



## PRODUCT PRESENTATION







# OUR MISSION

We create natural mental wellness products for a community of passionate people who desire an extraordinary life



**amare™**  
GLOBAL

# MENTAL WELLNESS



# GRIM REALITY

- Americans spend over \$100 billion annually on “feel better” products, from painkillers and anti-depressants to alternative and complementary therapies
- 100 million Americans suffer from chronic pain – this is one of the top reasons for the \$100 billion expenditure
- 350 million people globally are affected by depression each year – another major reason for the \$100 billion expenditure
- 90% of adolescents have a depressive disorder before the age of 18
- 800,000 people die of suicide each year – that’s over 2000 suicides per day
- 24 million people, some as young as 12 years old, received treatment for illicit drug or alcohol abuse in 2016
- 1 in 5 new mothers in the U.S. report postpartum depression each year
- The World Health Organization calls stress “the health epidemic of the 21st century”
- 85% of the nation’s 20 million college students reported feeling overwhelmed by stress - and more than 35% reported feeling “depressed” to the point of dysfunction





# 1 TRILLION DOLLARS

- “Cultural change” is emerging in the global attitude toward stress & mental health
- Over the next 10-20 years there will be no bigger focus in the Natural Nutrition or Pharmaceutical Industries, than brain health and mental wellness
- A massive scientific shift



**TIMING IS EVERYTHING!**



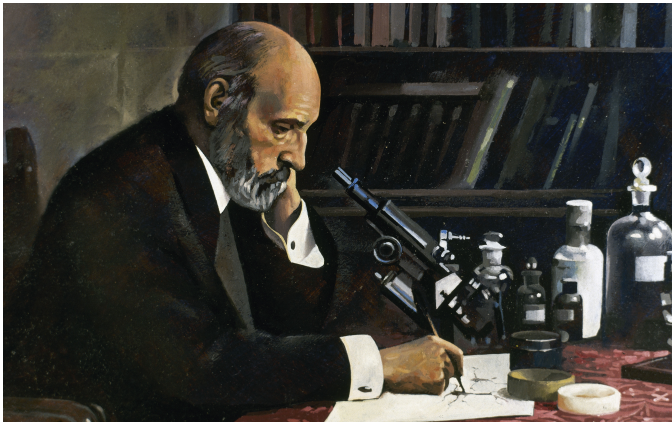
# New Era in Science/Medicine



1600s



1900s



1800s



2000s



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# The NEW Science of Mental Wellness

Science has forever focused on the BRAIN as the primary source to addressing mental wellness problems & answers.

We've been relying highly on antidepressants and other forms of serotonin reuptake inhibitors (SSRIs) to resolve these issues.



BUT IS THIS THE RIGHT SOLUTION?



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# RECENT SCIENTIFIC DISCOVERIES

- Science now tells us that we actually have a SECOND BRAIN!
- There has been a massive scientific shift towards the MICROBIOME, also known as our gut and second brain, as being the source to addressing mental wellness issues.

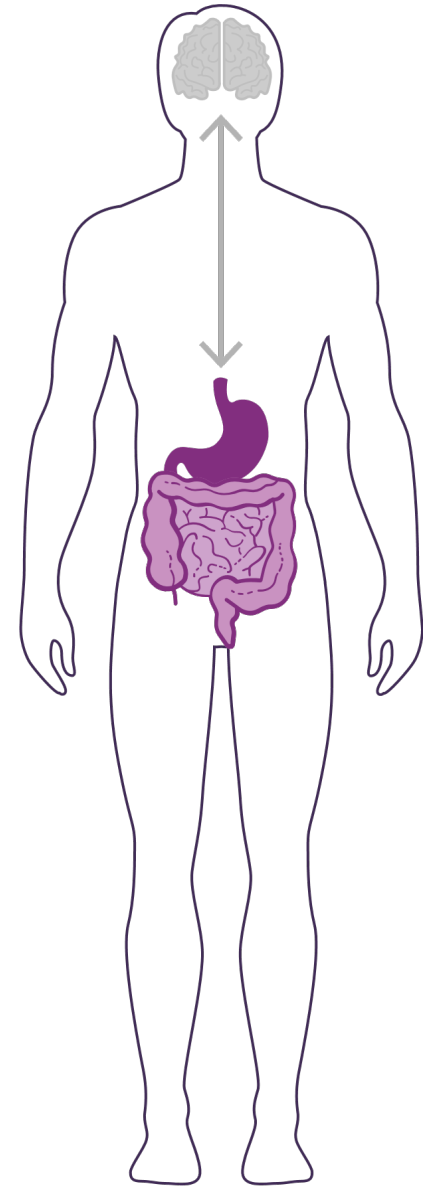




# DID YOU KNOW?

- 90% of the cells in your body are non-human
  - Human genes = ~23,000
  - Bacterial genes= ~20 million (~1,000x **MORE** than human genes)
- Microbiome is an ecological community of trillions of bacteria living symbiotically in/on our body
  - "2<sup>nd</sup> Brain" = 3-4lbs (approximately the same size as our 1<sup>st</sup> brain)

YOUR GUT IS CONSIDERED  
YOUR SECOND BRAIN





# HOW IMPORTANT IS YOUR MICROBIOME?

- Communicates with the brain to regulate health, weight, immune function, digestive function, mood, and overall mental health.
- What we put in our bodies affects the microbiome, which in turn affects our mind and other crucial bodily systems

## IN BALANCE

Feeling Great

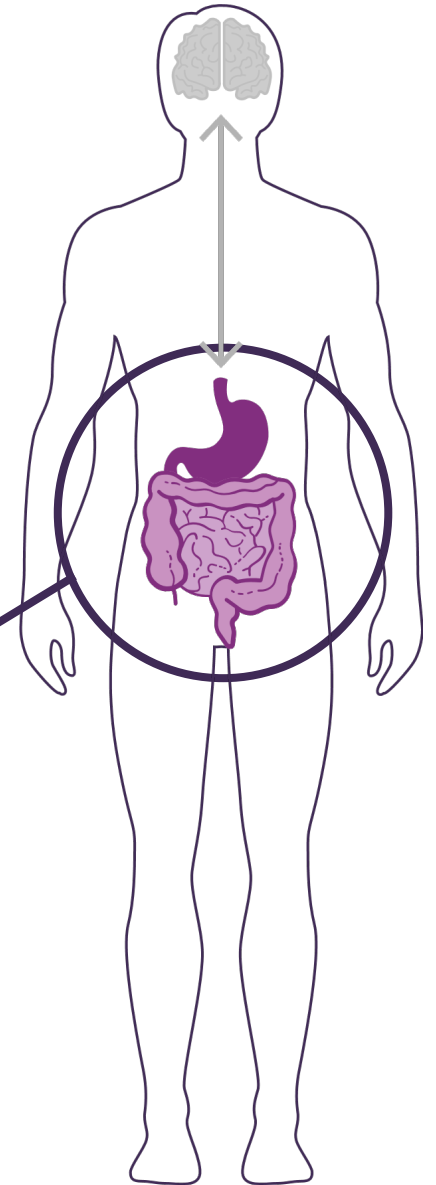
## OUT OF BALANCE

Feeling fatigue, sad, tense, hungry, heavy, bloated, confused, stiff/sore

The microbiome plays an important role in the way you feel mentally & physically.



**This explains why you have those “GUT-FEELINGS”**



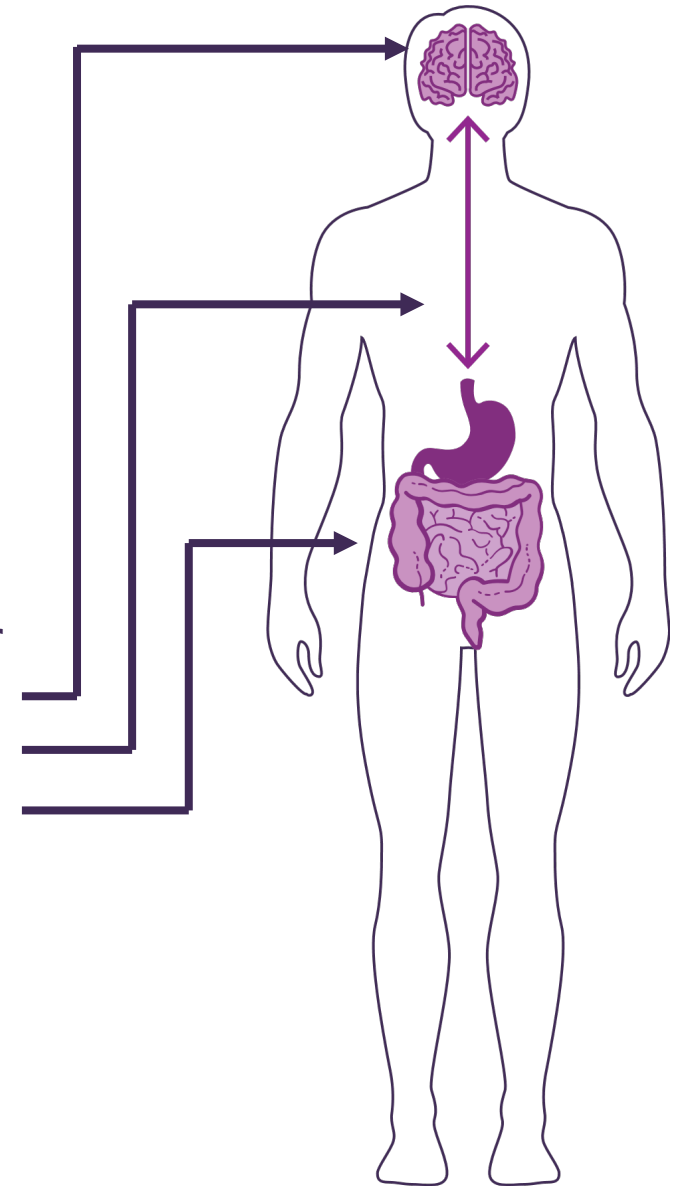
# HOW DO YOUR “TWO BRAINS” COMMUNICATE?

Our “two brains” communicate through a highly extensive network, known as the **gut-brain axis (GBX)**.

## NETWORK CONSISTS OF:

- “wires” – nerves
- “chemicals” – neurotransmitters/hormones
- “cells” – immune system

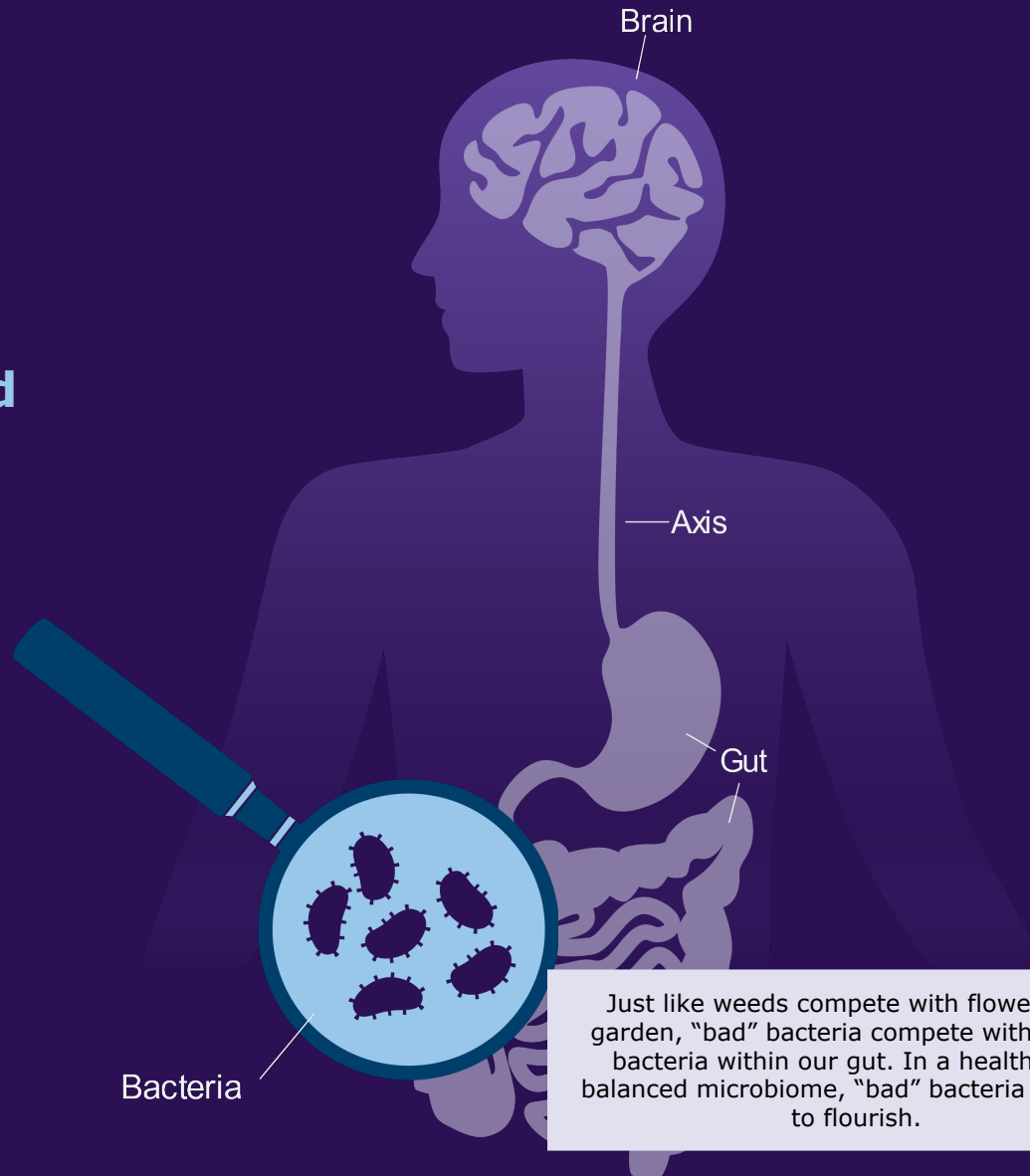
The GBX connects our **nervous system (brain)**, **immune system (axis)** and **gastrointestinal system (gut)** with a vast array of cellular and biochemical messengers throughout the entire body, which include the microbiome, hormones, cytokines, and neurotransmitters.



# HEALTHY **GUT** HEALTHY **MIND**

## TWO Brains?

Did you know that we have two brains? One in our head and one in our gut- the **2nd brain**. They are connected by a communication axis. The emerging science of the **Gut-Brain Axis** (GBX) indicates that many mental wellness issues originate as imbalances in the GBX.



## 100% Human

Did you know that we have ~100 trillion microorganisms across more than 10,000 different species (Microbiota) in our GI tract? Compare that to our ~10 trillion human body cells and we are only **10% human!** Those same microbiota have ~9 million genes (Microbiome) compared to our ~23,000 human genes. Therefore based on gene count, we are **less than 1% human!**

Just like weeds compete with flowers in a garden, "bad" bacteria compete with "good" bacteria within our gut. In a healthy and balanced microbiome, "bad" bacteria struggle to flourish.



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# BAD vs GOOD BACTERIA

## BAD Bacteria

Campylobacter Jejuni &  
Salmonella Enterica  
– Results in food poisoning and  
inflammation

Enterococcus Faecium  
– Causes post-surgical  
infections and inflammatory  
bowel conditions

Clostridium Difficile  
– Creates effects ranging from  
diarrhea to life-threatening  
inflammation

## GOOD Bacteria \*

Lactobacillus Helveticus R0052 \*  
– Improves mood by decreasing  
neuro-inflammation & increasing  
serotonin metabolism

Bifidobacterium Longum R0175 \*  
– Enhances calmness by  
decreasing anxiety indices &  
enhances cognitive function

Lactobacillus Rhamnosus R0011\*  
– Reduces stress by lowering  
cortisol exposure & improving  
GABA neurotransmission

A Balanced Microbiome Supports:



Healthy Inflammatory  
Balance



Robust Immune  
Protection



Optimal Digestive  
Process

\*featured in MentaBiotics™

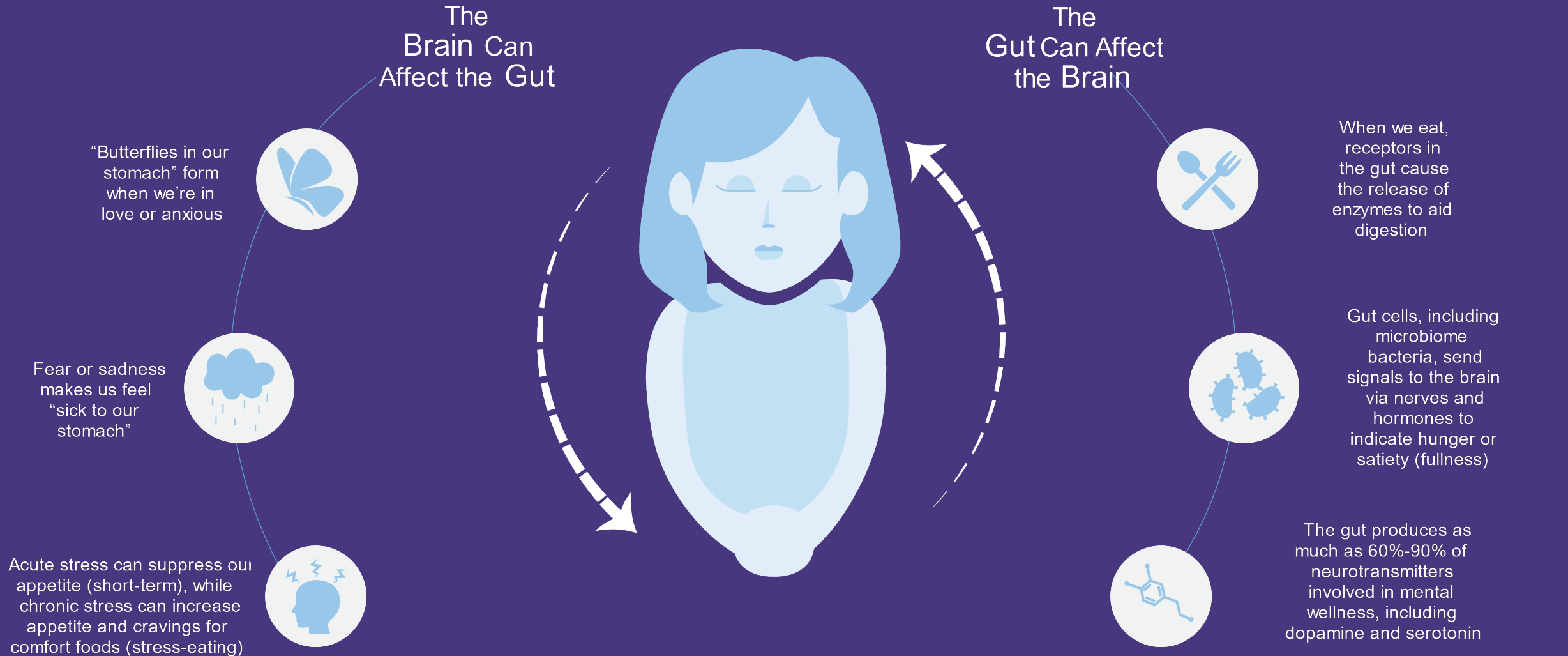


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# IT GOES BOTH WAYS...

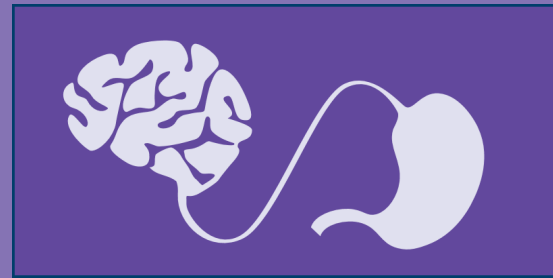


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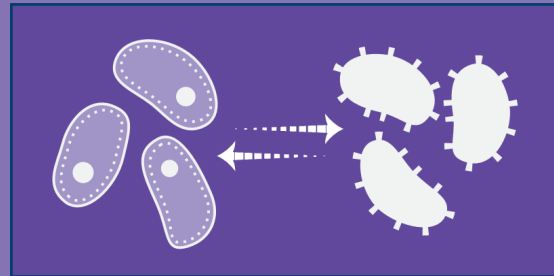
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# THE GUT BRAIN AXIS

The “**Axis**” between the Gut and the Brain coordinates communications



Nerves— such as the vagus nerve, provide a “hard-wired” connection between the gut and the



Cells— including the immune system, interact with the gut microbiota



Biochemicals – including hormones, neurotransmitters, and cytokines transmit signals through the blood stream



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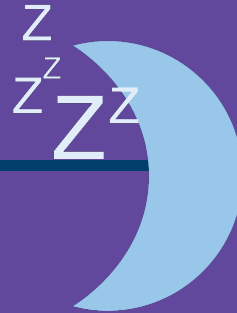
# Balance the MIND with LIFESTYLE Choices

Take time for a  
**MIND BREAK**



**Mindfulness**  
Practice such as meditation, yoga, gratitude, and mindful breathing reduce stress and anxiety

**Sleep**  
Inadequate or poor quality sleep increases stress hormone exposure (cortisol) and interferes with mood and mental function



Take time to  
**SLEEP**

**Physical Activity**  
Regular exercise is shown to reduce stress, anxiety, and depression as effectively as antidepressant drugs

Take time to  
**MOVE**



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# Balance the GUT with NUTRITION

## PROBIOTICS

Probiotic foods contain live “good bacteria” which support mental wellness and aid digestion. Examples include fermented foods such as yogurt, kefir, kimchi, kombucha, sauerkraut, miso, tempeh, and Probiotic supplements.



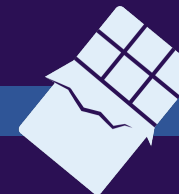
## PREBIOTICS

Prebiotic foods contain fibers and carbohydrates that can be fermented and digested by gut bacteria to serve as a fuel source and encourage growth of beneficial bacteria. Examples include asparagus, bananas, green leafy vegetables, garlic, leeks, onions, chicory, artichokes, ginger, and Prebiotic supplements.



## PHYTOBIOTICS

Phytobiotic foods are rich in flavonoids which protect good bacteria and establish a hospitable environment for the growth of good and displacement of bad bacteria. Examples include apples, grapes, dark chocolate, and berries.



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# IS YOUR GUT HEALTHY?

The background image shows two women practicing yoga in a garden. The woman in the foreground is wearing a light green tank top and has her hands in a prayer position. The woman in the background is wearing a light blue tank top and is also in a yoga pose. They are standing in front of a wooden fence with horizontal slats. The lighting is warm, suggesting late afternoon or early morning.

## HEALTHY STATUS

- Normal behavior, cognition function, and emotional state
- Healthy levels of inflammatory cells and/or mediators
- Healthy gut microbiota

## UNHEALTHY STATUS

- Alterations in behavior, cognition, emotion, nociception
- Altered levels of inflammatory cells and/or mediators
- Intestinal dysbiosis

# SCIENTIFIC ADVISORY BOARD



**Shawn Talbott**

PhD, CNS, LDN, FACSM, FAIS, FACN  
Chief Science Officer



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L.Ac., OMM  
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Scientific Advisory Board Member



**Emeran Mayer**

MD, PhD  
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**Trish Henrie-Barrie**

PhD  
Scientific Advisory Board Member



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# INTRODUCING AMARE GLOBAL PRODUCTS







Amare's flagship product line features our most popular cornerstone products! The products are designed to improve every aspect of the gut-brain axis for optimal mental wellness.\*

# FUNDAMENTALS™



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# menta BIOTICS™

advanced gut-brain  
nutrition\*

The most comprehensive combination of unique strains of probiotics, prebiotics, and phytobiotics that have been scientifically shown to improve mental wellness.\*

AMARE'S  
FLAGSHIP  
PRODUCT

SUPPORTS  
FEEL-GOOD  
NEUROTRANS-  
MITTERS

INCREASES  
GOOD  
BACTERIA



<b>Item Code:</b>	S001
<b>Retail Price:</b>	\$100.00
<b>Wholesale Price:</b>	\$74.95 / 65 PV
<b>Subscribe &amp; Save:</b>	\$66.95 / 58 PV

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# KEY BENEFITS & FEATURES

## MENTABIOTICS™

- Improves aspects of mental wellness by populating the microbiome system with specific strains of probiotics and prebiotics\*
- Supports the growth and vitality of a range of beneficial gut bacteria\*
- Helps normalize gut, immune, brain function\*
- Reduces stress and promotes a positive mood\*
- Ingredients proven to improve mood and reduce tension in human clinical trials\*



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# menta BIOTICS™

advanced gut-brain  
nutrition\*



**60%**  
**55%**  
**50%**  
**49%**

Decrease in irritability scores\*  
Decrease in anxiety scores\*  
Decrease in depression scores\*  
Reduction in overall distress\*



**70%**

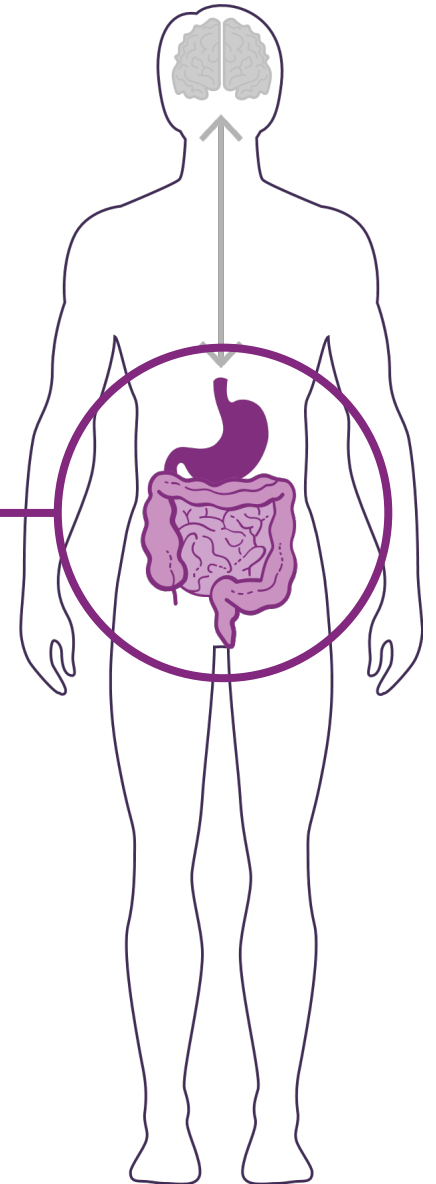
Increase in "good" bacteria\*



Improves overall mood by increasing positive mood by **211%** and decreasing negative mood by **105%\***

## GUT – BRAIN - AXIS

The growth and vitality of healthy beneficial bacteria in the gut is a key component to overall well-being.



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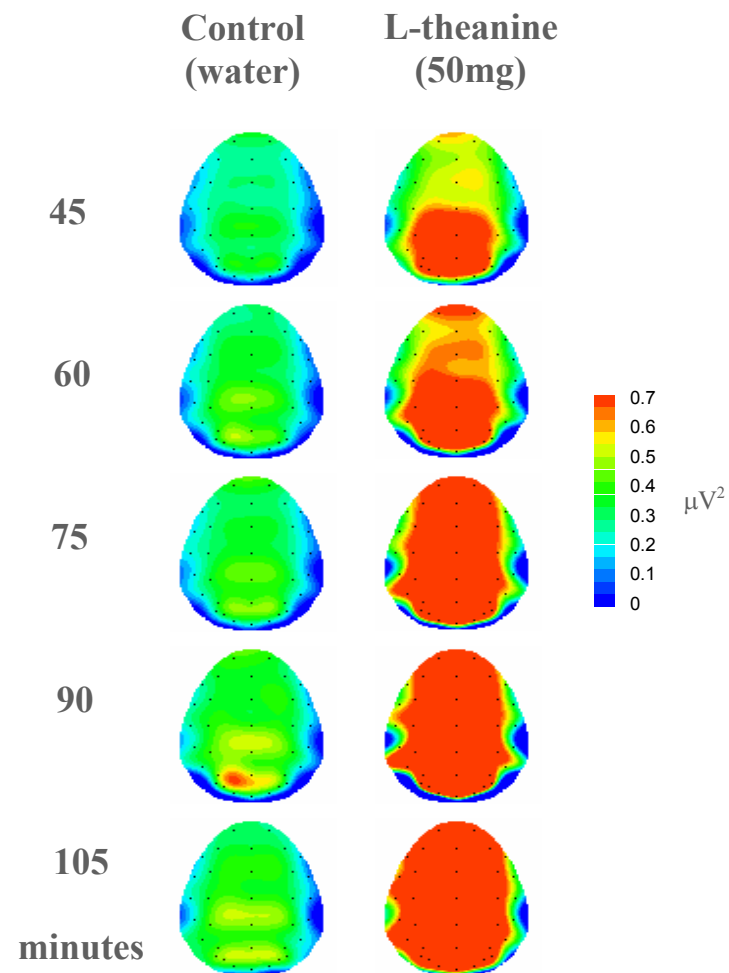


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# KEY INGREDIENTS

## MENTABIOTICS™

- Suntheanine Increases Alpha Waves
- “relaxed alertness”



**Figure 1.** Average power plotted on a schematic top-view of the scalp for *L-theanine* and *control* at five successive times after ingestion. Activity was higher in the *L-theanine* group than in the *control* for alpha-1 ( $p < 0.05$ ).



# FOR YOUR GUT...

## THE PROBIOTIC STRAIN MATTERS



### ***Lactobacillus rhamnosus R0011:***

Reduces stress by lowering cortisol exposure and improves GABA neurotransmission\*



### ***Bifidobacterium longum R0175:***

Enhances calmness by decreasing anxiety indices and improves cognitive function\*



### ***Lactobacillus helveticus R0052:***

Improves mood by decreasing neuro-inflammation and increasing serotonin\*

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# menta FOCUS™

supercharged mental  
focus & cognition\*

Supercharge your brain with key  
phytonutrients clinically shown to  
support focus, mental sharpness,  
clarity, creativity, and cognitive  
functioning.\*

AMPLIFIES  
ATTENTION  
&  
ALERTNESS

ENHANCES  
BRAIN  
ACTIVATION

PROMOTES  
CLARITY  
COGNITION  
CREATIVITY



<b>Item Code:</b>	S002
<b>Retail Price:</b>	\$60.00
<b>Wholesale Price:</b>	\$44.95 / 39 PV
<b>Subscribe &amp; Save:</b>	\$39.95 / 35 PV

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# KEY BENEFITS & FEATURES

## MENTAFOCUS™

- Enhances clarity, cognition, and creativity\*
- Increases short-term and long-term memory\*
- Empowers and sustains a sense of mental focus\*
- Improves concentration, attention, and alertness\*
- All-natural & stimulant-free\*
- Promotes stress reduction\*



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# menta FOCUS™

supercharged mental  
focus & cognition\*



Restores “youthful” brain function\*



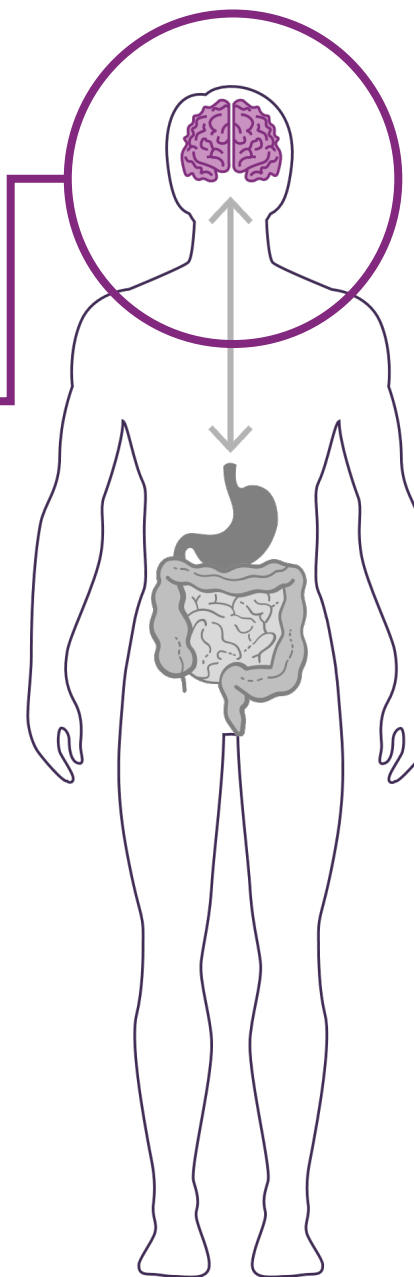
Increases short-term and long-term  
memory by increasing visual and verbal  
recall by **28%\***



Improves both working memory and  
recognition memory and reduces functional  
brain age by 12 years\*

## GUT – BRAIN - AXIS

The brain is an extremely complex  
& powerful system. Fuel it with the  
right nutrients for enhanced  
mental focus & cognitive function.



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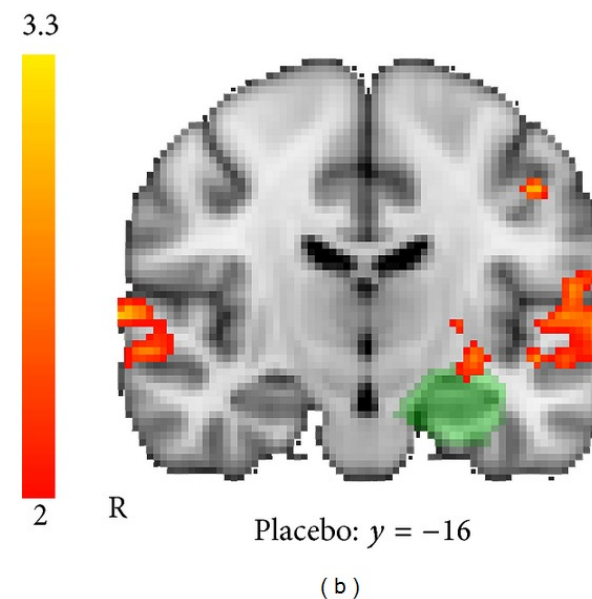
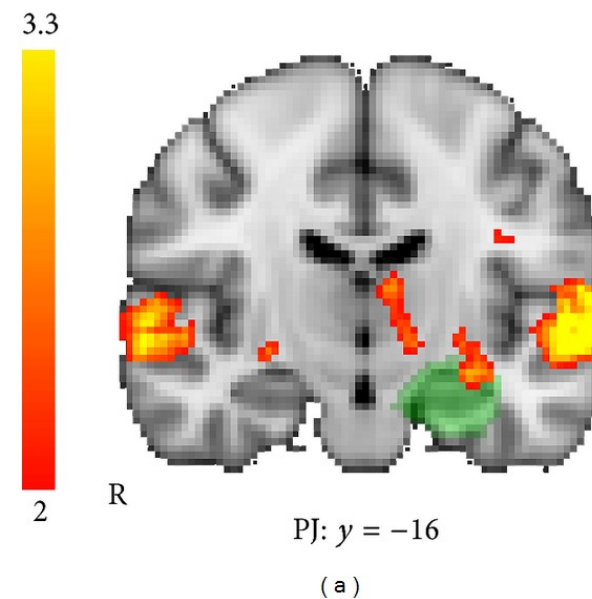


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# KEY INGREDIENTS

## MENTAFOCUS™

- POMx Enhances Brain Activation

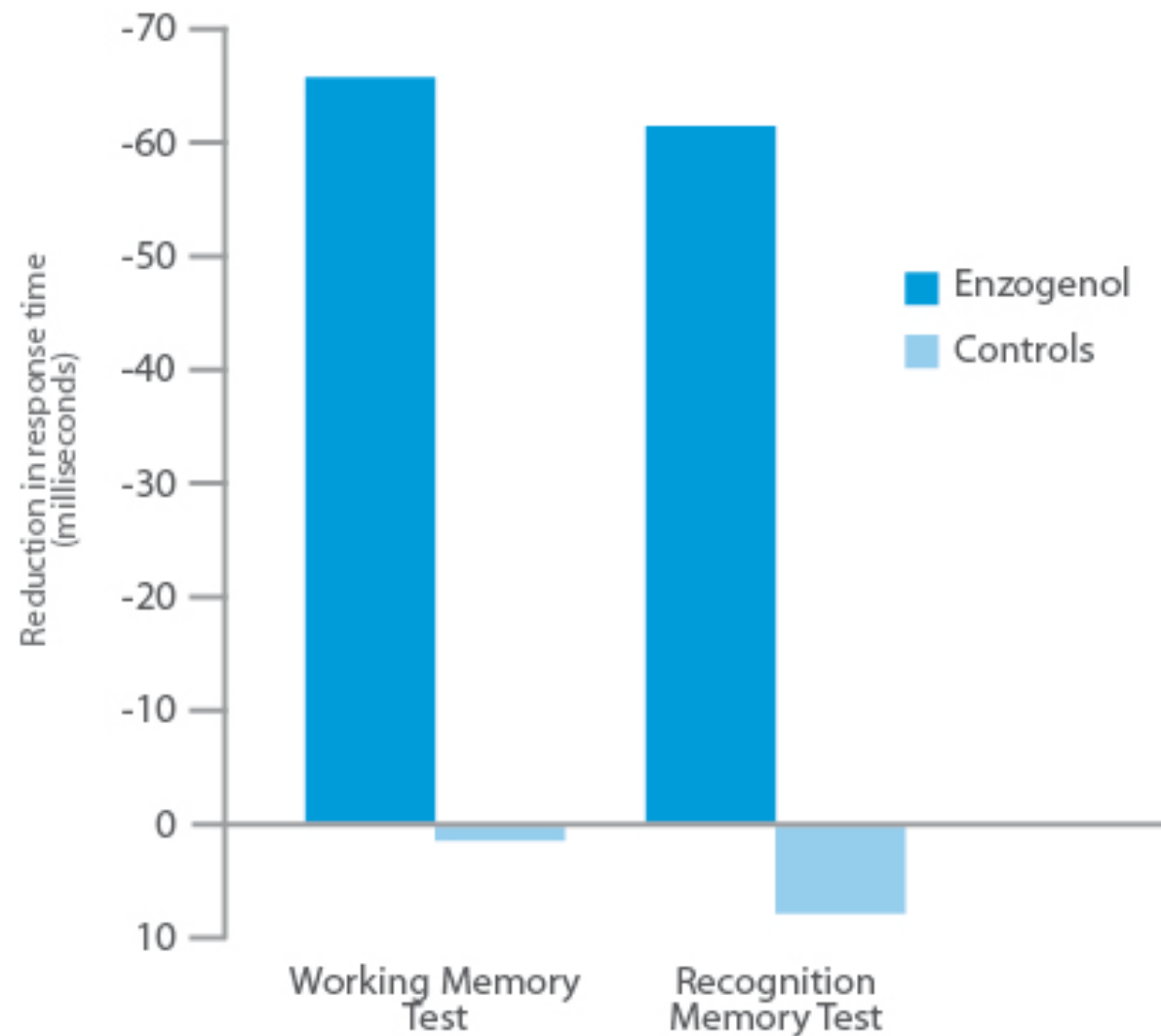




# KEY INGREDIENTS

## MENTAFOCUS™

- Enzogenol Improves Memory



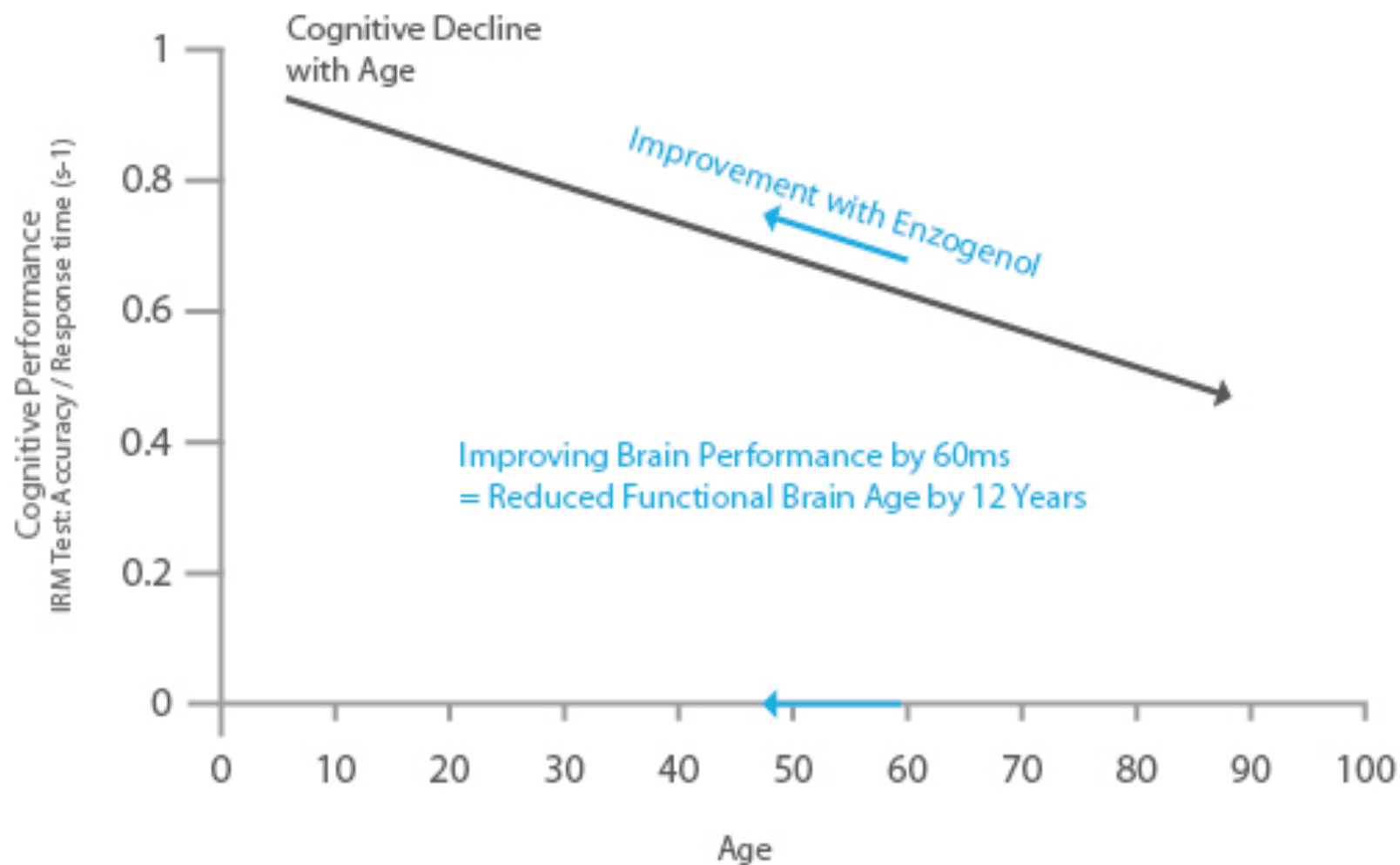
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# KEY INGREDIENTS

## MENTAFOCUS™

- Enzogenol Restores “Youthful” Brain Function



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# menta SYNC™

optimized gut-brain  
axis communication\*

Optimize the communication sync  
of chemical messengers between  
your brain and your gut with the  
clinically studied key ingredients  
in MentaSync.\*

IMPROVES  
GUT-BRAIN  
COMMUNICATION

BALANCES  
SIGNALING  
BETWEEN  
CELLS

ENHANCES  
BIO-CHEMICAL  
COMMUNICATION



<b>Item Code:</b>	S003
<b>Retail Price:</b>	\$74.00
<b>Wholesale Price:</b>	\$54.95 / 47 PV
<b>Subscribe &amp; Save:</b>	\$48.95 / 42 PV

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# KEY BENEFITS & FEATURES

## MENTASYNC™

- Optimizes the communication of the gut-brain axis\*
- Balances normal signaling between cells of the gut, brain, and immune system\*
- Improves psychological vigor (physical energy, mental acuity, and emotional well-being)\*
- Supports healthy aging\*
- Optimizes nervous system functioning\*
- Enhances immune activity\*



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# menta SYNC™

optimized gut-brain  
axis communication\*



Balances normal signaling between cells of the gut, brain, and immune system.\*



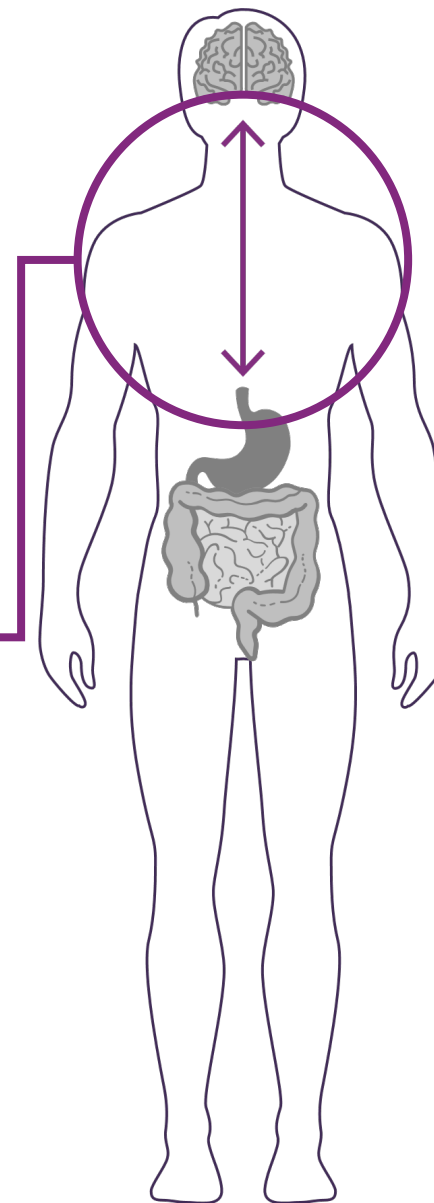
Enhances GBX (gut-brain axis) signaling and gut barrier function via alpha-glucans, beta-glucans, SCFAs (butyrate) and zinc-carnosine\*



Increases psychological vigor by **21%\***

## GUT – BRAIN - AXIS

The gut & brain are connected by a link known as the “axis”, which is an important component of the gut-brain axis system. It is the primary connection between our two brains and is greatly responsible for our overall well-being.



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Improve your mental wellness by taking control of your gut-brain axis with our FundaMentals Pack.\*

# FUNDAMENTALS™ PACK



Item Code:	P001
Retail Price:	\$234.00
Wholesale Price:	\$149.95 / 120 PV
Subscribe & Save:	\$134.95 / 108 PV

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All-Natural Support Solutions for Energy, Mood, Pain, and Sleep\*

# MENTATHERAPEUTICS™



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# REBOOT+

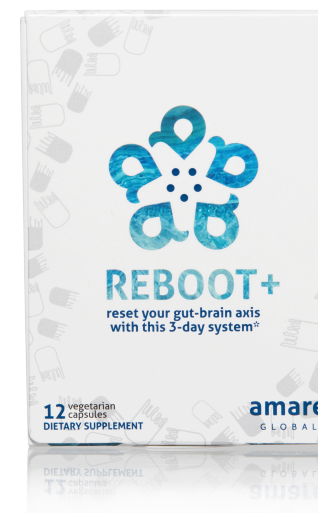
reset your gut-brain axis  
with this 3-day system\*

A synergistic blend of natural  
cleansing herbs and  
phytonutrients to assist the  
body's own detoxification process  
– specifically formulated to reboot  
your gut-brain axis in 3-days.\*

3-DAY  
PROGRAM

NATURAL  
CLEANSING

REMOVES  
WASTE &  
TOXINS



<b>Item Code:</b>	S004
<b>Retail Price:</b>	\$34.00
<b>Wholesale Price:</b>	\$24.95 / 21 PV
<b>Subscribe &amp; Save:</b>	\$21.95 / 19 PV

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# KEY BENEFITS & FEATURES

## REBOOT+

- Prepares the body's gut microbiome for optimized mental wellness\*
- Provides a natural cleanse and supports a healthy digestive system\*
- Helps to remove built-up waste and toxins from the body\*
- Supports natural cleansing and filtering functions of the liver, kidneys, and colon\*
- Partners with and optimizes the body's natural detoxification process\*



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# REBOOT+

reset your gut-brain axis  
with this 3-day system\*



Prevents liver damage 2-3x better than other popular detox supplements\*



Resets/reboots gut microbiome balance\*



Partners with and optimizes the body's natural detoxification process\*



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# DIETARY SUGGESTIONS

## REBOOT+

### How to Reboot:













#### Directions:

Beginning the morning of day 1, start the Reboot+ dietary program, and then take **2 capsules** with 8-oz of water with the following meals:

**Day 1:** Dinner

**Day 2:** Breakfast and Dinner

**Day 3:** Breakfast, Lunch, and Dinner

DAY 1	DINNER		
DAY 2	BREAKFAST		
	DINNER		
DAY 3	BREAKFAST		
	LUNCH		
	DINNER		

## WATER

Due to the high fiber content of the reboot boosters, make sure to drink plenty of water to support normal digestive processes.

Refer to the chart below:

Body Weight	Water
100	64oz
120	72oz
140	80oz
160	88oz
180	96oz
200	104oz
220	112oz
240	120oz
260+	128oz

**Don't chug!**  
Space out your water intake throughout the day.

## ENJOY!

### Reboot Boosters

**Booster Vegetables:** broccoli, cauliflower, kale, cabbage, brussels sprouts, red and green lettuce, romaine, spinach, endive, artichoke, dandelion greens, arugula, asparagus, beets, collard greens

**Booster Fruits:** apples, pears, raspberries, blueberries, blackberries, grapefruit, kiwi, lemon

**Legumes:** lentils, chickpeas and beans (except refried beans)

**Nuts and Seeds:** almonds (including non-sugar added almond butter), hemp seeds, chia seeds, flax seeds, walnuts, pumpkin seeds, sunflower seeds

**Booster Oils/Fats:** coconut oil, olive oil, avocados, coconut meat

**Herbal teas:** chamomile, mint, rooibos, ginger, dandelion root, hibiscus

**Milks:** almond, coconut, hemp or rice (all unsweetened)

## AVOID!

### Reboot Busters

**Alcohol and Caffeine** (and caffeinated beverages)

**Sweeteners:** Sugar, foods with refined sugars (especially soda), cane sugar/juice, corn syrup, maple syrup, honey, *artificial sweeteners*

**Processed foods:** fast food, packaged food, and most restaurant meals

**Dairy:** milk, cheese, cottage cheese, yogurt, ice cream, butter

**All meat, poultry, eggs, and fish**

**Soy products:** tempeh, tofu, soy milk

**Buster Oils:** vegetable oil, canola oil, soybean oil, and *anything partially hydrogenated*

**Buster Fruits:** Oranges, bananas, fruit juices, fruits/spreads/preserves *with added sugars*

**Grains:** rice, quinoa, wheat, oats, barley, pasta, bread, breakfast cereal, tortillas, oatmeal and granola

**Buster Vegetables:** potatoes, corn and *creamed vegetables*



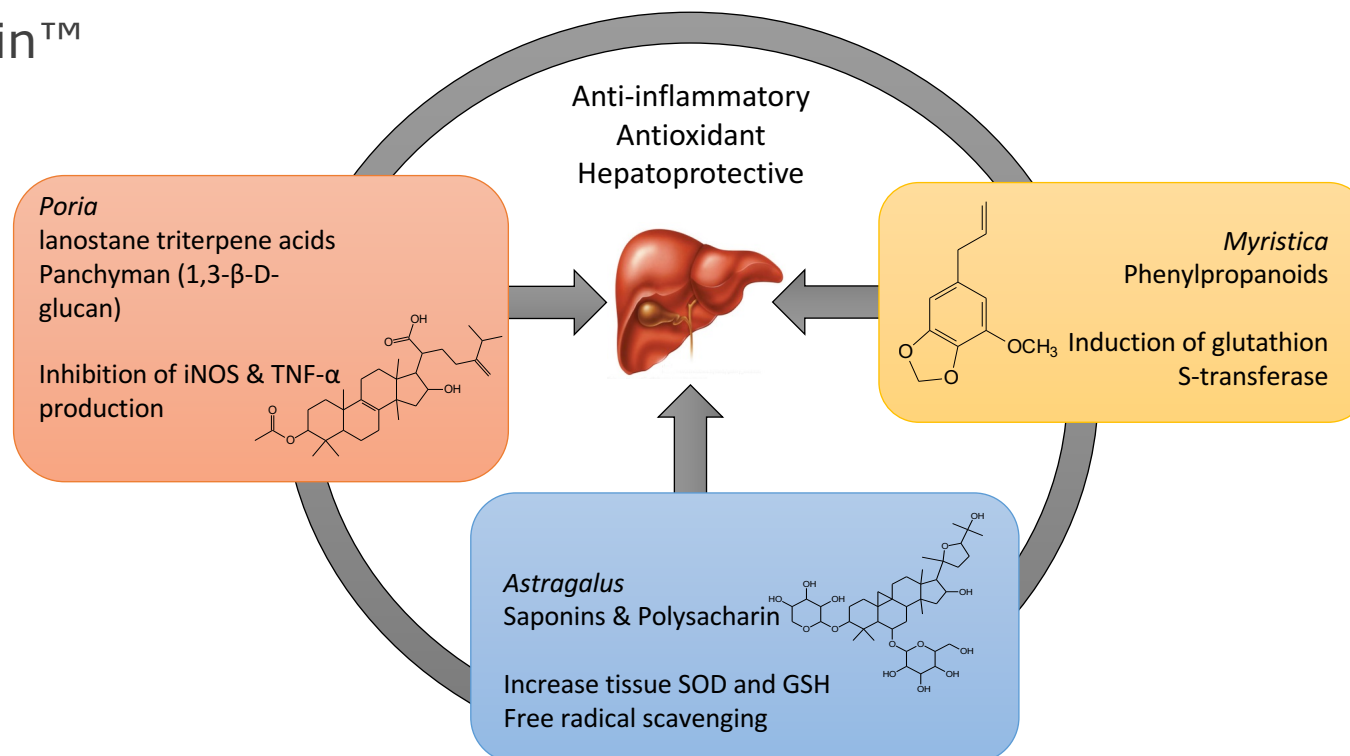
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# KEY INGREDIENTS

## REBOOT+

- Synergistic Effects of Sebatin™

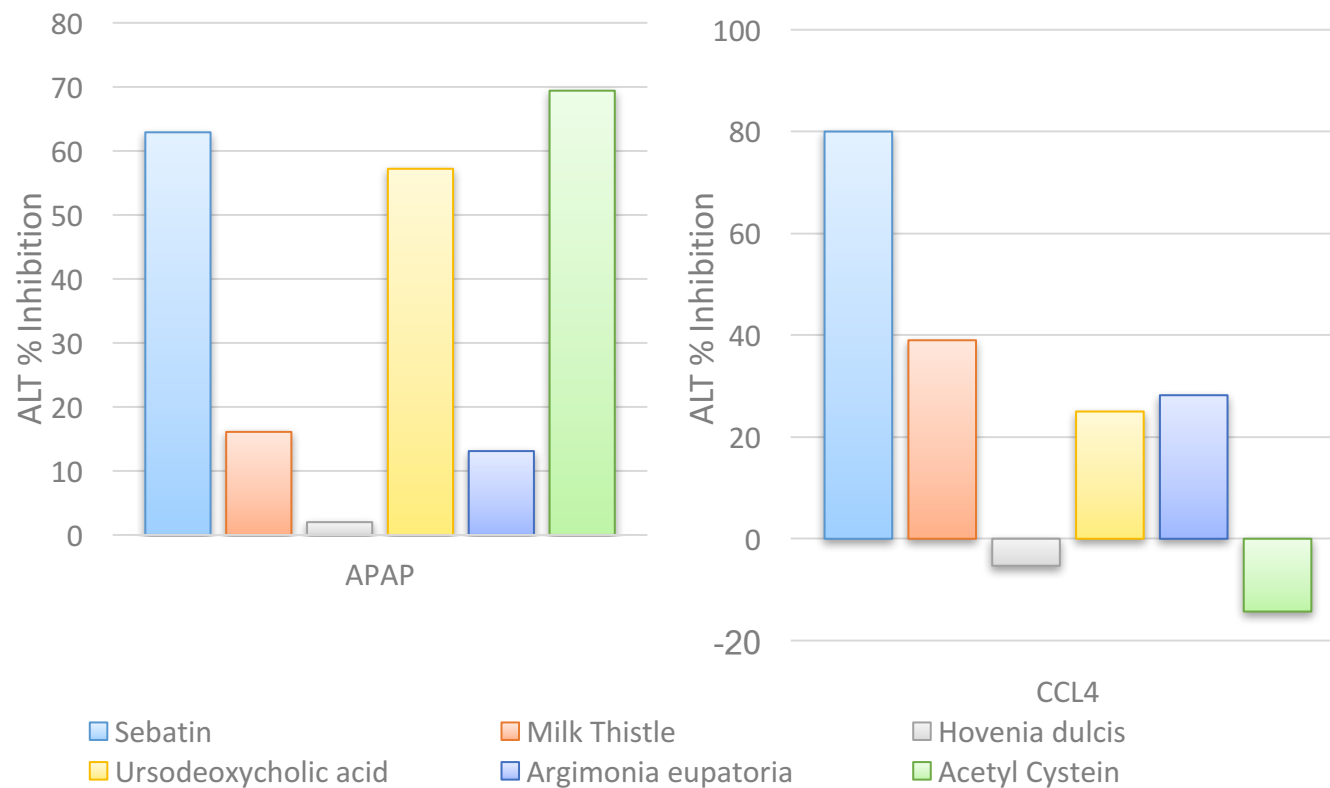




# KEY INGREDIENTS

## REBOOT+

- Sebatin™ Outperforms Other Liver Protection Agents



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# ENERGY+

supports mental  
energy and  
performance\*

A next-generation mental energy product that delivers rapid improvements in brain and physical performance, without the jitters or crash you might get from many high-stimulant or high-sugar energy drinks.\*

ALL-NATURAL  
NO SYNTHETICS

LONG-  
LASTING  
STAMINA

MENTAL  
ENERGY



<b>Item Code:</b>	S005
<b>Retail Price:</b>	\$60.00
<b>Wholesale Price:</b>	\$44.95 / 36 PV
<b>Subscribe &amp; Save:</b>	\$39.95 / 32 PV

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# KEY BENEFITS & FEATURES

## ENERGY+

- Increases energy levels and endurance\*
- Improves brain performance\*
- Rapid improvements in mental acuity and alertness\*
- Long-lasting stamina without the jitters or crash\*
- Helps to regulate epinephrine production\*
- Sip throughout the day for maximum mental energy benefits\*



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THE MENTAL WELLNESS COMPANY

# ENERGY+

**supports mental  
energy and  
performance\***



Rapid improvements in  
mental energy, acuity,  
and alertness\*



Increases energy levels  
and endurance\*



Provides energy without  
the jitters or crash from  
other high-stimulant or  
high-sugar energy  
drinks\*

\*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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# KEY INGREDIENTS

## ENERGY+

- Amazonian Awareness Enhancer



# KEY INGREDIENTS

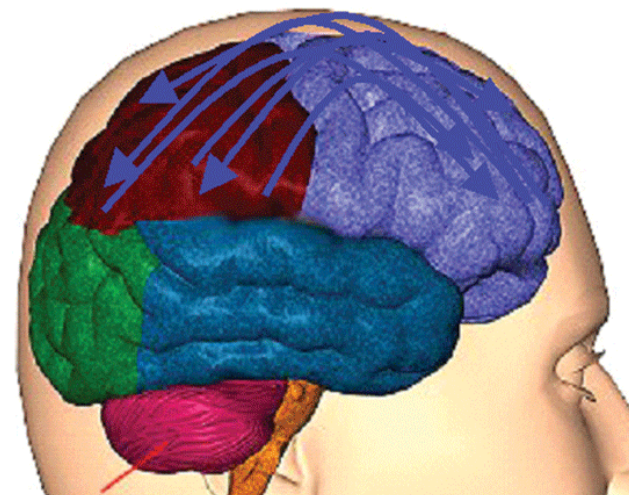
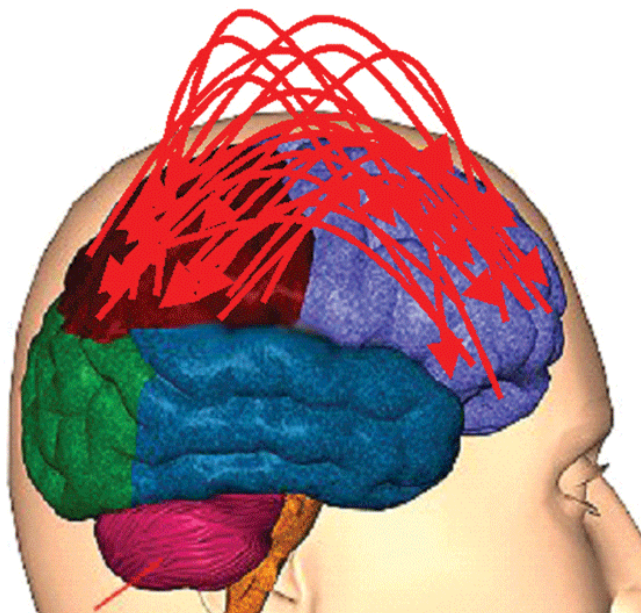
## ENERGY+

- Enzogenol
- Calms “monkey mind”

Too much interaction  
= Noise & Distraction

Enzogenol

Reduced Interaction  
= Calming Effect, Improved  
Focus & Concentration



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# MOOD+

all-natural  
mood support\*

The key ingredients in Mood+ have multiple scientific studies that show significant benefits for mood support such as relief from anxious feelings, sadness, restlessness, and overall stress relief.\*

MOOD  
ELEVATING

PROMOTES  
RELAXATION

TENSION  
REDUCING



<b>Item Code:</b>	S006
<b>Retail Price:</b>	\$80.00
<b>Wholesale Price:</b>	\$59.95 / 52 PV
<b>Subscribe &amp; Save:</b>	\$53.95 / 46 PV

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# KEY BENEFITS & FEATURES

## MOOD+

- Enhances feelings of well-being and supports a healthy, positive mood\*
- Promotes a calming, relaxing state of mind\*
- Reduces feelings of negativity and stress\*
- Lessens occasional anxiousness and feelings of sadness\*
- Increases motivation and drive\*
- Supports natural serotonin and dopamine production for enhanced mood benefits\*



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# MOOD+

all-natural  
mood support\*

42%

Decrease in feelings of  
anger\*

20%

Decrease in feelings of  
sadness\*

70%

Reduction of stress  
related symptoms\*



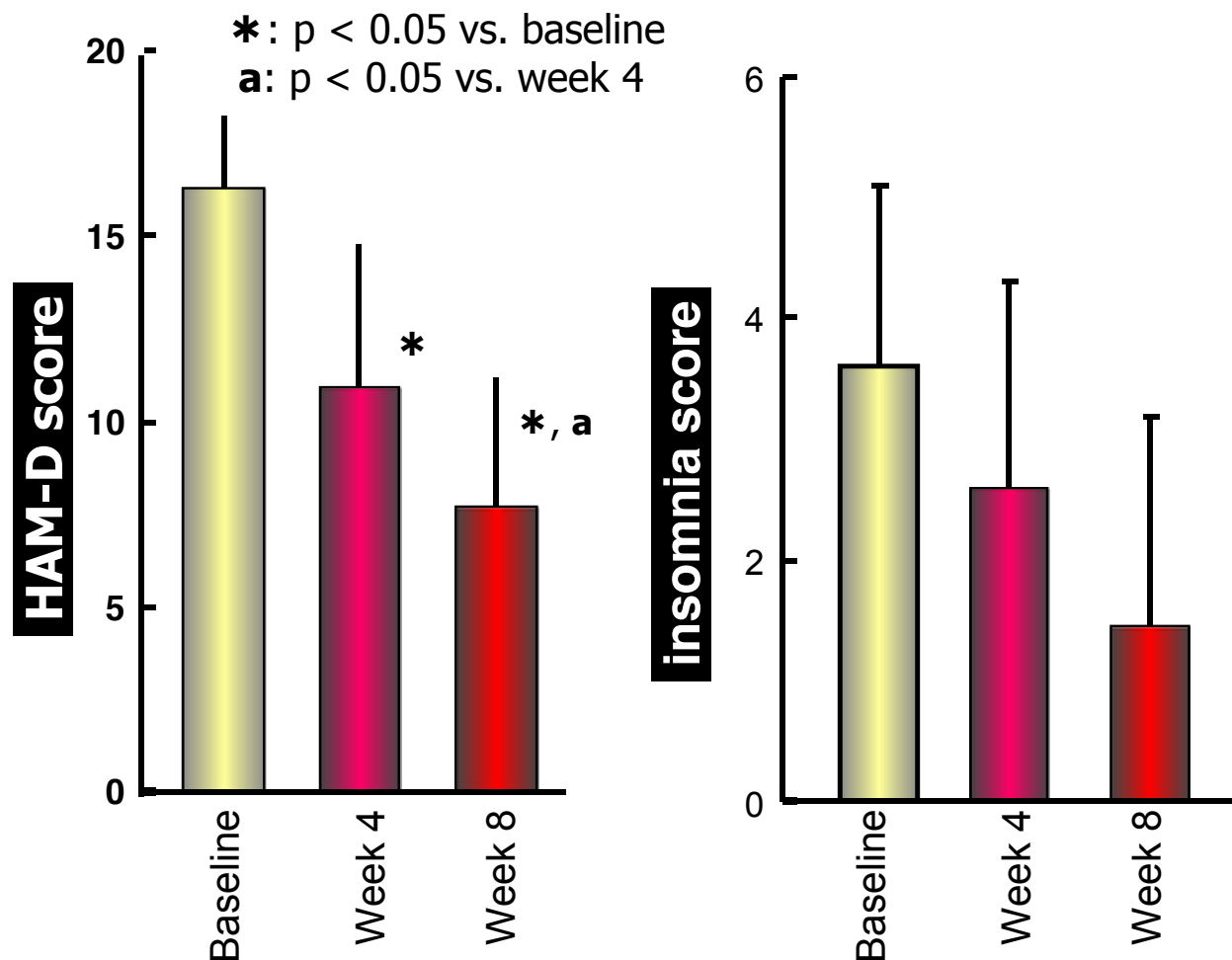
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# KEY INGREDIENTS

## MOOD+

- Venetron, Rafuma
- Depression



# KEY INGREDIENTS

MOOD+

- Zembrin, Kanna
- Depression





# KEY INGREDIENTS

## MOOD+

### Stress Reduction & Mood Enhancement

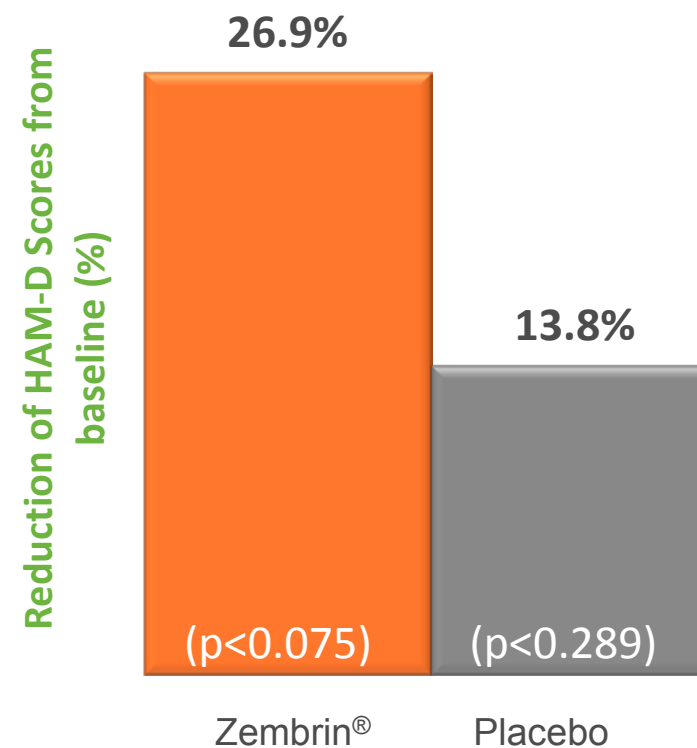
#### HAM-D SCORE

‘Gold-Standard’ to assess severity of depression and response to therapy in clinical research

#### RESULTS

Reduction of **stress** and improvement of **mood** manifested through:

- Statistically significant improved quality of sleep
- Less fatigue
- Enhanced work performance
- Enhanced interest in daily activities
- Less irritability, worry and insecurity



# KEY INGREDIENTS

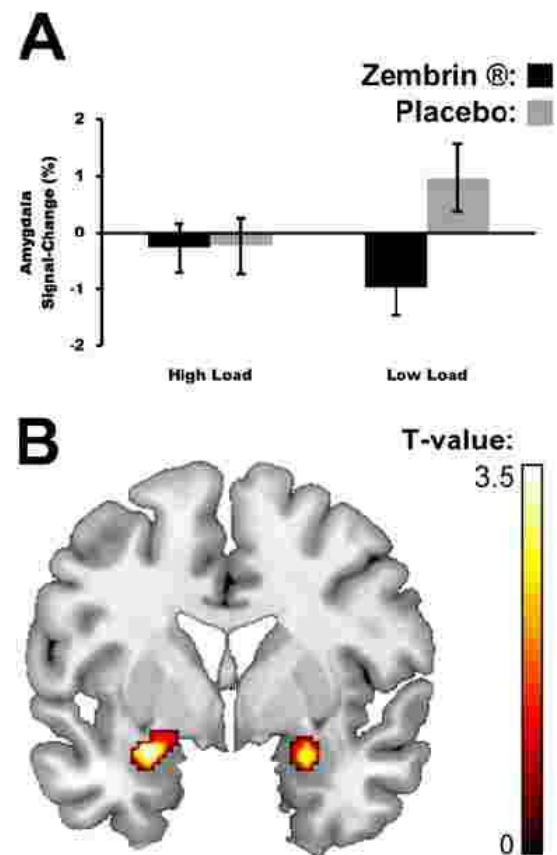
MOOD+

## fMRI Study Results Show Reduced Stress Response

### ZEMBRIN® MAY HELP IN THE MANAGEMENT OF STRESS IN EVERYDAY LIFE

- A single dose of Zembrin® attenuates reactivity within the part of the brain (amygdala) that responds to threat/stress

Terburg, et al (2013)



# KEY INGREDIENTS

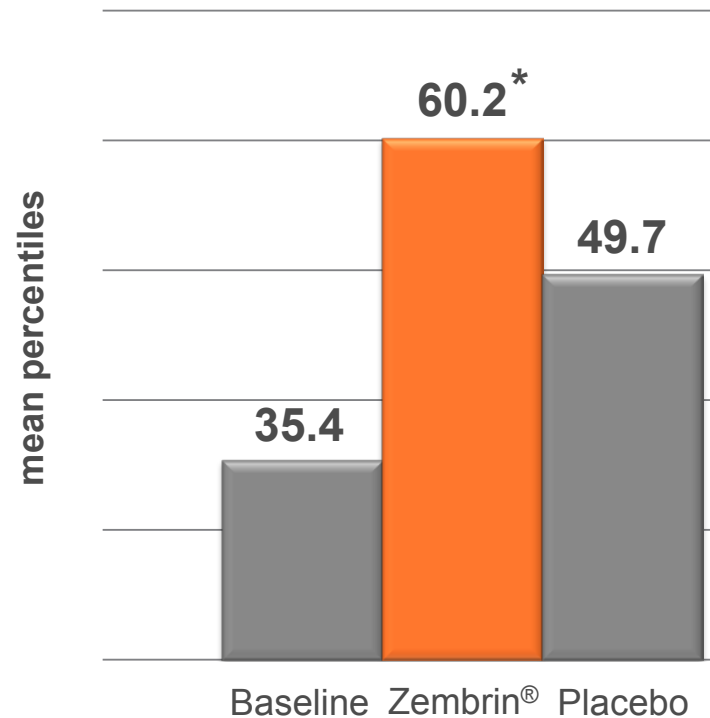
MOOD+

## COGNITIVE FLEXIBILITY

- Ability to shift attention between two or more tasks and the ability to adapt to rapidly changing directions and intelligently utilize the information.
- Necessary for **decision-making**, **impulse control** and **strategy formation**.

CNS VitalSign® has been used for testing neurocognitive function by over 5000 clinicians in 52 countries

## Cognitive Set Flexibility



\*p < 0.022 vs. placebo

3 weeks



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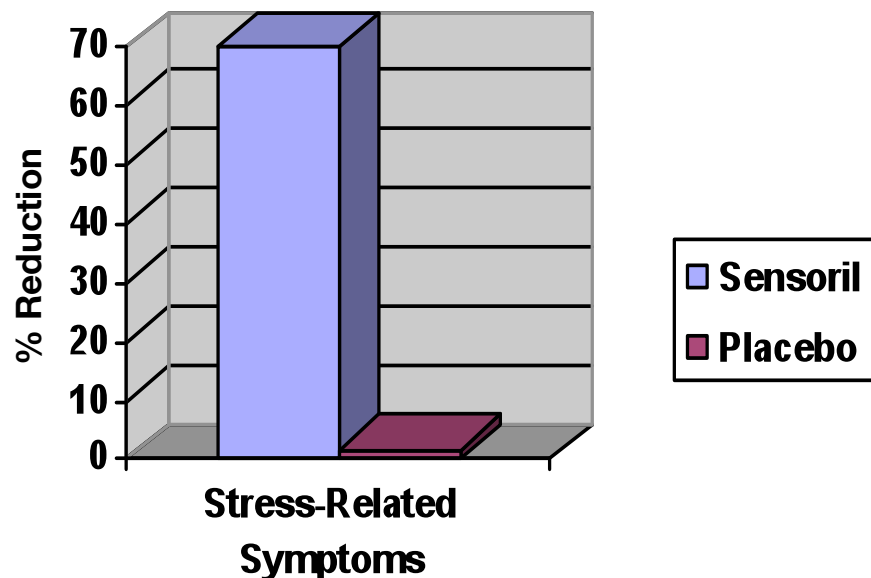
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# KEY INGREDIENTS

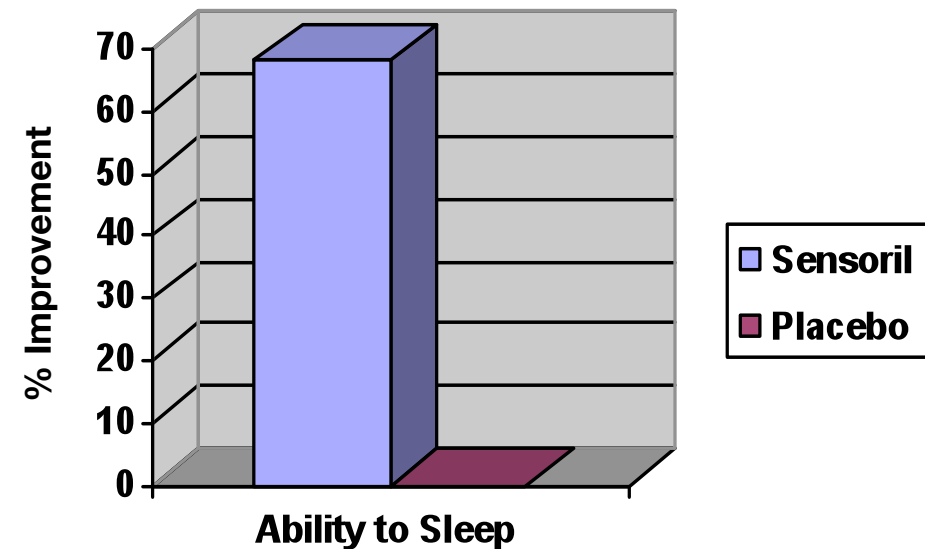
MOOD+

- Sensoril
- Anxiety

**Figure 1. Percent Reduction in Stress-Related Symptoms in Subjects Receiving Sensoril® Compared to a Placebo.**



**Figure 4. Percent Improvement in Ability to Sleep in Subjects Receiving Sensoril® Compared to a Placebo.**



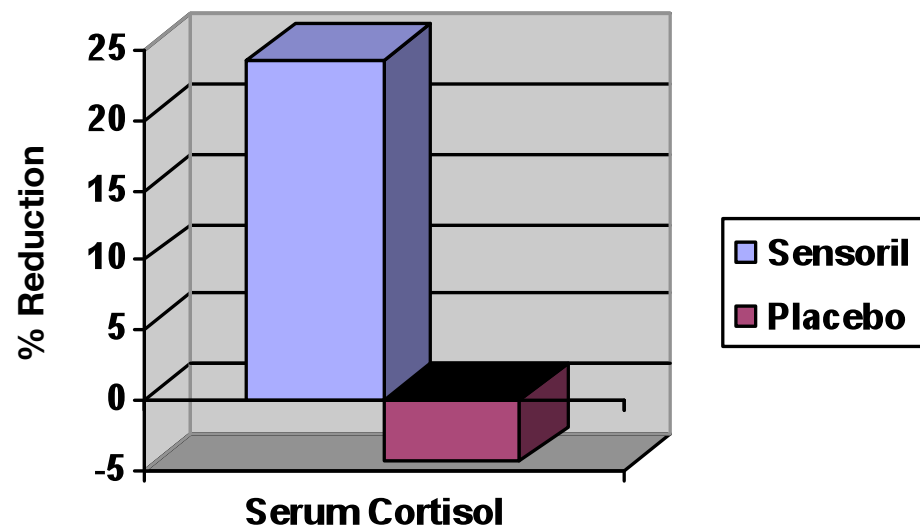


# KEY INGREDIENTS

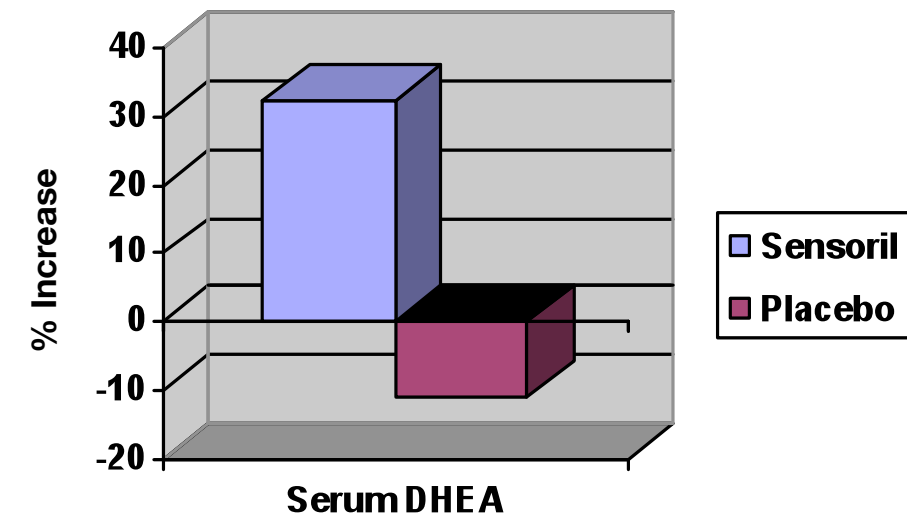
MOOD+

- Sensoril
- Anxiety

**Figure 2. Percent Reduction in the Level of Serum Cortisol in Subjects Receiving Sensoril® Compared to a Placebo.**



**Figure 3. Percent Increase in the Level of DHEA in Subjects Receiving Sensoril® Compared to a Placebo.**



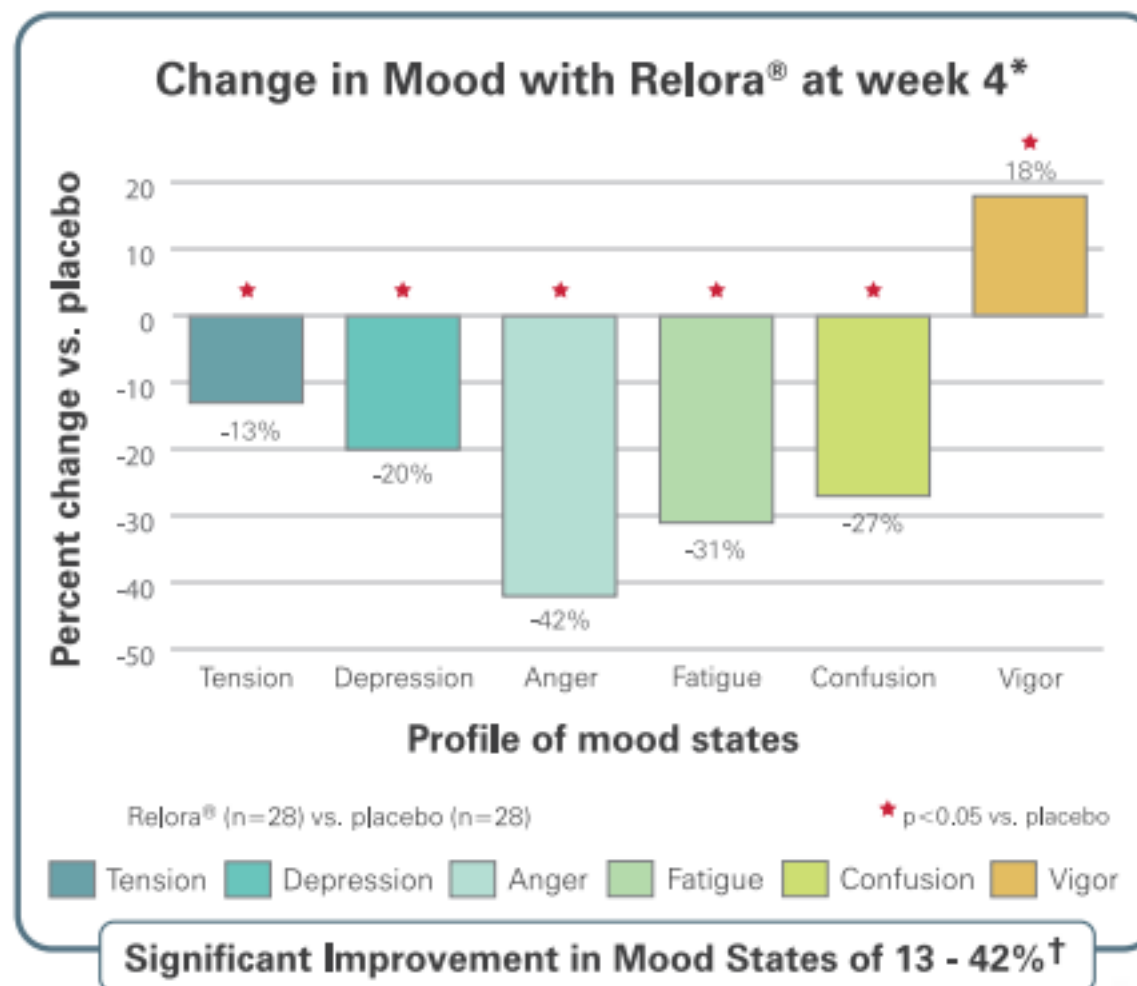
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# KEY INGREDIENTS

## MOOD+

- Relora, Magnolia and Phellodendron
- Anxiety



# RELIEF+

supports the body's natural  
pain response system\*

The key ingredients in Relief+  
have been scientifically shown to  
balance normal inflammatory  
function and support antioxidant  
levels to provide fast-acting &  
long-lasting relief from  
occasional aches and pains.\*

SOOTHE  
MINOR  
ACHES &  
DISCOMFORT

FAST-  
ACTING

LONG-  
LASTING



<b>Item Code:</b>	S007
<b>Retail Price:</b>	\$74.00
<b>Wholesale Price:</b>	\$54.95 / 47 PV
<b>Subscribe &amp; Save:</b>	\$48.95 / 42 PV

\*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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# KEY BENEFITS & FEATURES

## RELIEF+

- Fast-acting & long-lasting relief\*
- Soothes minor aches and discomfort\*
- Reduces the intensity of occasional aches and pains\*
- Provides relief to active athletes or people on the go\*
- Helps improve physical function in people with joint and tendon challenges\*



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# RELIEF+

supports the body's natural  
pain response system\*



**74%** Decrease in osteomuscular pain\*

**53%** Reduction in inflammation\*

**31%** Decrease in cartilage damage\*



Fast-acting relief\*



Long-lasting relief\*

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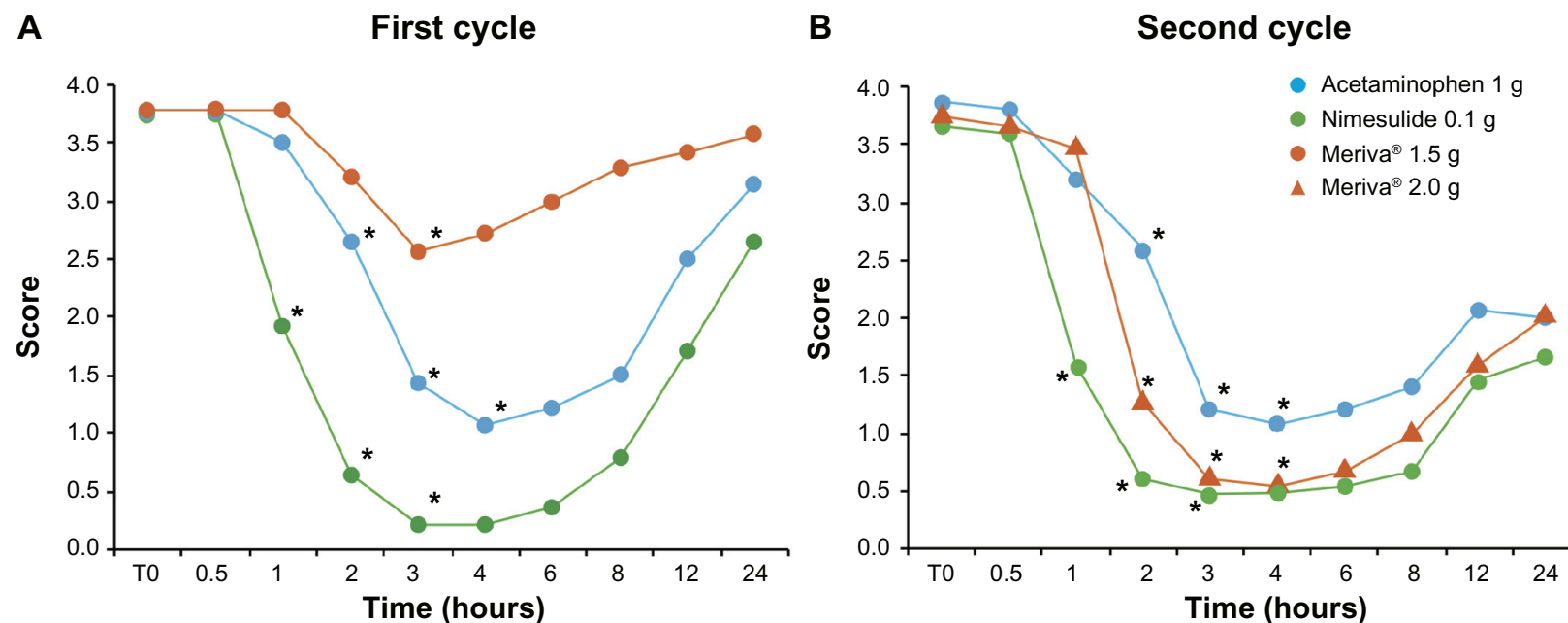


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# KEY INGREDIENTS

## RELIEF+

- Meriva as effective as Tylenol



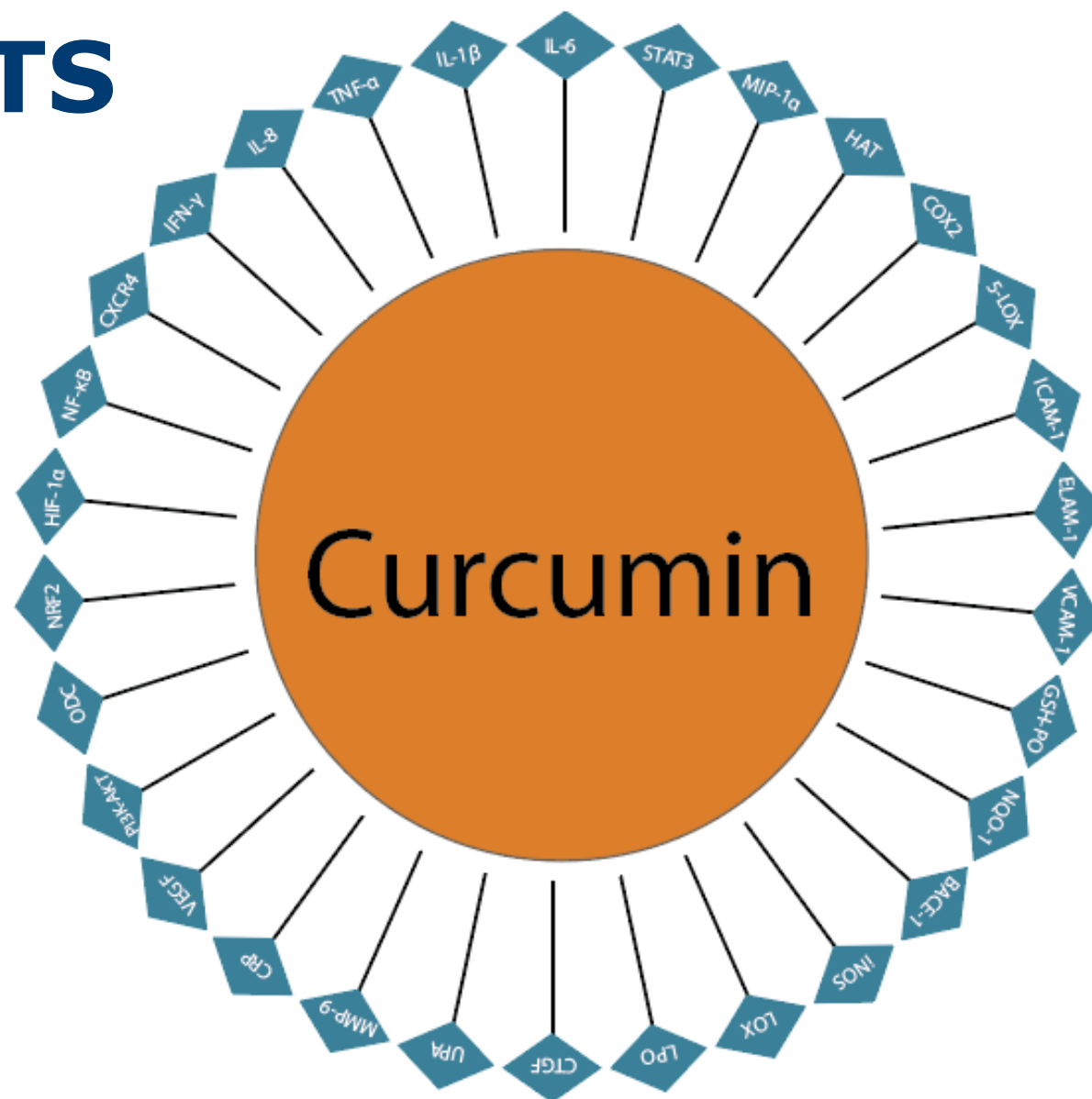
**Figure 1** Analgesic effect of Meriva, nimesulide, and acetaminophen.

**Notes:** Data are presented as the mean pain perception scores at different times after acute analgesic treatment. After each intake of medication, subjects completed a questionnaire using the following pain perception scores: 0, absent; 1, slightly perceptible; 2, mild; 3, severe; 4, intolerable pain. Statistical analysis was done according to a randomized block factorial design, and comparisons between mean values were done using the Tukey-Kramer test. See Results for statistical details. \* $P < 0.001$ .

# KEY INGREDIENTS

## RELIEF+

- Turmeric = fast-acting inflammatory balance



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# KEY INGREDIENTS

## RELIEF+

- Boswellia = long-lasting inflammatory balance



### KINASES

Akt	↓
ERK1/2	↓
p38	↓
MAPK	↓
IKKα/b	↓
CDK-2	↓
CDK-4	↓

### TRANSCRIPTION FACTORS

NF-κb	↓
STAT-3	↓
PPAR-γ	↓
C/EBP-α	↓

### ENZYMES

COX-2	↓
MMP-9	↓
5-LO	↑
Caspase	↓
topoisomerase I	↓
topoisomerase II	↓
HLE	↓

## Molecular Targets of Boswellic Acids

### RECEPTORS

AR	↓
DR-4	↑
DR-5	↑
CXCR4	↓
PDGFR	↓

### GROWTH FACTORS

VEGF	↓
PDGF	↓
TF	↓

### OTHERS

Cyclin D	↓
Cyclin E	↓
p21	↓
P53	↓
Rb	↓
Bcl-2	↓
Bcl-xL	↓
Mcl-1	↓
IAP-1	↓
survivin	↓

↓: Downregulation or Inhibition

↑: Upregulation or Activation



# SLEEP+

rejuvenating, refreshing,  
restful sleep\*

The key ingredients in Sleep+ have multiple scientific studies that show significant benefits including helping you to fall asleep faster, stay asleep longer, and experience higher quality plus more rejuvenating sleep.\*

FALL  
ASLEEP  
FASTER

STAY  
ASLEEP  
LONGER

IMPROVES  
SLEEP  
QUALITY



<b>Item Code:</b>	S008
<b>Retail Price:</b>	\$80.00
<b>Wholesale Price:</b>	\$59.95 / 52 PV
<b>Subscribe &amp; Save:</b>	\$53.95 / 46 PV

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# KEY BENEFITS & FEATURES

## SLEEP+

- Relieves occasional sleeplessness\*
- Provides a soothing and refreshing night's sleep, without morning grogginess\*
- Improves quality of sleep and ease of falling asleep\*
- Encourages restful sleep, calms the nervous system, and helps reduce stress\*
- Decreases the number of nighttime awakenings and sleepless nights\*



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THE MENTAL WELLNESS COMPANY

# SLEEP+

rejuvenating, refreshing,  
restful sleep\*

50%

Improvement in sleep  
efficiency\*

40%

Improvement in sleep  
quality\*



Fall asleep faster by  
**33%** and wake up fewer  
times each night by  
**30%\***

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**amare**<sup>™</sup>  
GLOBAL

Pure & Potent Daily Essential Nutrients\*

# MENTAESSENTIAL<sup>™</sup>



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# DIGESTIVE

complete GI support\*

A comprehensive blend of digestive enzymes to support the process of digestion in the upper, middle, and lower gastrointestinal system.\*

ACTIVATES  
HEALTHY  
DIGESTION

REDUCES  
BLOATING  
& GAS

SUPPORTS  
ALL PARTS OF  
THE GI  
SYSTEM



<b>Item Code:</b>	S009
<b>Retail Price:</b>	\$40.00
<b>Wholesale Price:</b>	\$29.95 / 24 PV
<b>Subscribe &amp; Save:</b>	\$26.95 / 22 PV

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# KEY BENEFITS & FEATURES

## DIGESTIVE

- Delivers a balanced and comprehensive blend of digestive enzymes to support normal digestive processes\*
- Helps to digest many enzymes-deficient, processed foods\*
- Speeds conversion of food nutrients to cellular energy\*
- Promotes gastrointestinal comfort and food tolerance\*
- Reduces feelings of discomfort and bloating after eating a meal\*
- Decreases uncomfortable gas during digestion\*
- Supports healthy production of metabolic enzymes\*



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THE MENTAL WELLNESS COMPANY

# DIGESTIVE

complete GI support\*



Speeds conversion of food  
nutrients to cellular  
energy\*



Reduction in overall  
digestive complaints\*



Improvement in GI  
function\*

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# VitaGBX™

premium nutrition for a  
healthy body and mind\*

VitaGBX is a premium multivitamin that combines more than 50 vitamins, minerals, amino acids, and phytonutrients. It features both our Bright Mind Proprietary Blend (for mind support) and Amare GBX+ Proprietary Blend (for gut-brain axis support) to empower a well-balanced body and mind.\*

MULTIVITAMIN  
+  
MIND COMBO

FILLS GAPS  
IN DAILY  
NUTRITION

UNIQUE  
BRIGHT  
MIND  
BLEND



<b>Item Code:</b>	S010
<b>Retail Price:</b>	\$54.00
<b>Wholesale Price:</b>	\$39.95 / 32 PV
<b>Subscribe &amp; Save:</b>	\$35.95 / 29 PV

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# KEY BENEFITS & FEATURES

## VitaGBX+™

- Contains key nutrients that are essential for daily overall wellness\*
- Supports bone health with calcium, magnesium, zinc, and vitamin D\*
- Supports healthy immune function\*
- Packed with free radical fighting antioxidants\*
- Proper physiological ingredient amounts – no mega doses\*
- Balances body and mind via key nutrients often not consumed in your daily meals\*
- Improves concentration, attention, and alertness\*
- Empowers and sustains a sense of mental focus\*



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# VitaGBX™

premium nutrition for a  
healthy body and mind\*



Contains a Bright Mind Blend which helps improve concentration, attention, and alertness\*



Combines 50+ vitamins, minerals, amino acids, and phytonutrients to deliver micronutrient nutrition for a well-balanced body and mind\*



Contains our Amare GBX+ Proprietary Blend that enhances optimal functionality of the gut-brain axis\*

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# OmMEGA™

high-potency,  
ultra-pure omega-3's\*

OmMEGA is a high-potency, ultra-pure marine oil concentrate that delivers high levels of the critical omega-3 fatty acids EPA and DHA.\*

SUPPORTS  
COGNITIVE  
HEALTH

HIGH-POTENCY  
EPA + DHA

MERCURY  
FREE FISH  
OIL



<b>Item Code:</b>	S011
<b>Retail Price:</b>	\$40.00
<b>Wholesale Price:</b>	\$29.95 / 24 PV
<b>Subscribe &amp; Save:</b>	\$26.95 / 22 PV

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# KEY BENEFITS & FEATURES

## OmMEGA™

- Provides a healthy balance of all-natural, pure omega-3 fatty acids\*
- Protects against lipid oxidation and supports healthy function of the brain\*
- Promotes healthy cardiovascular, nervous, and immune system function\*
- Supports memory and cognitive health\*
- Promotes normal memory, attention control, alertness, mental acuity, and positive mood\*
- Helps to regulate the body's natural inflammatory response\*



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# OmMEGA™

high-potency,  
ultra-pure omega-3's\*



Contains ultra-pure and  
ultra-potent omega-3  
content that is approx.  
70% more omega-3  
(EPA/DHA) than standard  
fish oils\*



Promotes cardiovascular  
health\*



Supports memory and  
cognitive functions, while  
promoting a healthy  
nervous system\*

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THE MENTAL WELLNESS COMPANY

# PROBIOTICS

broad spectrum,  
high-potency probiotics\*

A high-potency, broad spectrum  
formulation of probiotics shown to  
support gut health, immune  
function, and normal  
inflammatory balance.\*

SUPPORTS  
GUT  
HEALTH

BROAD-  
SPECTRUM  
PROBIOTICS

HEALTHY  
MICROFLORA  
BALANCE



<b>Item Code:</b>	S012
<b>Retail Price:</b>	\$40.00
<b>Wholesale Price:</b>	\$29.95 / 24 PV
<b>Subscribe &amp; Save:</b>	\$26.95 / 22 PV

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THE MENTAL WELLNESS COMPANY

# KEY BENEFITS & FEATURES

## PROBIOTICS

- Supports healthy functioning of the digestive and immune system\*
- Maintains healthy intestinal microflora balance\*
- Helps support optimal metabolism and absorption of food\*
- Supports normal inflammatory balance\*
- Promotes positive balance and proliferation of beneficial bacteria\*
- Helps nourish beneficial bacteria in your gut\*



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# PROBIOTICS

**broad spectrum,  
high-potency probiotics\***



Includes acid-resistant capsules to ensure optimal colonization of the probiotics in the colon\*



Contains over 10 billion CFUs of probiotics\*



Packed with beneficial bacteria specifically to support optimal metabolism of food\*

\*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.



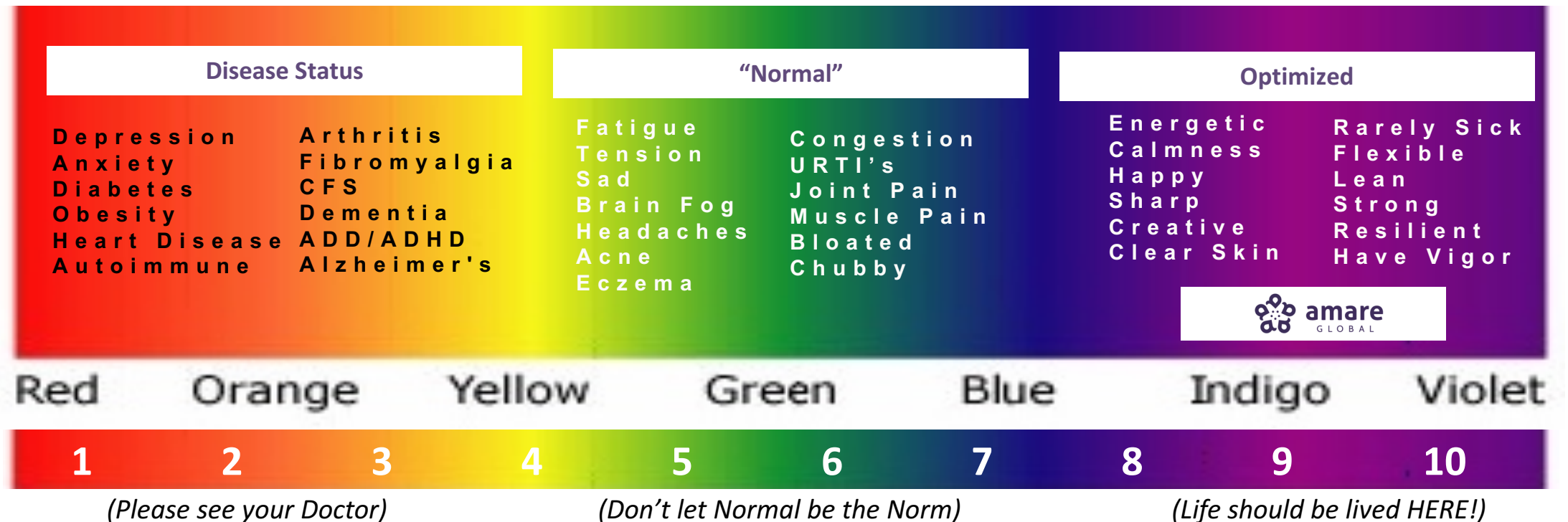
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# Where are you on the Mental Wellness Continuum?

1. How you feel is not just in your head – it's also in your gut.
2. Our "second brain" includes the Microbiome and plays a major role in Mental Wellness.
3. You can DO something to improve your Mental Wellness by optimizing your GBX.

**Where are you on the Mental Wellness Continuum?** *(Circle your current number)*





Amare Global

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