

A grayscale image of a person in a suit, seen from the chest up, holding a glowing, semi-transparent brain graphic. The brain is the central focus, with white text overlaid on it. The person's hands are visible at the bottom, holding the brain. The background is dark and out of focus.

**BRAIN HEALTH**  
**UNLEASHED**

# Unlock Your Brain's Hidden Potential

Your Short Guide to Ultimate Brain Health

Your brain is just like any other part of your body. In order to maintain optimum function and to get the very most from it, you need to treat it right.

And this is rather important, seeing as your brain is responsible for pretty much everything you do. Whether it's the obviously 'mental' stuff, like concentrating at work or performing complex sums; whether it's physical stuff like regulating your breathing, helping you sleep and directing your movements; or whether it's managing your emotions and helping you to feel happy and calm.

Whatever it is you're doing or experiencing, your brain is at the route of it. And thus you can improve *every* aspect of the human experience just by focussing on your brain health.



## HOW YOUR BRAIN FUNCTION CAN BE ENHANCED

### How Your Brain Function Can be Enhanced

The trouble is that many people have very little idea just how to go about looking after their brains. This is the most precious piece of equipment in the world – more powerful than infinite supercomputers – but we tend to just ignore it and hope it all works out okay.

In fact, a lot of the time, we unintentionally subject it to a fair amount of abuse!

For starters, most of us eat entirely the wrong diet and this means our body doesn't have access to the raw materials it needs in order to maintain optimum brain function. In the short term, this makes us feel groggy and slow but in the long term, it can lead to cumulative damage that results in neurological diseases and age-related cognitive decline. That's right: it's not inevitable that you should become forgetful and cantankerous as you get older!

The other problem is that most of us don't *use* our brains enough. We don't challenge them and we don't train them. Due to a phenomenon called 'brain plasticity', it is actually possible for us to train and grow our brains just like a muscle. New neurons can be created and new connections can be

formed and strengthened. This all means that it's possible for us to develop certain brain areas beyond others and actually enhance our abilities as a result.

But when you *stop* challenging your brain or training it, it can lead to all kinds of problems. Especially when you combine that with high levels of stress and the aforementioned poor diet...



# HOW YOU STARTED DESTROYING YOUR BRAIN WITH BAD NUTRITION AND STRESS

## How You Started Destroying Your Brain With Bad Nutrition and Stress

The way that most people eat these days is enough to severely damage our health and lead to serious problems.

As mentioned previously, the brain needs a large number of very specific nutrients in order to function well. These include the all-important precursors to various neurotransmitters. Neurotransmitters are chemicals that change our mood and the way they think – they help us to sleep, to feel good, to focus and to remember things.

But the brain makes these neurotransmitters out of vitamins, minerals and amino acids. If you aren't getting enough l-tyrosine for instance, then you might struggle to make dopamine – the neurotransmitter responsible for helping us to focus, stay motivated and remember things. Meanwhile, tryptophan is what the brain uses to create the 'feel good' neurotransmitter serotonin. This is then later converted to melatonin to help us sleep.

Vitamin B6 is a building block for *numerous* neurotransmitters including dopamine, epinephrine (focus), serotonin and GABA (calmness). Choline, found in eggs, is the precursor to acetylcholine which can improve pretty much every single aspect of your cognitive function!

Then there are the countless other crucial nutrients that the brain needs to perform optimally. For example, healthy arbs are what fuel the brain with energy, antioxidants protect the brain cells from free radicals and zinc enhances brain plasticity.