign-up procedures to select your web page, you will have access, not only to your replicated website: <http://neurogenesis-inc.com/> (personal ID#), but to the Distributor Administration site <http://neurogenesis-inc.com/distributors/login.php> as well.

The Distributor Admin site includes a series of Training Sessions that we are confident you will find valuable. We encourage you to give your full attention to the material provided and review it regularly, until you are comfortable presenting and discussing the product line. NeuroGenesis also provides a newsletter to keep you updated on NGI news, as well as current events that may affect all of us. The *NeuroGenesis News* is available on the Distributor Admin site.

It is imperative that you familiarize yourself with the information on your replicated website.

Please make sure that you have provided NGI with a valid e-mail address and do not have blocks that would prevent you from receiving pertinent information the corporate office sends.

Even though it is possible to do so, please do not make (personal or customer) address or profile corrections on <https://extranet.securefreedom.com/Neurogenesis/login.asp> without letting the corporate office know. There are a number of variables that our system does not take into consideration. For instance, changes made on the extranet site do not automatically change the AutoShip template, nor do they change the template that is used to dispense distributor checks.

Once you have reviewed the information provided, please let us know if there is any area that you feel isn't covered sufficiently. You are now part of the NGI team, and we appreciate your input. Thank you for your time and attention. It is our great desire to see you succeed!

Sincerely, Esther Smith esther@neurogenesis.com

THE COMPANY AND PRODUCT HISTORY

The product history of Neu•Becalm'd began in 1984. At that time Dr. Kenneth Blum applied for a patent on his discovery that through the use of select nutritional formulae, certain substance abuse, e.g. an alcoholic's craving for alcohol, could be reduced or even overcome. At that time, the product was titled SAAVE, and sold to hospitals and clinics.

Because nutritional supplements do not require FDA approval, the fact that insurance companies do not cover the cost of supplements and the red tape involved, many of these recovery agencies were forced to discontinue offering their patients this valuable alternative. At this point, NeuroGenesis decided to make these products available directly to the public through Network Marketing.

Through the years, NeuroGenesis has undergone numerous changes, business reorganization as well as marketing campaign redesigns. Also, through the years, a new product line was developed from this original discovery. In the ensuing years, a total of four patents have been awarded.

NeuroGenesis, Inc. has seen an increase in production, growth in sales, expansion in the market and overall enhancement in benefits to the consumer over these years.

NeuroGenesis has experienced times of financial strain and times of exponential growth; it has changed directors, executives, and even names, but one thing has remained constant throughout its twenty plus years of existence; that is its commitment to reaching individuals in need and providing them with an excellent product that is designed to enhance their quality of life.

Due to its strong staff of professionals and winning marketing plans combined with its innovative products, NeuroGenesis, Inc. is in a position to help countless customers achieve a healthier balanced neurochemistry.

As this happens, we are more able to calm down, think our way through a situation logically, focus and concentrate more clearly and react with greater control and clarity. Many have found relief from daily stress, drug and alcohol addictions, weight struggles, and numerous other burdens.

An added benefit is that the generous compensation plan provides NGI distributors with an opportunity to attain financial success and security.

NGI's history has proven that it is a company whose product is superb and whose directors are committed. The recent success of NeuroGenesis, Inc. seems to be only a slight taste of the future gains that it will see. NGI looks forward to continuing to provide natural alternatives to its customers for years to come.

The NeuroGenesis Team

DIRECTORY OF SERVICES

ACCOUNTING.....	Ext. 403
AUTOSHIP.....	Ext. 402
CORPORATE INQUIRIES.....	Ext. 403
DISTRIBUTOR SERVICES.....	Ext. 403
MARKETING.....	Ext. 403
ORDERS.....	Ext. 402

TECHNICAL QUESTIONS MAY ALSO BE SUBMITTED TO:
drneher@msn.com

Our Compensation Plan

Here is a quick overview of NeuroGenesis' Compensation Plan. Our marketing opportunity and compensation plan motivate you to rise to the top while encouraging others to rise with you. The income opportunity is literally unlimited and makes each step along the way financially rewarding.

Becoming a NeuroGenesis Distributor:

Distributor: You can join NeuroGenesis directly as a Distributor for \$29.95 - non commissionable - (\$5.00 per check account maintenance fee chargeable only if you receive a higher commission). You will receive this Distributor Kit in the mail about a week after your order.

Or, choose our new Virtual Distributor kit for \$20 – non commissionable. Download at: www.NeuroGenesis.cc/kit

You also receive the basic NeuroGenesis self-replicating web system and back office, customized with your name. Product purchase is optional. However, a personal volume is required to participate in the Commissions and Bonuses Compensation Plan.

The focal strengths of the NeuroGenesis Compensation Plan are simplicity, depth and profitability. NeuroGenesis rewards its Distributors with a generous and fair retail profit margin as well as with a long-term residual income generated from a 5 Tiers Unilevel Structure and a company volume Shared Pool compensation system. There is no compensation for the mere act of recruiting other Distributors. All compensation is based on product sales only.

Five Ways to Earn Money

1. Retail Customer Profit - Paid Monthly - the difference between the retail price and the wholesale price. The Retail Customer profit for Neu•Becalm'd is \$10.00, and the Preferred Customer profit for the same product is \$6.75 per bottle.

2. First 90-Day Quick Start Bonus - Paid twice a month

Tier 1: 30% to Enroller

Tier 2: 10% to Enroller's Sponsor

Tier 3: 5% to Enroller's Sponsor's Sponsor

3. FIVE Tiers Commissions Unilevel Structure With Monthly Rollup Feature - Paid Monthly - After your 90-Day Quick Start Period

4. 3% Platinum Incentive Bonus Pool - Share 3% of our company-wide Group Volume (GV) according to your rank qualification - Paid Monthly

5. 2% Diamond Incentive Bonus Pool - Share an additional 2% of our company-wide Group Volume (GV) according to your rank qualification - Paid Monthly

QUALIFICATIONS: Your Personal Volume and Rank Volume requirements allow you to earn money through the tiers and parameters according to the chart below:

Rank or Title/Levels	Distributor	Bronze	Silver	Gold	Platinum	Diamond	Diamond Executive
Personal Volume	\$50	\$100	\$100	\$100	\$100	\$150	\$200
Rank Volume	\$50	\$300	\$1,500	\$5,000	\$20,000	\$40,000	\$80,000
Tiers							
1	5%	5%	5%	5%	5%	5%	5%
2	5%	5%	5%	5%	5%	5%	5%
3		10%	10%	10%	10%	10%	10%
4			10%	10%	10%	10%	10%
5				15%	15%	15%	15%
3% Platinum Incentive Bonus Pool					1 Prorated Share of 3% of Company Wholesale Volume	2 Prorated Shares of 3% of Company Wholesale Volume	4 Prorated Shares of 3% of Company Wholesale Volume
2% Diamond Incentive Bonus Pool						2 Prorated Shares of 2% of Company Wholesale Volume	4 Prorated Shares of 2% of Company Wholesale Volume

Personal Volume (PV): The total wholesale price of the personal sales of products sold by an independent distributor to a retail or preferred customer, as well as products bought for personal use.

Group Volume (GV): The total wholesale value of your entire organization’s volume no matter how many tiers deep.

Commissionable Volume (CV): The portion of the wholesale volume on which commissions are paid.

Rank Volume (RV) and the 40% Rule: When the total GV of each Leg is totaled, no one Leg can contribute more than 40% of the total. For instance:

Leg 1 = 8,000.00 Leg 2 = 4,000.00 Leg 3 = 1,000.00

The Total of all three Legs is 13,000.00

40% of 13,000 = 5,200.00

Therefore, Leg 1 can only contribute 5,200; Leg 2; 4,000; Leg 3; 1,000 = 10,200

The Rank Volume is \$10,200.00

Rank/Title Qualification Details

How to Qualify:

NeuroGenesis Distributor

- Distributor sign up fee of \$29.95 plus shipping (US Avg = \$15, Overseas Avg = \$28+). You receive a Distributor kit which contains everything you need to start your distributorship. (Or choose, Virtual Downloadable Distributor Kit = \$20)
- Complete all necessary documentation along with our New Distributor Application & Agreement online or fill out and return the forms in your Distributor Kit.
- Read, understand and accept NeuroGenesis' Policies & Procedure and Compensation Plan. Sign and return the acknowledgement form in the Distributor Kit.
- Activate your self-replicating web site provided by NGI. (optional)
- Maintain a minimum personal volume of \$50.00 per month to receive a commission payment. No purchase required to maintain your NGI Distributorship status. NeuroGenesis recommends all new Distributors sign up for Autoship to ensure you don't miss a commission payment.
- Sell to Customers at retail.
- Sell to Preferred Customers at 10% discount
- Begin to build a personal sales organization by enrolling other Distributors into the NeuroGenesis Compensation Plan.
- Participate in the 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers.

Bronze Distributor

- \$100.00 Personal Volume (PV) minimum.
- \$300.00 Group Volume (GV) minimum.
- Participate in the 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, and 10% on your 3rd.

Silver Distributor

- \$100.00 Personal Volume (PV) minimum.
- \$1,500.00 Group Volume (GV) minimum
- Participate in the 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, 10% on your 3rd and 4th tiers.

Gold Distributor

- \$100.00 Personal Volume (PV) minimum.
- \$5,000.00 Group Volume (GV) minimum.
- Participate in the first 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, 10% on your 3rd and 4th tiers, and 15% on your 5th tier.

Platinum Distributor

- \$100.00 Personal Volume (PV) minimum.
- \$20,000.00 Group Volume (GV) minimum.
- Participate in the 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, 10% on your 3rd and 4th tiers, and 15% on your 5th tier.
- Participate in 3% Platinum Incentive Bonus Pool (1 share).

Diamond Distributor

- \$150.00 Personal Volume (PV) minimum.
- \$40,000.00 Group Volume (GV) minimum.
- Participate in 90-Day Quick Start Bonus program.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, 10% on your 3rd and 4th tiers, and 15% on your 5th tier.
- Participate in 3% Platinum Incentive Bonus Pool (2 shares).
- Participate in 2% Diamond Incentive Bonus Pool (2 shares).

Diamond Executive Distributor

- \$200.00 Personal Volume (PV) minimum.
- \$80,000.00 Group Volume (GV) minimum.
- Participate in the 90-Day Quick Start Bonus.
- Earn 5% Unilevel Commission on your 1st and 2nd tiers, 10% on your 3rd and 4th tiers, and 15% on your 5th tier.
- Participate in 3% Platinum Incentive Bonus Pool (4 shares).
- Participate in 2% Diamond Incentive Bonus Pool (4 shares).

Useful Information:

Calculation of Rank Volume:

Suppose a NeuroGenesis Distributor has:

One leg with a total GV of \$10,000, a second leg has a GV of 2,000 and a third has a GV of \$1,000. Total Group Volume: \$13,000.

Maximum Allowable Leg Volume: 40% of \$13,000 is \$5,200.

\$2,000 and \$1,000 are less than \$5,200 so they count as full volume, however the \$10,000 leg is greater than \$5,200, so a maximum of \$5,200 counts for this leg.

\$5,200 + 2,000 + 1,000 equals a total Rank Volume (RV) of \$8,200.

Calculation of the Platinum Incentive and Diamond Incentive Bonus Pools:

Suppose a NeuroGenesis Company volume of \$1,000,000:

3% Platinum Incentive Bonus Pool = \$30,000

2% Diamond Incentive Bonus Pool = \$20,000

3% Platinum Incentive Bonus Pool shares:

Platinum Distributors earn one (1) share
Diamond Distributors earn..... two (2) shares
Diamond Executive Distributors earn four (4) shares
Total..... seven (7) shares

Platinum Distributors split $1/7 \times \$30,000 = \$ 4,286$
Diamond Distributors split $2/7 \times \$30,000 = \$ 8,571$
Diamond Executive Distributors split $4/7 \times \$30,000 = \$ 17,143$

2% Diamond Incentive Bonus Pool shares:

Diamond Distributors earn..... two (2) shares
Diamond Executive Distributors earn four (4) shares
Total..... six (6) shares

Diamond Distributors split $2/6 \times \$20,000 = \$ 6,667$
Diamond Executive Distributors split $4/6 \times \$20,000 = \$ 13,333$

Example calculation:

Suppose NeuroGenesis has three (3) Diamond Executive Distributors

DED 1 has a Group Volume (GV) \$300,000
DED 2 has a Group Volume (GV) \$600,000
DED 3 has a Group Volume (GV) \$700,000

To calculate the Diamond Incentive Bonus for the three (3) Diamond Executive Distributors, adding all three GVs equals \$1,600,000

DED 1: $\frac{\$300,000}{\$1,600,000} = 0.1875 \times \$13,333 = \$2,500$ bonus

DED 2: $\frac{\$600,000}{\$1,600,000} = 0.375 \times \$13,333 = \$5,000$ bonus

DED 3: $\frac{\$700,000}{\$1,600,000} = 0.4375 \times \$13,333 = \$5,833$ bonus

The same basic calculations are used for the 3% Platinum Incentive Bonus Pool shares.

The URL below is where you will send your customers to purchase product. It's import that they know your distributor number so that you will get credit for the purchase.

www.neurogenesis-inc.com/yourNGIdistributorNumber

Example: www.neurogenesis-inc.com/00003

If you did not sign up as a distributor online, you must contact the corporate office at 1-800-862-5033 or email customerservice@neurogenesis.com to activate your extranet site. This site allows you to place orders, monitor your down-line, commissions and volume. Just provide them with the password or email so they may enter it into your profile, which validates your extranet site. This URL site is below:

You will enter your distributor ID and the password chosen.

www.securefreedom.com/Neurogenesis/Login.asp

NeuroGenesis Inc. Price List April 2011

<u>Item</u>	<u>Size</u>	<u>Distributor</u>	<u>Preferred *</u>	<u>Retail **</u>
NeuBecalm'd Capsules	90 Capsules	\$27.50	\$33.75	\$37.50
4-11 bottles		\$27.00	\$33.25	\$37.00
12 bottles (1 case)		\$294.00	\$327.00	\$327.00
NeuBecalm'd Chewables	90 Chewables	\$25.50	\$32.00	\$35.50
4-11 bottles		\$25.00	\$31.50	\$35.00
12 bottles (1 case)		\$285.00	\$318.00	\$318.00
NeuRelieve Capsules	90 Capsules	\$26.00	\$30.50	\$34.00
4 - 11 bottles		\$25.50	\$30.00	\$33.50
12 bottles (1 case)		\$273.50	\$313.20	\$313.20
NeuSlim Capsules	90 Capsules	\$28.50	\$34.00	\$38.50
4 - 11 bottles		\$28.00	\$32.64	\$38.00
12 bottles (1 case)		\$323.25	\$333.00	\$333.00
NeuReplenish Capsules	90 Capsules	\$27.50	\$33.75	\$37.50
4 - 11 bottles		\$27.00	\$33.25	\$37.00
12 bottles (1 case)		\$294.00	\$327.00	\$327.00
NeuRecover Capsules	90 Capsules	\$27.50	\$33.75	\$37.50
4 - 11 bottles		\$27.00	\$33.25	\$37.00
12 bottles (1 case)		\$294.00	\$327.00	\$327.00

* Preferred Pricing is for customers who are requesting to be put on a monthly AutoShip program.
Case prices are discounted to Preferred Price rate whether customer is Retail or Preferred.

** It is recommended that new customers order one or two bottles at Retail price before committing to an AutoShip program or before ordering in large quantities.

Non-commissionable Items

	<u>Distributor Price</u>
Distributor Kit	29.95
Vitrual Distributor Kit	20.00
CD: FAQ's about NeuBecalm'd	1.00
CD: NeuRelieve	1.00
Tri-fold Color Brochures* (.20 each)	25 for 5.00
Tri-fold Color Brochures* (.15 each)	100 for 5.00
Product Brochures (.35 each)	25 for 8.75
Product Brochures (.30 each)	100 for 30.00

*Specify: Stress Test - NeuBecalm'd - NeuSlim

Shipping and Delivery Information

For Domestic Orders:

NeuroGenesis, Inc. is not responsible for any shipping delays caused by any carrier.

USPS Priority:

NeuroGenesis, Inc. will ship your order by USPS Priority for actual shipping cost plus a nominal handling fee of \$2.25. USPS Priority fees are based on weight and destination zones shipped from 77573. Orders received by the corporate office after 2:00 P.M. (CST) Monday – Thursday do not process until the next business day. All orders received over the weekend (from 2:00 P.M. Friday through Sunday) will not process until Monday. Actual shipping time may be extended up to 24 hours due to carrier scheduling. Weekends and Holidays are not considered business days.

USPS Express:

USPS Express is available at additional expense. The US Postal Service does *not* guarantee a 24-hour delivery to all areas. You may check your area by going to: www.usps.com The Origin Zip is 77573. Search by the *Service Commitment & the Facility Type* line that says Post Office (League City). Except for certain locations, Express packages cannot be sent to a P.O. Box. If you are in doubt, please contact your local Post Office. The cut off for Express packages is 2:00 P.M. CST. Orders received by the corporate office after this time will *not* go out until the next

Business day. Orders that are received late on Friday will not be processed until the next business day. Weekends and Holidays are not considered business days.

Express packages are shipped “signature required”. The carrier will not leave the order if there is no one available to sign for it. Express packages that are returned to us because the customer failed to coordinate a pickup with USPS will be reshipped USPS Priority only at customer’s request and at customer’s expense. Always check with your local Post Office concerning a package that has not arrived as expected *before* contacting NeuroGenesis.

UPS, FED EX, COD:

UPS and FED EX are available only for customers who have a personal or business account with these carriers. We do not accept (Cash on Delivery) COD orders.

Special Handling:

As a rule we do not add a request for signature on our USPS Priority deliveries. However, if you live in a high crime area or feel the risk is great enough to warrant, it is *your* responsibility to request "*signature confirmation*" special handling on your orders. There is an additional fee of \$1.50, assessed by USPS for this service and must be requested at the time the order is placed. This service is not available on APO/FPO destinations or in the U.S. territories and possessions. If you want this special handling, please call 1-800-862-5033 to place your order.

Military APO/FPO Addresses:

We ship USPS Priority to all military locations. Military addresses require additional customs paperwork to be filled out, so please use extreme caution and enter your *complete military address*. The delivery time is extended while the military routes the package to you. NGI is not responsible for the delivery time involved to a military address. APO/FPO packages cannot be shipped by Express mail and are not trackable.

For International Orders:

International orders are shipped USPS Global Priority, or USPS Global Express when required by USPS regulations. There are many countries that require USPS Global Express service.

Unfortunately, at this time, we cannot ship to some foreign countries because of their customs restrictions. Customs policies vary widely from country to country.

NeuroGenesis, Inc. is not responsible for any shipping delays due to package inspections by Customs or by any postal system.

Although most international packages are delivered in a timely manner, Custom or postal carrier delays ranging from a few days to several weeks have been reported.

If an order has not arrived within fourteen (14) business days, please check with your local Customs Office.

Recipients of international packages are responsible for all import duties, administrative fees, custom fees and/or applicable taxes that are charged for import or customs clearance as assessed in the destination country.

All orders, including product pricing and Shipping & Handling, are processed in US Dollars (\$). We do not attempt to keep us with fluctuating foreign exchange rates.

Special Shipping Information for Distributors:

Domestic shipping fees are extremely difficult to get exact without going to www.usps.com and using their postage calculator. Prices are calculated by package weight and postal zone. All US states and territories are divided into eight different postal zones (postal zones are divided by zip code).

To give you an idea of the price diversity, the cost of shipping one case of Neu-Becalm'd (or any of our products) more than doubles from Zone 1 to Zone 8. We also add a minimal handling fee.

One bottle of any of our products can be shipped USPS Priority to anyplace in the US for \$6.30. This is our base-shipping fee for domestic orders.

International order fees magnify in difficulty because of similar international postal zones. The customs form will state "other" unless it truly is a gift. It is illegal to send a package with false customs information, please do not ask us to do so.

NEUROGENESIS RETURN POLICY PLEASE READ BEFORE OPENING PRODUCT

- We do not accept returns on opened bottles or bottles with broken safety seals.
- Due to the variability of each individual's neurochemistry, we cannot guarantee desired effectiveness. We guarantee only the quality and condition of our products.
- There is a **20%** restocking fee on returns of all unopened products (as defined above), and shipping charges will not be refunded unless it is being returned because of our error.
- A copy of the original, dated invoice must accompany the return request.
- Product specials are not eligible for credit returns or exchanges.
- Customers returning merchandise are responsible for any return postage charged.
- All product returns must be requested within **30 days** of receiving the product.
- To return an unopened bottle of product within the stated time frame, please call 800-862-5033 and request a return form be submitted. Send a copy of the invoice with the returned, unopened product.

QUICK REFERENCE GUIDE For NGI Nutritional Supplements

All of these products have similar foundational formulas; however, familiarizing yourself with the subtle differences will make it easier to suggest the most appropriate product for a customer. All work best if taken on an empty stomach, but taken with some carbohydrate is fine. Avoid taking with a high protein meal that may delay and diminish absorption. Observe all label Precautions. Anyone taking medications should consult a doctor before using any product. These products are not intended to take the place of medications.

Neu•Becalm'd

- An exceptional formula to counter the negative effects of stress and increase the ability to cope with stressful situations.
- Essential for the ongoing support of those recovering from any chemical dependency. Relieves the unbalanced neurochemical states of both adults and children suffering from lack of focus and concentration.

Neu•Relieve

- Formulated to be used during the tapering process and to assist with withdrawal from Benzodiazepine medications.
- Works to help relieve the host of symptoms and difficulties of those experiencing panic attacks.
- To be used during the tapering or withdrawal from Marijuana.

Neu•Recover

- Relieves the urges to drink, increases the sense of internal calm and reduces the anxiety of the alcohol user. Use until the cravings have ceased and the person is beginning to function again, then switch to Neu•Becalm'd.

Neu•Replenish

It is best used by persons wanting to recover from the use of stimulant drugs such as cocaine, methamphetamine, ecstasy or other stimulant drugs. Continue to use until cravings have diminished and life issues are resolved, then switch to Neu•Becalm'd.

Neu•Slim

- Nutritional support for healthy weight loss and weight maintenance.

Neu•Becalm'd / Neu•Relieve Combo

- Useful for those withdrawing from the opiate derivative drugs that are prescribed for the treatment of pain management: morphine, codeine, oxycodone and its many derivatives, Demerol, Fentanyl, Vicodin and other pain medications. Also useful when tapering from, or during withdrawal from, the use of opiate drugs such as heroin or methadone.
- Directions: Use a total of six capsules per day – three Neu•Becalm'd and three Neu•Relieve. Take two Neu•Relieve with one Neu•Becalm'd in the morning and two Neu•Becalm'd with one Neu•Relieve in the afternoon.

**PRODUCT INFORMATION
PLEASE READ CAREFULLY**

Because labeling requirements for nutritional supplements are constantly changing, and because of our personal determination to be in complete compliance with the regulatory agencies, you will begin to see changes to the ingredient panels of all NeuroGenesis products.

One important change is that we are now required to give you the ingredients and DV% in a typical serving size, which is two capsules (or tablets); up to this point, we have given this information "per capsule."

At the same time, we are developing a new look, custom designed for the NeuroGenesis product line. Our new names, labels and brochures are being implemented, as inventory requires. You may, therefore, see ingredient panels that refer to "one capsule" or "two capsules." Ultimately, all product labels will conform to the newer "two capsules equal one serving" requirement.

Neu • Becalm'd

Adults and children's servings differ in the *number* of servings per day.

Adults:

It is recommended that anyone over 80 lbs. may take one serving (two capsules), up to three times per day, not to exceed six capsules. Customers have reported getting the same positive benefits from taking

three capsules two times per day, again, for a total of six capsules. This is the *suggested* dosage for adults. We do not recommend using more than six capsules per day.

Children:

Children 40 – 60 lbs., may take one serving, a total of two capsules, daily. Taking one in the morning and one at least 30 minutes before the evening meal has been reported to provide maximum, all-day support. This is the *suggested* dosage for children in this weight range.

Children 60 – 80 lbs., may take one serving (two capsules) two times a day, for a total of four capsules daily. This is the *suggested* dosage for children in this weight range.

Chewable tablets:

To best achieve absorption it is important that each tablet be chewed into very fine granules, very slowly before swallowing. Premature swallowing or inadequate chewing of the tablet may result in slightly diminished effect.

The chewable tablets are formulated at approximately one-half the capsule strength. Post respective reports from users have confirmed that this dose appears equivalent and adequate, probably due to the more rapid absorption that takes place directly in the mouth. Some children may need amounts in excess of those suggested in the weight ranges given.

Directions for use:

All NeuroGenesis amino acid supplements are best if taken 30 minutes or more before meals. Always put a minimum of two hours between our supplements and any prescription or over-the-counter medication.

Stress Associated with Recovery:

One to three servings (two to six capsules) a day are suggested for the stress associated with recovery. The amount taken will depend on the stress level being experienced. Remember, the more stress we are experiencing, the more neurochemicals our brain will require to function at a healthy, normal balance.

Precautions: Please carefully read the Precautions given on the label of the supplement you are taking.

Due to the variability of each individual we cannot guarantee desired effectiveness. We guarantee only the quality and the condition of our product

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, mitigate or prevent any disease.

Neu•Becalm'd/Neu•Relieve Combo

Information and Dosage Sheet

The prolonged or excessive use of opiate drugs by thousands across America is causing many to suffer more from the medications they were prescribed than they feel they suffered from the original injury or situation that brought them to obtain the prescription in the first place.

When given pain killing medication, the neurotransmitters in the brain that would otherwise internally produce natural painkillers (or endorphins) cease to function normally. The brain stops producing endorphins naturally (within the brain) because it is receiving what it needs externally, from the opiate drugs. When this happens, a physical dependency to this external supply of opiates has occurred. Sudden abstinence from opiates will induce an uncomfortable, traumatic experience known as withdrawal. **Never try to abruptly stop or dramatically reduce the use of pain medication.**

Opiates include (but are not limited to) heroin, morphine, Codeine, opium, Oxycodone and its many derivatives

e.g. OxyContin), Dilaudid, Fentanyl, Demerol, Hydrocodone (e.g. Vicodin), and others.

Those who are tapering from the excessive or prolonged use of prescription pain pills or are withdrawing from the use of opiate drugs such as heroin or methadone, **The Combo** nutritional supplement pack (combination of Neu•Becalm'd and Neu•Relieve) provides the building blocks that allow the brain to once again begin to supply the natural painkilling endorphins that it ceased to produce when the external source (prescription drugs) was initiated.

D-phenylalanine is the amino acid that stops the breakdown of endorphins, which enables the body to benefit from the natural pain-relieving neurotransmitters for a longer period of time. When this is combined with the increased levels of other amino acids, as well as vitamin and mineral co-enzymes, the body and brain are supplied with nutritional support for restoring and rebuilding healthy brain chemistry.

Other benefits you may notice are:

- Focus and think more clearly,
- Regain and retain a positive mood,
- Internal well-being, calm
- Sleep more soundly and refreshed,
- Cope with every day stress more successfully,
- Control our emotions,
- Feel hopeful and positive, more optimistic,
- Experience a higher level of self-worth,
- Relax and “turn my mind off”
- Sustain an improved energy level

NeuroGenesis has packaged two great supplements together: Neu•Becalm'd and Neu•Relieve. These two synergistically combine for added support to augment the process of regaining good health.

At this time, we recommend taking a total of six capsules per day* – three capsules of each product: two Neu•Becalm'd and one Neu•Relieve in the morning and two Neu•Relieve and one Neu•Becalm'd in the early afternoon (about 30 minutes before your evening meal). This combination will help begin the repair and rebuilding of the natural neurotransmitters that have been depleted by the use of the opiate drugs and also by ongoing stress.

*As you taper, be sure to put 2-3 hours between any NeuroGenesis supplement and a prescription medication. Never try to stop or taper an opiate derivative drug without professional help.

It is important to be patient with yourself and not to become discouraged. Keep moving forward – one step at a time.

The Combo (a one month supply)

Retail \$67.95

Preferred (AutoShip) \$61.00

RATIONALE FOR AMINO ACIDS IN NEU*BECALM'D

Scientific research shows that many persons experience symptoms including:

- Difficulty focusing,
- Staying on task is almost impossible,
 - Easily distracted,
- Often overwhelmed by sounds and sights,
- Experiences some degree of “hyper vigilance”,
 - Inability to sleep soundly,
 - Emotions often lack rationality

Scientists at NeuroGenesis agreed with this research and developed a product that would decrease hyper vigilance and improve the ability of the person to properly respond to sensory input from their surroundings. It is this approach that led us to include in the formula amino acids, which enhances calmness as well as the focus factors.

DLPA (D/L PHENYLALANINE)

All compounds in nature come in two forms, the L form and the D form. These are mirror images of each other biochemically. The L form is typically the more active form. DLPA contains both forms together. The L form is the building block for the neurotransmitter Dopamine. Dopamine is responsible for feelings of pleasure, focus, attachment and remorse as well as fine muscle movement. The D form works to inhibit the enzymes that break down “opioids” in the brain. Opioids are like endorphins and produce a sense of well-being and calm. If the enzymes that break them down are not as active due to the action of D-Phenylalanine then the opioids activity increases and the person has a greater sense of internal calm.

L-GLUTAMINE

Again the L form is the active form of the amino acid Glutamine. Glutamine is the building block for Gamma Amino Butyric Acid (GABA). GABA is the major calming neurotransmitter in the brain. If GABA levels are sufficient the person feels calm, thoughts are connected and logical. If GABA levels are low the person feels anxious, thoughts fly from one thing to another, heart races, etc. They experience the typical fight or flight syndrome.

5HTP (5 HYDROXYTRYPTOPHAN)

5HTP is extracted from a seed known as Griffonia. It is not manufactured, but is the pure extract of the plant seed. 5HTP is the immediate building block for Serotonin in the brain. Serotonin provides numerous calming and stabilizing actions in the brain and body. When Serotonin is sufficiently active the person feels emotionally stable, can sleep, can sort out the various sensory input and determine logically whether a threat is present. When Serotonin is deficient the person feels immediately irritable, overly sensitive to sights and sounds, experiences sudden unexplained fears and has difficulty sleeping. Serotonin deficiency has been described as a form of depression.

METABOLIC CO-FACTORS

Vitamin B6, Folate, Magnesium and Calcium are used to facilitate the conversion of these ingredients into their specific neurotransmitter and work to facilitate the release of neurotransmitter more effectively.

5HTP

Gift of Goblin?

There have been reams of material written about 5HTP – its benefits, the fears of using it, accusations about what it can “cause”, etc. One problem is that anyone can write anything about any product and say whatever they want on the Internet, and who knows if it is fact or fiction!

The reality is this: Humans MUST take in, via some form of food or nutritional supplement, a level of L-Tryptophan capable of producing sufficient Serotonin to allow us to maintain emotional stability. When Serotonin is low our emotions become increasingly unstable (they go up and down). We become increasingly uncomfortable, have difficulty sleeping, may experience sudden unexplained tears, etc. This is a common form of “depression”.

L-Tryptophan is an essential amino acid. This means that it is “essential” that you consume it because your body cannot manufacture it from other chemicals.

Because of the major source of L-Tryptophan which is a dairy, and its associated foods, along with the white meat of turkey and chicken, persons who do not consume dairy products very often have low serotonin levels. These people need to be sure they add turkey or chicken to their diet in order to contribute to their Tryptophan intake.

In 1989, an outbreak of a serious medical condition was attributed to CONTAMINATED Tryptophan. Then, just as now with the spinach and E coli problem, it was not the Tryptophan that was the problem. It was a contaminant left on the Tryptophan, just as the E coli was left on the spinach. The FDA removed L-Tryptophan from over the counter sales and put it under prescription drugs, which multiplied the price many times over. Would you accept spinach being regulated by prescription?

Scientists then realized that 5HTP (5 Hydroxy Tryptophan) was what the L-Tryptophan converted into before producing Serotonin and that 5HTP could be made safe and available for public use. It has been doing a wonderful job of supplanting reduced levels of Tryptophan intake. There has been NO, NONE, NADA, cases of Serotonin Syndrome directly related to 5HTP reported in any medical literature.

The only documented cases of Serotonin Syndrome have been associated with the use of multiple SSRI antidepressants taken at the same time. Even so, we recommend that anyone using 5HTP not take it at the same time as any antidepressant, especially the SSRI's. (SSRI's are Selective Serotonin Reuptake Inhibitors and prolong the activity of available Serotonin). In addition, we use minimal levels of 5HTP in our products, BUT believe fervently that helping improve Serotonin levels is a meaningful and quality step in nutritional supplementation.

This discovery was a “gift” we need to take advantage of in our nutritional intake, not a “goblin” which may spook us.

Amino acids are considered the building blocks that comprise protein.

Dietary protein is broken into amino acids, and the body then re-constitutes these amino acids into the specific proteins needed.

If any essential amino acids are low or missing, the effectiveness of all others will be proportionately reduced.

The central nervous system cannot function properly without amino acids, which are necessary for the brain to both send and receive information.

Great care should be taken by any person concerned about their health to ensure that sufficient amounts of amino acids are supplied to the body either through diet or supplementation.

Amino acids are used in most body processes – from regulating the way the body works to how the brain functions.

The functioning of amino acids is interrelated, and a balanced and steady supply of these nutrients is needed to maintain proper body functioning.

A dietary shortage of amino acids can impact negatively on your health.

Free form amino acids are the ones immediately absorbed into the body and need no digestion at all.

The vitamins and minerals included in all NeuroGenesis products are there for the synergy of the product, to make certain that the amino acids can absorb and pass the blood-brain barrier correctly.

Amino acids are the foundation of protein, the stuff the body must have for growth, repair and muscle-building.

Each amino acid has specific functions and is needed to prevent various symptoms from developing.

Broadly speaking, a stressor is any factor that forces the body to respond and work harder just to maintain its equilibrium.

Amino acids will not suppress your symptoms while avoiding causes.....

Depression is a multifactorial illness.....

Depression can stem from, or be made worse by, our attitude, our internal focus. The types of images that we hold up to the mind's eye and the content of the internal messages we send to ourselves (self-talk), can dampen our mood and crush our spirit.

Clearly these two levels are intertwined. Self-talk that is loaded with negative messages will have a profound impact on the way our bodies function. Overcoming depression means developing positive internal images while correcting physiological problems.

5-HTP is a powerful tool in the treatment of depression because it addresses the physiological and the emotional aspects of the disorder: 5-HTP is a natural way to use the body's own processes to correct an imbalance in brain chemistry, which in turn helps promote a positive attitude. By restoring a brighter outlook on life, 5-HTP provides the motivation and energy needed to take the other steps necessary to achieving a higher level of happiness.

Depression arises from a sense of helplessness (a process of losing control over everything from our bodies, emotions, careers, relationships, etc.)

Reactions – responses:

One of the key things that determines how people react to uncontrollable events is what he called their explanatory style – the way they explain the events to themselves.

5-HTP (pg 82 – 83) Michael Murray

BEWARE --

A COMMON PROBLEM

Since the first development of our products our customers have reported a common problem. For this reason, we are providing you with information beforehand in order that you might not experience difficulties unnecessarily.

Our products were developed to provide additional nutritional support for the building of certain transmitters in the brain and body. It has been established over the years that these transmitters can be associated with various “feeling states,” especially those seen as unwanted, uncomfortable, or dysfunctional. Significant research has been done that verifies that by this process called “precursor loading” (increasing the building blocks) that, in fact, the availability of certain transmitters was improved. This improvement in available brain and body chemistry has been linked to improvement in various moods and behaviors.

NeuroGenesis' products do not “work” like drugs or medications. They consist of amino acids along with the necessary vitamin and mineral cofactors; and therefore, assist the brain and body to function naturally, at more normal chemical levels. They do this gradually and over time and do not cause an immediate response. Gradually, then, the user of these supplements often begins to “feel better” and improve in ways seen as positive by them.

Now the problem: Once the customer begins to “feel better” the tendency is to stop using the supplements. The reality is that most of us are under constant life stressors and this stress has been

shown to deplete chemistry and cause us to begin to feel uncomfortable again. Our products have been shown to be effective in assisting the body to maintain adequate levels of stress management chemistry and, thus, help support and maintain a more normal state of mind and body.

The best plan is to use these support products ongoing, as many people do. If you have completely stopped using the products because you began to feel better and are beginning to re-experience discomfort, then we suggest you restart the use of the supplements to regain the benefit. If you have reduced the daily dose and are doing “OK,” then continue at that level unless you begin to notice problems. At that time, go back to the dose that had helped you most in the past. You may always need some nutritional supplement to replenish and support normal brain chemistry.

GLUTAMINE

- The most abundant free amino acid found in the muscles of the body.
- Helps to sustain proper brain function and mental activity.
- Improves intelligence and IQ, even in the case of mentally deficient children.
- Helps in the control of alcoholism
- Helps in the healing time of ulcers, and alleviates fatigue, depression and impotence
- Also promotes the maintenance of a healthy digestive tract
- Deficiency can cause breathing difficulties, cardiac dyspnea and flu symptoms
- Best food sources are Beet juice and Wheat Protein.
- Glands and organs affected – Lymph, Thymus, Heart
- Complementary Vitamins – A, B-3 and E
- Complementary Minerals – Chromium Zinc

GLYCINE

- Acts as a nitrogen pool for the synthesis of the other non-essential amino acids in the body by amination or transamination
- Has been effectively used to treat progressive muscular dystrophy
- Deficiency can cause a disturbance in the oxygen carbon dioxide balance, cardio/pulmonary disturbances causing heart trouble and difficult/ labored breathing.
- Glands and organs affected – Thyroid, Bones, Heart, Liver & Spleen
- Complementary Vitamins – C, A, E, B-3, B-2, PABA, B-Complex
- Complementary Minerals – Magnesium and Sulfur

ARGININE

- Slows growth of tumors and cancer by enhancing immune function
- Important for muscle metabolism
- Aids in weight loss because it facilitates an increase in muscle mass and a reduction of body fat
- Causes the release of a growth hormone which is an immune system stimulant
- Promotes wound healing and is involved in the regeneration of the liver
- Promotes the detoxification of ammonia in the body

- Deficiency can cause sterility, intestinal problems, inflammation of the veins, and is also believed to be a cause of cellulite
- Food sources – carob, chocolate, coconut, dairy products, gelatin, meat, oats, peanuts, soybeans, walnuts, white flour, wheat and wheat germ
- Glands and organs affected – hypothalamus, eyes, pineal, thymus, lymph, tonsils, appendix, peyer’s patches skin and parathyroid
- Complementary Vitamins – A, B-3, C, B Complex, B15 & E
- Complementary Minerals – calcium, selenium, magnesium & sulfur

ISOLEUCINE

- Needed for hemoglobin formation
- Stabilizes blood sugar and energy levels
- Needed for muscle functions
- Deficiency may contribute to different mental and physical disorders, flu symptoms, hemoglobin in urine
- Food sources for this amino acid are soy protein, most seeds, rye, meat, liver, lentils, fish, eggs, chickpeas, legumes chicken, cashews, almonds, cottage cheese and baked beans.
- Glands affected by isoleucine – thymus, lymph, hypothalamus, eyes, pineal gland and kidneys
- Complementary Vitamins – A, B-3, C, B Complex, B-15 and B-12
- Complementary Minerals – Chromium, Calcium, Selenium, Magnesium and Sulfur

VALINE

Leucine and Isoleucine

- Muscle – sparing amino acid (with leucine and isoleucine), preserves our muscles from the constant breakdown that occurs as a natural part of metabolism
- Deficiency can cause an inflammation of the lower part of the throat and rectum; mental and emotional upsets, nervousness and insomnia
- Glands and organs affected – thymus, lymph, tonsils, appendix peyer’s patches, skin, duodenum, heart, liver, spleen, thyroid, posterior pituitary
- Complementary Vitamins – A, C, E and B complex
- Complementary Minerals – copper, manganese, magnesium, sulfur
- For best effects, supplement with leucin, isoleucine and L-glutamine, another essential amino acid

LYSINE

- Essential amino acid that is needed for proper bone development and growth in children
- Helps in collagen formation and tissue repair
- Lowers high serum triglyceride levels
- Helps fight herpes virus and cold sores
- Deficiency may result in enzyme disorders, hair loss, anemia, bloodshot eyes, inability to concentrate, irritability, lack of energy poor appetite, retarded growth, weight loss and reproductive disorders, depression
- Food sources – cheese, eggs, fish, lima beans, chicken garbanzo beans, red meat, milk, potatoes, soy products and yeast
- Strict vegetarians should use a lysine supplement
- Glands and organs affected by lysine include the pancreas, solar plexus, spine, hypothalamus, Eees, pineal gland, thyroid, brain adrenal gland
- Complementary Vitamins – Niacin, B-Complex, C, B-5, B-6, A, B-15, E, B-2 and PABA

ORNITHINE

Amino Acid

- Works as a muscle building hormone
- Increases potency of arginine, ornithine's primary end product
- Releases growth hormone and is used by athletes in training
- With arginine, can help stimulate weight loss
- Will help increase the levels of arginine in your body
- Can rejuvenate your metabolism while you sleep
- Necessary for proper immune function

PHENYLANINE

- Relates to the action of the central nervous system
- Can elevate mood, decrease pain, aid in memory and learning, and suppress appetite
- Can be used to treat schizophrenia, Parkinson's disease, obesity, migraines, menstrual cramps and depression
- Deficiency can cause swollen glands, thyroid trouble, disturbed anal area, depression, and tumors arising from serous or mucous surface
- Toxicity can cause irritability, insomnia, or headaches. It has been known to raise the blood pressure
- Glands and organs affected – parathyroid, hypothalamus, eyes and pineal gland
- Complementary Vitamins – Vitamins A, B-3, C, B Complex, B-15 and E
- Complementary Minerals – calcium, selenium, magnesium and sulfur

CAFFEINE

High levels of caffeine can disrupt the ability to fall asleep.

Caffeine appears to inhibit the effects of both serotonin and another sleep-related neurotransmitter, melatonin, in the brain. Some evidence suggests that caffeine may act to reset the body's internal "clock." If so, then drinking caffeine late in the day may make your body think that it's morning again. It's hard to fall asleep when your body thinks it's seven in the morning.

Different people have different sensitivity to caffeine, depending on how fast their metabolisms process the chemical and eliminate it from the body.

PMS is more likely to develop in women who drink caffeine.

Caffeine is one of the strongest legal stimulants available. A persuasive argument can be made that it is a drug and not an herb. Caffeine is highly addictive and can aggravate health problems. It activates, even overstimulates, the sympathetic nervous system and makes people jumpy, anxious, and sometimes fearful.

Chronic high doses can lead to *caffeinism*, a condition having the same symptoms as anxiety neurosis. These include nervousness and irritability, muscle tension, insomnia, heart palpitations, raised blood pressure, diarrhea, heartburn, and irritable stomach.

Caffeine's impact on the noradrenaline system: Production of adrenaline and noradrenaline are stimulated by stress and unrelenting stress uses up the available noradrenaline. Caffeine keeps us alert and active by activating the noradrenaline system, and does nothing to replenish the noradrenaline it uses up. By the end of a stressful four-or-five-cup of coffee (or can of soda, etc.) day, the jitteriness and irritability experienced are signs that you're literally running on empty.

Drinking a caffeinated beverage with your meal creates a situation where more than half of the iron in the meal cannot be absorbed and is “washed out” of your body. It also is known to destroy Vitamin B₁ (thiamin), which, among other things, is essential for the health of the nervous system.

Caffeine drains energy. After the initial perk to your cardiovascular system, caffeine works on your muscles. There is a burst of energy that drains you so that you have a “tired, worn-out” feeling...and this can happen within a matter of hours. Caffeine is also believed to deposit toxic wastes on certain brain receptors, blocking your thinking processes, depressing your mental centers.

Since caffeine is a diuretic, it causes dehydration and drains out your energy.

Caffeine is in coffee, tea, sodas, chocolate and more than 1,000 nonprescription drug products as well as numerous prescription drugs.

Caffeine is an addictive drug that picks you up and then dashes you to the ground when the effects wear off.

Caffeine is a time bomb that zaps your energy. It sets off an insulin reaction and you have a burst of manic energy. But when it's over, the drop in blood sugar leaves you exhausted, you become foggy, clumsy, and groggy.

The high temperatures required to produce the roasted coffee beans inactivate all enzymes in the beans, leaving only caffeine.

Depression.....

Depression is a term used by our society to describe various and multiple emotional states. The problem is that the term “depression” means something different to every person. The term “depression” seldom conforms to the medical descriptions defined in the Diagnostic and Statistical Manual used by the medical community.

For instance, 40 college students engaged in mental health studies were asked to describe what they felt when, in their opinion, they were “depressed”. The descriptions ranged from “sad” to “feeling worthless” and everything in between. None of the students responded with a description matching medical terms.

Most people with “depressive” problems seldom see a physician or if they do they contact a primary care physician and are prescribed a generic “antidepressant”. The problem with this is that the medication may have nothing to do with the actual neuro-chemical problems being experienced by the patient.

The state of “depression” usually involves multiple neurotransmitter systems in the brain. These systems are involved with the natural chemicals dopamine, serotonin, norepinephrine, GABA, or the opioid family. Feeling “worthless” to many people is depression, as far as they are concerned. However, no current medication for depression addresses the opioid system which is responsible for feelings of “worth”. Many people describe depression as extreme anxiety and panic, but antidepressants do little for this neuro-chemical condition.

With post-respective reports from our customers about this issue it was found that the formulation of the nutritional supplement Neu-Becalm'd went a long way toward supporting and

rebuilding the system of chemistries most often described as “depression”. Neu-Becalm’d addresses the potential deficiencies of dopamine, serotonin, GABA and the opioids with the supportive and precursor (building block) amino acids, vitamins and minerals.

The stress of today’s financial job and family difficulties all may contribute to the loss of the necessary brain chemistry to feel “normal” or not depressed. Using the supplement to give the brain and body fuel to repair may be the most effective and long lasting approach available. Everyone feels “down” every now and then. If this lasts for more than two or three days it is likely that your chemistry for positive feelings is not adequate and will respond well to nutritional intervention.

Neu-Becalm’d is a very effective intervention for these conditions.

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