

REVERSE BRAIN AGING! END FORGETFULNESS! MAXIMIZE YOUR BRAIN POWER!

"My proven breakthrough in correcting 'medical malnutrition' can help you stop — and actually reverse — mental aging."



Leonard Haimes, MD

As seen on NBC's "Today", host of his own radio show, and author of numerous articles on Natural Healing. Trusted by thousands of Americans, Dr. Haimes has been dubbed "the Albert Einstein of natural healing."

Dear Friend,

My name is Dr. Haimes. I've been a practicing physician and health scientist for 34 years.

And in all that time, I've never been more excited about anything than I am about *Smart Essentials*.

Here's why...

Smart Essentials is a brand new and completely breakthrough product that's helping people think "younger."

It stops forgetfulness, ends mental fatigue, increases concentration and improves mental dexterity. Plus it makes you feel better!

I know it works because I've tried it myself. And I've recommended it to my patients and friends. I've seen it work — quickly, safely and effectively. I've documented cases where it's reduced forgetfulness, improved mental dexterity and lifted spirits.

If I weren't a medical professional, I'd call it a wonder drug!

Smart Essentials contains maximum dosages of virtually every natural substance that improves brain function. This letter explains what *Smart Essentials* can do for you, or someone you love...

AN EPIDEMIC OF BRAIN AGING!

Memory problems and mental decline are common today, they may well be the silent epidemic of the 90's!

Doctors often tell their patients, "Memory loss is just a part of aging ... There's nothing you can do about it."

I say, "Nonsense!"

Recent breakthroughs in medical research have shown us that we can improve brain function. As *Reader's Digest* reports: "A wave of new treatments ... is coming from our increased understanding of how the brain works."

For instance, we have discovered that there are specific nutrients your brain needs to be in think-fast, never-get-tired condition. But chances are you're not getting nearly enough of them.

(over, please)

SHOCKING NEWS:

Even a well balanced diet can short-change your brain!

But even if you're eating a balanced diet, you may not be getting enough of the elements your brain needs to function well.

That's why "mental malnutrition" is so common. Even health-conscious people can't escape it.

Maintaining good blood circulation is vital to ensuring optimum brain performance. The brain is critically dependent upon blood flow, and requires one-fourth of all the blood pumped by your heart. As you age, blood flow to the brain can diminish. When that happens, cells begin a break-down process that eventually leads to their death.

This "brain decay" begins at age 35 and accelerates dramatically when you reach age 50. Your ability to perform daily mental tasks can decline by 30 to 50% — and sometimes even more — during your lifespan.

And if you're watching your fat intake, you're even *more* likely to be short-changing your brain. As you age, your brain actually loses weight — a decline of about 2% every decade after about age 40 or 50! To thrive, your brain must have vital nutrients that are derived from fat.

These nutrients, called "phospholipid," are...

...a "must-have" to maintain peak brain power

Phospholipids are "good fats" that are essential components of cell membranes - especially brain cells. They're basic for brain power. But you're probably not getting enough of them.

They do exist in trace amounts in some foods. But to really boost your intake of them, you'd have to eat a huge amount of food ... much more than any normal, health-minded human would want to consume in a day.

It makes much more sense to take a supplement instead.

THIS ISN'T JUST GUESSWORK — PLEASE, READ THE EVIDENCE

SCIENTIFIC RESEARCH has confirmed our need for phospholipids (those "good fats" your brain needs). Especially phospholipids like PC, PE, and PS. Here are three examples of the many studies that prove this:

WIND BACK THE CLOCK — In a 1995 study by Shukron, Gendreau, and Vandenbrouck, they showed that people taking PS had seen an improvement in their cognitive age. Of about 15 years — meaning a 54-year-old would regain the memory and thinking capabilities he would have at age 39. Subjects were observed to recall phone numbers, to do mathematical problems, and to concentrate while reading.

HEAT THE MIND — If you've ever felt your mind sink lower as the day grows sparer, you'll appreciate this study. It showed that people taking PS avoided the mild depression often called the "winter blues." And the experience of an improved winter mood.

LONG TERM RESULTS — In a long-term study, researchers found that people who had already experienced a decline in their memory took PS for 6 months. They saw consistent long-term improvement in their memory. That is, they no longer forgot names, faces, and recent information.

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INTRODUCING "SMART ESSENTIALS"!

Fortunately, there is a way to ensure your brain is well nourished. It's a new formulation called *Smart Essentials*. It can revitalize your brain as nothing else can.

Smart Essentials has been proven to:

- | | |
|--|--|
| <input checked="" type="checkbox"/> boost brain performance | <input checked="" type="checkbox"/> promote restfulness |
| <input checked="" type="checkbox"/> improve memory | <input checked="" type="checkbox"/> increase learning ability |
| <input checked="" type="checkbox"/> increase scores on mental function tests | <input checked="" type="checkbox"/> give you greater peace of mind and confidence |
| <input checked="" type="checkbox"/> enhance focus and concentration | <input checked="" type="checkbox"/> achieve greater mental clarity |
| <input checked="" type="checkbox"/> stimulate creativity | <input checked="" type="checkbox"/> eliminate mental fatigue and improve mental stamina. |

This isn't just another "brain pill." Far from it. *Smart Essentials* is a carefully researched, high quality proprietary formula based on scientific data and clinical studies.

The formula is a precisely combined blend of the optimum daily dosages of the nature's most beneficial "brain foods" — nutrients that can actually improve your memory and ability to think well.

Listen to what some loyal *Smart Essential* customers have said:

Grace W., a *Smart Essentials* user, is a bookkeeper in New York City. "That might sound easy, but when you're in your fifties, dealing with thousands of numbers all day, after a while they just sort of float around, making no sense at all," writes Grace. "But I need this job, so I tried *Smart Essentials* for a few weeks. It's amazing! All of a sudden, I have that extra sharpness I need to stay on top of balancing the books."

"I have been watching my memory get worse and worse these last few years. The day I came from the store and didn't buy a single thing my wife asked me to, I knew I had to try something," says Arthur S. of Kingston, Jamaica. "For the past three months, I have been taking *Smart Essentials*, and my memory is almost as good as ever."

Evelyn S. of Edison, NJ says *Smart Essentials* helped stop memory loss in her husband Larry, 74: "He's stopped making mistakes in his chores and shopping trips. They say *Smart Essentials* makes your brain 12 years younger. Well, I believe it."

Please read on...

SMART ESSENTIALS: AN UNDUPLICATED FORMULA FOR OPTIMAL BRAIN PERFORMANCE

Smart Essentials has been meticulously formulated and carefully researched. It gives your brain the highest quality nutritional support. It will improve your memory, speed your learning and better your concentration.

Smart Essentials provides the nourishment your brain needs - in a form your body can easily absorb.

"I spend a lot of time at charity and community functions, and lately, I see people I've known for years and can't remember their names," says Molly S., Newburgh, NY. "A friend told me about *Smart Essentials* ... now I remember everyone. It's fantastic: My mind's young again!"

Cindy V., a *Smart Essentials* user in City Island, NY, works full-time while studying for a master's degree in teaching at night. "I just couldn't seem to focus, especially when test-time rolled around," complained Cindy. "Since taking *Smart Essentials*, I can concentrate better, study longer — and my retention is greatly improved."

(over, please)

"My dad was a tiger at the chess board with his buddies at the community park," writes Kim H., Boynton Beach, FL. "Then, at 66, he quit playing because he couldn't plan more than two moves in advance — and boy, did he hate to lose! Then I got him to take Smart Essentials, and he's back at his old spot. Smart Essentials made him a real winner again."

Top quality ingredients make all the difference in how well a supplement works. Take a look at the ingredient panel from the Smart Essentials package ... and see for yourself why we've chosen these powerful "neural nutrients" for our formula listed below.

YOUR MIND WILL BE SHARPER WHEN YOU TAKE SMART ESSENTIALS....

Here are seven ways Smart Essentials helps your brain work better ...

BENEFIT #1. GREATER MENTAL STAMINA. Coenzyme Q10 — the "energy enzyme" — promotes mental endurance and stamina. Thought to stave off the effects of aging on the brain by protecting the mitochondria (power centers of the cells), this coenzyme also defends against free radical damage. Studies have shown that our levels of coenzyme Q10 decrease as we age — a major factor in age-related medical conditions.

"When I got tired of the same old grind, I decided to shoot for a broker's license. But I'd been out of school for years. In my mid-40s, could I absorb all the information I needed to pass my Series 7 exam?" writes Hank S., Reading, PA. "Well, I started taking Smart Essentials, and you know what? I hit the books for hours and hours, never got burned out — I aced the test."

Soft, easy-to-swallow capsules

Each Capsule Contains:

		U.S. RDA	
<i>For mental endurance and stamina</i>	Coenzyme Q10 (99% Pure).....	15mg	
	Ginkgo Biloba Extract.....	30mg	<i>Ginkgo Biloba helps you think clearly and concentrate</i>
	24% Ginkgo Flavone Glycosides		
<i>Crucial support for transmission of nerve signals. Better nerve cell function</i>	Acetyl L-Carnitine.....	50mg	<i>Keeps brain younger, sharper, more alert</i>
	Phosphatidyl choline concentrate.....	50mg	
	Phosphatidyl serine concentrate.....	50mg	
	(LECI-PS®)		
	supplying the following Phospholipids:		
	Phosphatidyl Choline.....	30mg	<i>Helps convert food into the chemical energy that powers your thinking</i>
	Phosphatidyl Serine.....	10mg	
	Phosphatidyl Ethanolamine.....	20mg	
	Phosphatidyl Inositol.....	5mg	
	Vitamin B-12.....	250mcg	
	Vitamin B-6 (Pyridoxine HCl).....	25mg	1250
	Folic Acid.....	200mcg	50
	Citrus Bioflavonoid Complex.....	150mg	
	supplying Hesperidin.....	40mg	

***United States Recommended Daily Allowance for Adults**

BENEFIT #2. IMPROVES BLOOD FLOW TO THE BRAIN. Over time, your blood vessels become clogged and inflexible. Circulation is hampered. When blood flow becomes restricted, sodium and calcium build up in brain cells, initiating activities that eventually result in cell death. The brain becomes starved for oxygen — a condition known as "cerebral insufficiency". The result: memory impairment and fuzzy thinking.

Numerous studies have shown that ginkgo biloba extract increases blood flow to the microcapillaries of the brain by cleaning out blood vessels, which in turn brings the nutrients your brain needs to function well again. In addition, ginkgo has been shown to speed the transmission of nerve signals, improving reflexes and the ability to learn.

In addition to increasing circulation, ginkgo biloba enables the brain to consume glucose, its primary fuel, with increased efficiency. It also increases the reaction time of nerves and nerve transmissions.

Recent studies show that ginkgo increases alpha rhythms, which are the brain waves associated with creativity, relaxation, and healing. Alpha brain activity is also associated with what is known as "superlearning" — the ability to learn, process, store, and recall large amounts of information quickly and efficiently.

"[Ginkgo biloba] may be a tremendously important compound for slowing the progression of neurodegenerative disorders like Alzheimer's disease," reports the chief of the pharmacologic treatment research program at the National Institute of Mental Health.

Adds Dr. Turan Itil, chairman of the New York Institute for Medical Research, "The more than 100 memory-clinic patients I work with who have been taking ginkgo for over 2 years are satisfied with the treatment."

BENEFIT #3. BETTER MEMORY. Acetyl L-Carnitine, which supports reflex learning and memory retention, is vital to the growth and maintenance of neurons. The daily dosage you get when you take *Smart Essentials* helps prevent brain aging.

In one study, patients were tested for their ability to exit a maze. After taking ALC, they were able to exit the maze 43% faster. Several other studies have shown that patients with mild to moderate cognitive decline improve their scores on mental function and also experience a lift in mood (See ALC sidebar, above).

BENEFIT #4. MAINTAINS YOUR BRAIN AT PEAK EFFICIENCY. Phosphatidyl Choline (PC) concentrate, essential to the transmission of nerve signals, helps speed metabolism and transport fats and cholesterol. It's also essential for manufacturing the cell membranes that surround - and protect - brain cells, nerve cells, and nerve fibers. If you don't get enough choline, you may lose your mental edge.

MIT researchers have found that choline has a prompt effect on the brain's ability to make acetylcholine, an important chemical involved in nerve signal transmission.

In one study, patients with memory loss experienced up to 60 percent improvement from choline supplementation.

Scientific Proof:

ALC REVERSES BRAIN AGING

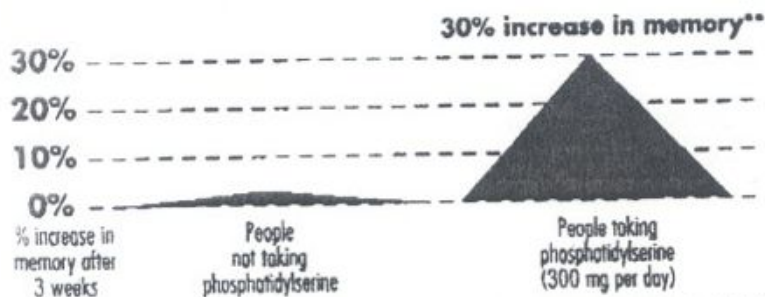
Acetyl L-Carnitine (ALC) for memory has been shown to reverse age-related deterioration in the brain. A study revealed a significant drop in nerve growth factor (NGF) receptors in certain brain regions as well as a decrease in the amount of NGF produced. NGF enhances synaptic transmission, which is slowed dramatically by aging.

ALC helps transport fatty acids into mitochondria — the cell's energy generating furnace that convert food into energy. Studies have shown that ALC improves memory and learning and has a positive effect on anxiety and stress in Alzheimer's and other senile dementias. ALC slows the decrease in ALC that comes with aging, thereby keeping the brain younger.

In one study, ALC helped significantly improve and increase the growth of nerve cells growing in the brain. ALC also helped protect the brain from oxidative damage.

Smart Essentials contains 1,000 mg of ALC per day.

TAKING PS CAN IMPROVE YOUR MEMORY 30% IN ONLY 3 WEEKS!



**Based on memory tests with a group of normal individuals (average age 63) who experienced the highest level of age-related forgetfulness within the overall test group. Test involved matching names with faces. Crook TH et al. Effects of phosphatidylserine in age-associated memory impairment. *Neurology*. 1991; 41: 644-9.

Effects of phosphatidylserine* on memory after only 3 weeks

*the key ingredient in Smart Essentials

"I spend a lot of my retirement working on old racing cars. I love it, but I'm not what I was 40 years ago, and those old repair manuals were becoming harder and harder to understand," says John P., Norwalk, CT. "Then I began a daily routine of Smart Essentials, and all of a sudden things don't seem to complicated any more."

BENEFIT #5. ENHANCES CONCENTRATION.

Phosphatidyl serine concentrate (LECI-PS®) is a naturally occurring "good fat" found in high concentrations in the brain.

As a nutrient, it supports cell-membrane proteins your nerve cells need to transmit electrical signals properly.

Intensive research has shown that a PS supplement can sharpen your mind by helping the membranes of the nerve cells function better. In 16 clinical trials spanning three decades, PS has demonstrated numerous measurable benefits including enhanced memory, learning, concentration, and alertness. (Be sure to read the extensive evidence in the section on page 2.)

BENEFIT #6. LETS YOU THINK MORE CLEARLY. The vitamins in *Smart Essentials*, including B-12 and B-6, are essential to converting the food you eat into the energy that powers your thinking. Studies have shown that adequate supplies of these vitamins can help you think well and remember things better.

Plus, vitamin B12 protects the myelin coating that surrounds your nerves. Without this coating, nerves slowly deteriorate, causing memory loss and other brain problems.

BENEFIT #7. IMPROVES BRAIN NUTRITION. Folic Acid and Citrus Bioflavonoid Complex boost your brain's ability to use the other ingredients in *Smart Essentials*. The U.S. Public Health Service, for example, advises all women age 15 to 44 to take a 0.4 mg folic acid supplement daily — even if they eat a healthful diet.

DON'T WAIT TO "TURN BACK THE CLOCK!"

What will happen if you don't give your brain the nutritional boost it needs? You'll probably continue to see your memory slip, bit by bit, over time. There's just no way your regular diet can provide these nutrients. But *Smart Essentials* can.

Why not put the brakes on mental decline right now... before the condition becomes more serious?

You could be seeing results in just a few weeks.

By ordering *Smart Essentials* today, you'll be taking the first step toward regaining the mental edge you thought might be gone forever...but can be yours for as long as you live.

Imagine...You could soon be seeing a dramatic improvement in your thinking, your memory - and your concentration. No more "tip of the tongue" syndrome. No more trouble concentrating. No more forgotten names and phone numbers. No more "mental fatigue".

MEMORY AND BRAINPOWER IMPROVE ... OR YOUR MONEY BACK!

Your memory, mental stamina and concentration will dramatically improve...Or your money back!

Based on the results I've seen, I can confidently give you the following unprecedented 3-point guarantee.

Take *Smart Essentials* everyday for 30 days and you'll get all of the following benefits or your money back.



1. **BETTER MEMORY** - No more forgotten dates, lost car keys, peoples names! Your memory will be like a computer!
2. **GREATER MENTAL STAMINA** - Work virtually nonstop!
3. **THINK MORE CLEARLY** - No more confusion. Solutions come quickly. Understand complex discussions. Think smarter!

I can't think of a stronger way to encourage you to try *Smart Essentials* and see how it can revitalize your life.

Mental Decline is a serious matter. It's not something to be ignored.

Sincerely,

A handwritten signature in cursive script that reads "Leonard Haimes M.D.".

Leonard Haimes, M.D.

P.S. *Smart Essentials* works better over time. Save time and money and guarantee your success - Take the "Smartest Deal", our Gold Plan, for \$25.95 a month and see the long term benefits.

P.P.S. We have a Free gift for you if you place your order quickly (*please turn page*).



Our "Smart Thinking" 100% No-Risk Guarantee

When you try VitalMax *Smart Essentials*, you can rest assured you're making a smart decision — with absolutely no risk to you.

All our supplements contain only the highest-quality ingredients that meet the most rigorous standards in the industry. Guaranteed.

Try *Smart Essentials*. You'll feel dramatically sharper as your brain begins to benefit from these mind-boosting nutrients. In fact, that's why we offer our exclusive 3-point guarantee. If after 30 days you do not realize a difference in memory, mental stamina and concentration, simply return the unused portion within 30 days for a full refund of the purchase price.

Al Serin President, VitalMax Vitamins

Statements made in this promotion have not been evaluated by the U.S. Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. Testimonials here represent personal experiences and may differ among individuals.

MAKE A SMART MOVE TODAY! TRY SMART ESSENTIALS RISK-FREE NOW.

☐ **YES!** I'm smart enough to know a great risk-free offer when I see it!

SMART ESSENTIALS (30 Vegicaps®)

☐ #ISE001: Easy Deal.....\$34.95

Buy one bottle risk-free. (Pay \$34.95 plus \$19.00 S&H)

☐ #ISE002: GOOD DEAL!.....\$32.95

Buy 2 bottles risk free! (Pay \$65.90 for 2 bottles plus \$19.00 S&H)

☐ #ISE003: SMARTEST DEAL!\$30.95

This is our Gold Plan, the best, cheapest and smartest way to receive the benefits of *Smart Essentials*. We'll rush you your first 3 bottles risk-free for the low price of \$92.85 (\$30.95 each) plus \$19.00 S&H (total \$111.85). After that it's completely automatic. Thereafter, 3 bottles of your *Smart Essentials* will be shipped to you every three months and your credit card conveniently billed only \$92.85, plus \$19.00 S&H, by far the lowest price ever offered. (Credit cards only)

Total Enclosed: \$ _____

**For Fastest Service Call or Fax
24 Hours A Day - 7 Days A Week**

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(All funds must be in U.S. Dollars
and drawn on U.S. banks)

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(Make checks payable to VitalMax)

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☐ Visa ☐ Mastercard

☐ American Express ☐ Discover

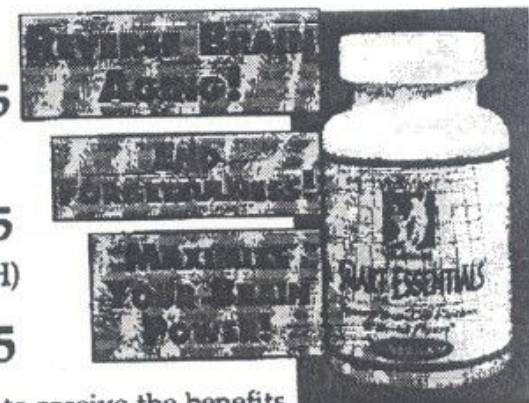
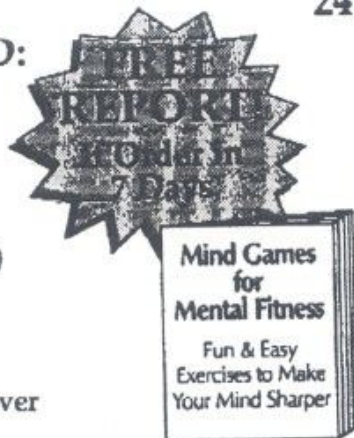
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Exp. Date _____

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When calling in your order, please have on hand the source code located above your name on the mail panel. Please make any necessary changes to the address below.