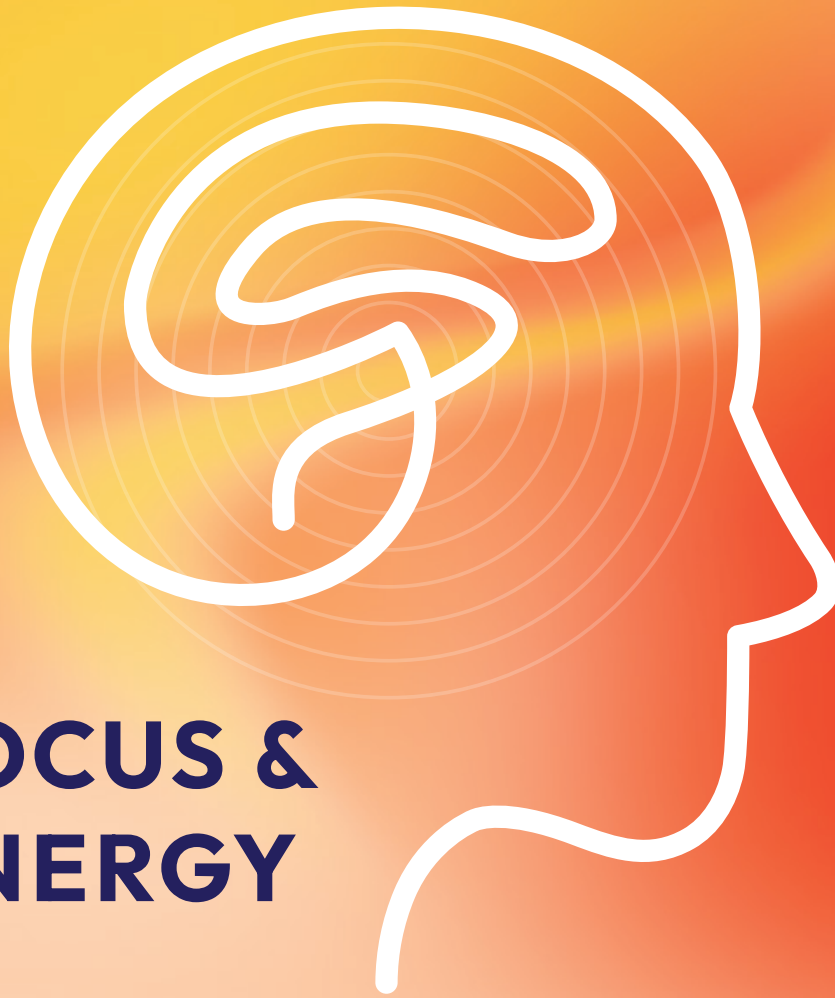


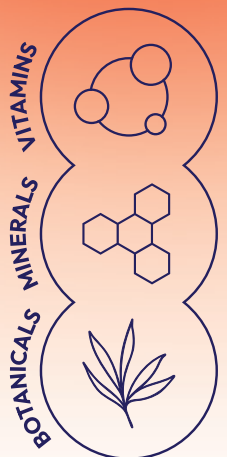
Evera[®]

NUTRITION

Your Health Redefined

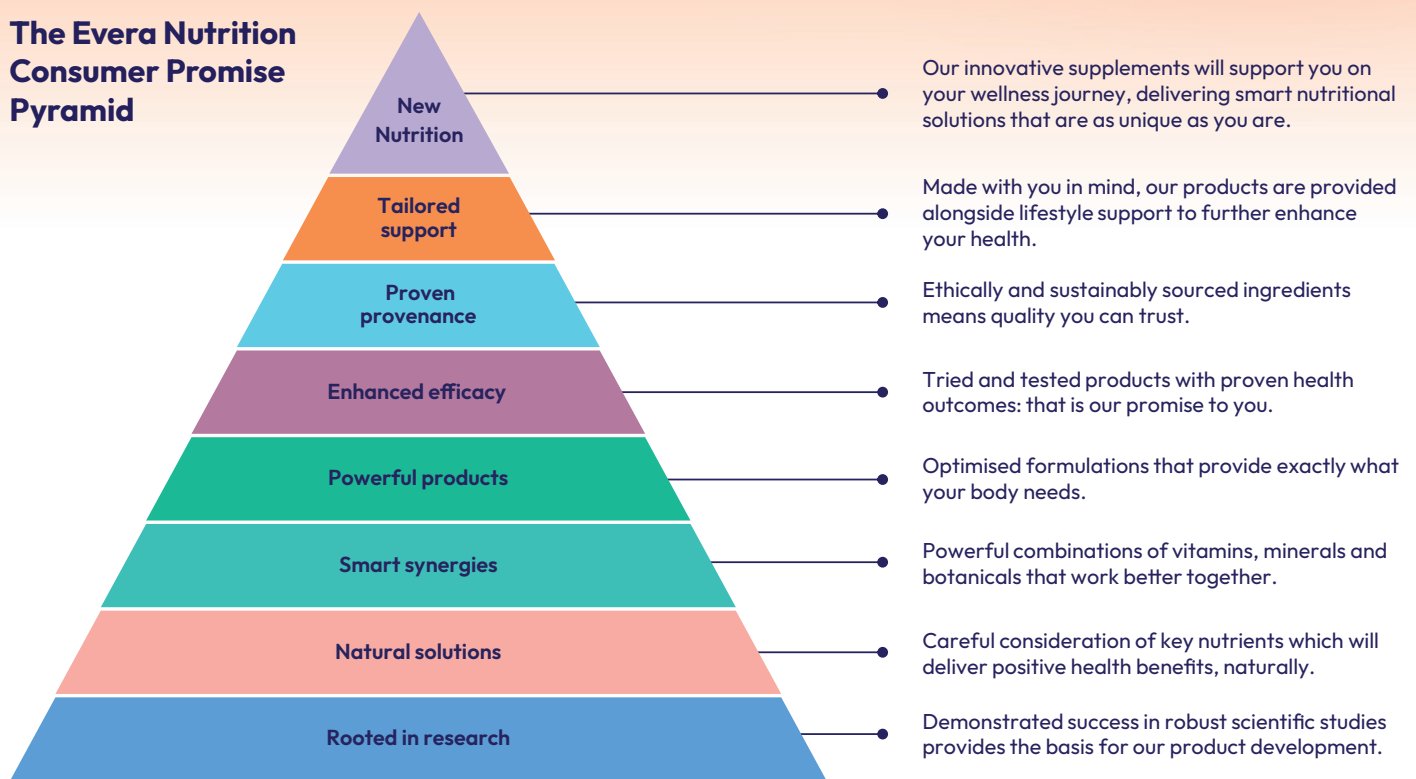


**FOCUS &
ENERGY**



Increased energy levels and mental focus can significantly improve an individual's quality of life by enhancing productivity, reducing stress, improving mood, and boosting overall well-being. These benefits translate to better performance at work or during study, stronger relationships, and a greater sense of satisfaction and enjoyment in daily activities.

**The Evera Nutrition
Consumer Promise
Pyramid**



Delivering innovation in supplementation

Increased mental focus allows for better concentration, improved memory, and faster processing of information, leading to greater efficiency and higher quality work (1). With more focus and energy, everyday tasks become easier to accomplish, reducing feelings of overwhelming and frustration. Increased physical activity releases endorphins, which have mood-boosting and stress-reducing effects. Improved energy levels often lead to better sleep patterns, which are crucial for both physical and mental health (2). Feeling energetic and focused can boost self-confidence and improve self-perception (3). Better mental clarity can enhance communication skills, leading to achieving goals and completing tasks with greater ease and focus.

Factors Influencing Mental and Physical Fatigue

Low physical and mental energy can stem from various factors. It can manifest as chronic tiredness, difficulty concentrating, and mood changes. Addressing this requires identifying potential causes and implementing strategies to improve energy levels (4).

Possible causes that need to be considered and appropriately addressed include (5):

- Lifestyle Factors such as poor sleep, inadequate nutrition, lack of exercise, and dehydration
- Stress leading to low mood and anxiety
- Medical Conditions such as anaemia and various other medical conditions
- Medications: some medications can cause fatigue as a side effect
- Hormonal Imbalances: in particular, thyroid hormones can affect energy levels

In addition, neuroplasticity, resilience and coping mechanisms, mitochondrial efficiency, and cognitive flexibility all play crucial roles in mental and physical fatigue.

Neuroplasticity:

This is the brain's ability to adapt and change its structure and function in response to experiences (6). This can be beneficial in combating fatigue by allowing the brain to rewire itself after periods of stress or injury, potentially improving cognitive function and emotional regulation. Strengthening positive neural pathways and potentially rewiring negative ones can help individuals better cope with challenges and reduce the impact of fatigue (7).

Resilience and Coping:

Resilient individuals tend to have more robust stress responses and better recovery from adversity, which can translate to lower levels of fatigue (8). Effective coping strategies can reduce the impact of stressors on both mental and physical energy levels.

Mitochondrial Efficiency:

When mitochondrial function is compromised, it can lead to fatigue and other health issues (9). Optimising mitochondrial efficiency can improve energy production and reduce fatigue.

Cognitive Flexibility:

This refers to the ability to switch between different tasks, adapt to changing situations, and consider different perspectives (10). Individuals with higher cognitive flexibility may be better equipped to manage the demands of daily life, potentially leading to a reduced experience of fatigue.

These factors are interconnected and influence each other. For example, neuroplasticity can enhance the development of coping mechanisms and resilience by strengthening neural pathways associated with positive emotional regulation and stress management. Mitochondrial efficiency can impact cognitive flexibility by ensuring adequate energy supply for brain function. Conversely, effective coping strategies and positive thinking can reduce stress and promote neuroplasticity, leading to improved mitochondrial function and cognitive flexibility.

How Reducing Stress and Anxiety Improves Focus and Concentration

- Reduce stress and anxiety
- Enhances Immune System
- Increases Positive Emotions
- Improves Focus and Concentration
- Enhances Creativity

The Role of Diet in Boosting Energy Levels

- Macronutrients and Energy Production
- Micronutrients and Energy Metabolism
- Hydration and Energy Levels
- Meal Timing and Energy Stability
- Caffeine and Energy Boosts

The Burden of Low Energy and Mental Focus

Low energy levels and poor mental focus can significantly impair various aspects of life, leading to reduced productivity, difficulty with cognitive tasks, and negative impacts on mood and overall well-being (11). Low energy makes it challenging to focus on tasks, leading to decreased attention span and difficulty staying on track (12). Fatigue and poor focus can cloud judgment, making it harder to make sound decisions (13). Low energy can lead to forgetfulness and difficulty recalling information. Fatigue and lack of focus can result in more errors in work or daily activities. Fatigue can exacerbate feelings of anxiety and make it harder to cope with stress (14).

A meta-analysis of 91 studies involving over 623,000 participants identified the prevalence of general fatigue in adults to be 20%, with the incidence increasing to 42% for

specific professional occupations such as nurses, pilots, and medical workers, those employed for long shifts, or those employed in psychosocial work, with women being 40% more likely to be affected than men (15). 40% was attributed to physical causes, 8.6% due to mental causes and 28.5% the result of mixed causes, with moderate fatigue 2.4 times more common than severe fatigue.

How Evera Nutrition Focus and Energy Delivers its Beneficial Effects

At Evera Nutrition we realise that the issues which might impact upon focus and energy are complex and vary from individual to individual. Our team of scientists has reviewed the scientific literature to identify the most common causes and created a formulation that uses specific ingredients that work together synergistically to address the most likely causes and deliver efficacy in the most natural way.

The Evera Nutrition Focus And Energy Formulation

Ingredient	Amount per 2 capsule serving	% NRV*
Vitamin D3	25mcg	500
Vitamin B1(Thiamine)	2.2mg	200
Vitamin B2 (Riboflavin)	4.2mg	300
Vitamin B3 (niacin)	30mg NE	187
Vitamin B5 (Pantothenic Acid)	10mg	166
Vitamin B6 (pyridoxal-5-phosphate)	10mg	714
Folic Acid (5-methyltetrahydrofolate)	400mcg	200
Vitamin B12 (methyl cobalamin)	20mcg	800
Biotin	500mcg	1000
Vitamin C	120mg	150
Iron	7mg	50
Magnesium	88mg	23
Manganese	3mg	150
Iodine	150mcg	100
Zinc	10mg	100
Evera Amino acid and metabolic support factors		
Taurine	150mg	**
L-Tyrosine	100mg	**
N-Acetyl Carnitine	50mg	**
Choline Bitartrate	50mg	**
Pyroloquinoline quinone (PQQ)	5mg	**
Vitality Botanical Fusion: Consisting of standardised extracts of Natural Coffee (delivering 112mg caffeine); Korean Ginseng; Green Tea; Siberian Ginseng; Bacopa monnieri; Rhodiola Rosea; Ashwagandha	Equivalent to 3400mg of natural botanicals	**

How the Ingredients in Evera Nutrition Focus and Energy Work Together to Deliver their Benefits

Neuroplasticity: Bacopa Monnieri, Panax Ginseng, choline; Ashwagandha, and acetyl carnitine can enhance synaptic plasticity, decrease neuroinflammation, and stimulate neurogenesis, all of which contribute to cognitive flexibility (16-20).

Resilience and Coping: Rhodiola rosea, Ashwagandha, Bacopa monnieri, Siberian Ginseng, and Korean Ginseng are adaptogens that can help reduce stress and positively impact resilience as well as enhancing the ability to combat fatigue and improve physical and mental performance (21-25).

Mitochondrial Efficiency/Ergogenics: Green Tea, Caffeine, Taurine, PQQ, Korean Ginseng, and Siberian Ginseng protect mitochondria from damage and improve their function (26-31). B Vitamins are important for energy production and may alleviate fatigue (32). PQQ is thought to improve cognitive function by enhancing mitochondrial function, promoting neuroprotection, and potentially increasing blood flow to the brain (33).

Cognitive Flexibility: Bacopa monnieri, Rhodiola rosea, and vitamins and minerals enhance cognitive flexibility, which is the ability to switch between different tasks and adapt to new situations (34-36). Caffeine has been shown to improve psychomotor vigilance and alertness, which are crucial for performance in tasks requiring sustained attention (37). Tyrosine is known to be a precursor to catecholamines like dopamine and norepinephrine, which are important for regulating mood and cognitive function, especially under stress (38). This is particularly true when individuals are exposed to challenging situations. Some reviews suggest that choline supplementation may enhance cognitive performance, particularly in complex and demanding tasks.

Correcting Nutritional Deficits is Key

Many studies highlight the importance of addressing vitamin and mineral deficiencies to optimise energy levels and performance. Data also suggests there is a need for increased micronutrient requirements during physiologically demanding situations.

Magnesium: A systematic review positively correlated the associations between magnesium (supplements, dietary intake, and biomarkers) and cognitive outcomes in adults (39).

Zinc: Zinc plays a crucial role in neural processes and brain development, with studies suggesting that adequate zinc intake can positively impact cognitive function and memory, while deficiency may have negative effects (40).

Iron: Iron is essential for brain growth and development, particularly in children, and can positively influence cognitive performance (41).

Multivitamins and Minerals: One meta-analysis found that multivitamins may enhance immediate free recall memory, but not other cognitive domains like delayed free recall or verbal fluency (42).

Vitamin D: Studies suggest a potential role in enhancing cognitive function (43).

Strategies to improve energy levels:

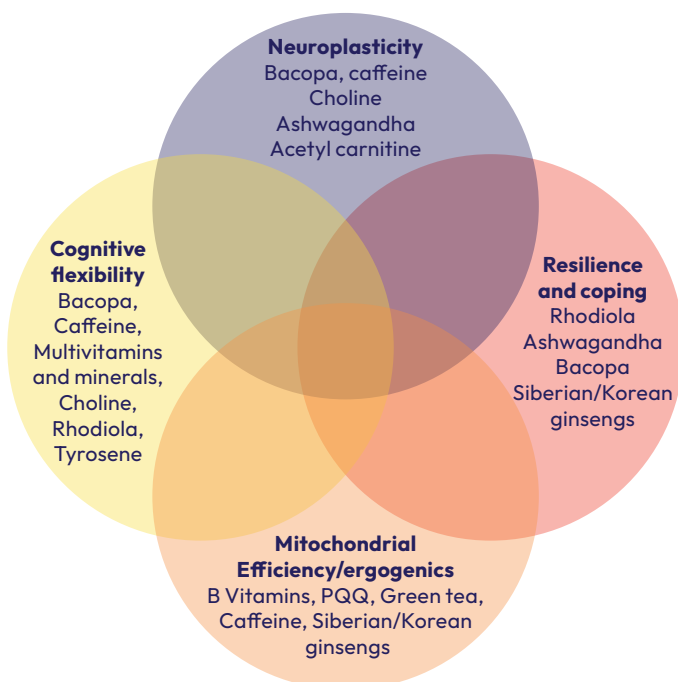
Prioritise sleep; Maintain a healthy diet; Engage in regular exercise; Manage stress; Stay hydrated; Engage in enjoyable activities; Consider supplements (44).

Addressing potential causes and implementing these strategies can help work towards improving an individual’s physical and mental energy levels and overall well-being.

Why Recommend Focus and Energy?

- Evidence-based ingredients that synergistically deliver all the elements needed to support the body to achieve optimal performance
- A meta-analysis demonstrated that the dosage of taurine, when co-ingested with caffeine, related to their effects on different types of exercise performance (45). Combining caffeine and taurine has been shown to improve cognitive performance, particularly in areas like attention, reaction time, and memory (46).
- Although all the ingredients in Focus and Energy have been rigorously investigated in numerous high quality clinical studies, the robustness of efficacy is further demonstrated in the outcomes of the systematic reviews and meta-analyses below:
- The synergies of combinations of Ashwagandha, Rhodiola and Green Tea; Rhodiola and Caffeine; Rhodiola and B vitamins (47-49).

Common Pathologies – Focus and Energy



Ingredient	Studies	Participants	Outcomes
Caffeine	153	3221	Ingestion improves exercise performance in a broad range of exercise (50)
	24	136	Supplementation increases high-intensity efforts and the success rate (51)
	17	249	Significant ergogenic effects of caffeine ingestion on maximal muscle strength power (52)
Taurine	10	134	Low dose of taurine can decrease muscular fatigue and increase enzymatic antioxidants (53)
	10	122	Human endurance performance can be improved by orally ingesting a single dose of taurine (54)
Multivitamins and minerals	3	492	Clear evidence benefits on global cognition and episodic memory; the magnitude of effect on global cognition was equivalent to reducing cognitive aging by 2 years (55)
Magnesium	15	161376	Cohort studies showed dose response relationships between dietary Mg and cognitive disorders (56)
B Vitamins	16	2015	B vitamin supplementation may particularly benefit populations who are at risk due to poor nutrient status or poor mood status (57).
Green Tea	11	264	Green tea influences reduction of anxiety, benefits cognition (e.g. memory and attention) and brain function (58)
Ginseng	15	671	Ginseng has some positive effects on cognitive improvement, especially on memory improvement (59)
	8	192	Ginseng supplementation may have a positive effect on exercise endurance (60)
	12	1298	The use of ginseng supplements is benefit for patients to reduce disease-related fatigue (61)
	12	365	There was a statistically significant efficacy of ginseng supplements on fatigue reduction (62)
Ashwagandha	5	400	Ashwagandha extract was also found to improve mental alertness on rising and anxiety level (63)
	12	613	Supplementation improves to physical performance in healthy men and females (64)
Rhodiola	5	327	Rhodiola improves the symptoms of mild to moderate depression, mild anxiety and enhances mood (65)
	10	135	Rhodiola showed a reduction in pain and muscle damage after exercise training, improved skeletal muscle damage, enhanced antioxidant capacity and improved athletic explosive power (65)

(references available upon request)

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