

BrainPhyt™

FITNESS FOR THE MIND



www.microphyt.eu



BRAIN HEALTH IS A TOP PRIORITY FOR CONSUMERS

Today, more than ever, consumers are looking for a more holistic approach to their mental health:

N°1 Position of Brain Health category among trends and consumer purchase intent.

37% Of U.S. consumers intend to purchase a brain health product in 2023.

17% Of U.S. consumers consider stress management as a top health concern they are actively managing.

Sources: NBJ December 2022 Trends Issues & New Hope Network NEXT Data & Insights survey, NBI consumer survey, June 2023



COGNITIVE HEALTH



CLINICAL STUDY



PRESERVING COGNITIVE HEALTH AMIDST THE CHALLENGES OF AGING AND STRESS

Consumers know that **cognitive decline is naturally age-induced**, but they are also aware that **elevated stress levels** can impact cognitive health. Consumers are on the lookout for natural solutions that enable them to **maintain good cognitive function while mitigating the effects of aging and stress**. Today, very few innovative and natural solutions have proven to be effective on both cognitive function and stress at the same time.



BrainPhyt™

FITNESS FOR THE MIND

BrainPhyt™ is an innovative and natural, patented, clinically-proven bioactive to have significant benefits on both cognitive function and stress management.

BrainPhyt™ significantly improves episodic memory and executive function, while improving calmness and reducing perceived stress, as well as regulating the biomarkers associated with accelerated cognitive decline.

It is a unique and synergistic complex of several key compounds sustainably extracted from the *Phaeodactylum tricornutum* microalgae, an outstanding source of fucoxanthin, omega-3 fatty acids, etc., and stabilized into MCT oil.

BrainPhyt™

FITNESS FOR THE MIND



CLINICAL STUDY

In a double-blind, randomized and placebo-controlled 6-month clinical trial on 66 healthy older subjects, BrainPhyt™ has significantly proven to:

- IMPROVE MEMORY
- INCREASE EXECUTIVE FUNCTION
- ENHANCE ATTENTION AND VIGILANCE
- REDUCE STRESS & ENHANCE CALMNESS

2.5X more effective to improve executive function

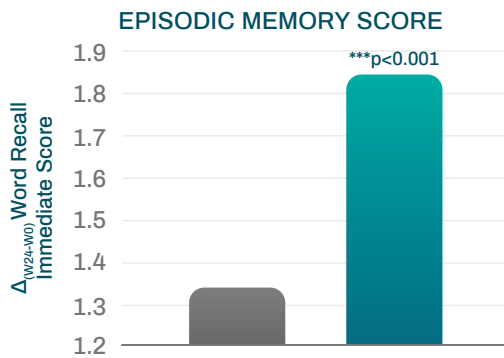
-45% CRP concentration in the body

+53% episodic memory improvement

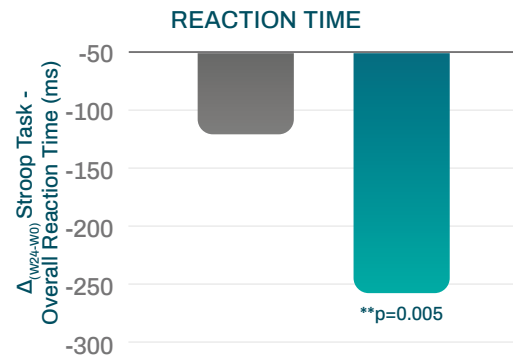
-15% stress reduction

2.5X more effective for a serene mind

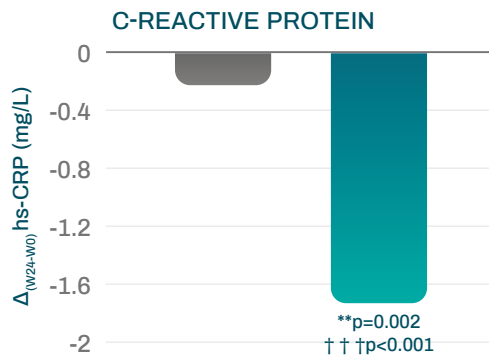
BrainPhyt™ significantly improves long-term memory, shown by a significant evolution of word recall immediate score.



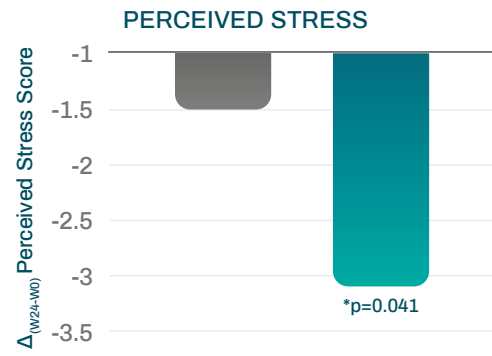
BrainPhyt™ significantly improves executive function by reducing substantially the reaction time.



BrainPhyt™ significantly reduces blood CRP, regulating key cognitive function signaling pathways.



BrainPhyt™ significantly reduces perceived stress with a substantial diminution of PSS score.



■ Placebo ■ BrainPhyt™

Data is based on means and 95% confidence intervals. * indicates significant within groups difference between W0 and W24. † indicates significant between groups difference at W24.



MICROALGAE EXTRACT

An exclusive synergistic composition:

- Unique mode of action
- Effective at 220mg/day
- Composition patented



SUSTAINABLE PRODUCTION

A reliable and sustainable sourcing:

- Sustainable process & patented technology
- State-of-the-art large-scale production platform

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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FITNESS FOR THE MIND

FUCOXANTHIN

POWERFUL
ANTIOXIDANT

OMEGA-3
FATTY ACIDS

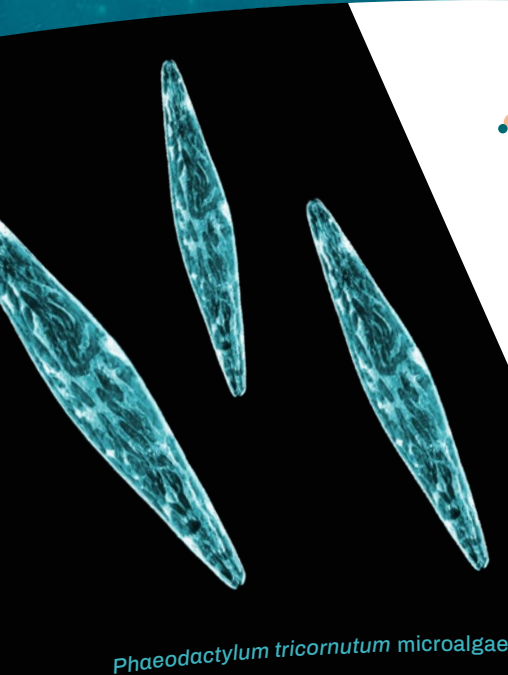
BRAIN AND MOOD
ENHANCER

PHYCO-
PROSTANES

NEURO-
PROTECTION

MCT OIL

« BRAIN FUEL »



Phaeodactylum tricornutum microalgae

- Clinically proven to significantly enhance cognitive function
- Unique composition and mode of action
- Efficacy at low dose
- NDI status from FDA
- Non-GMO, Allergen-free

SUITABLE
FOR:



SOFTGELS



CAPSULES



TABLETS

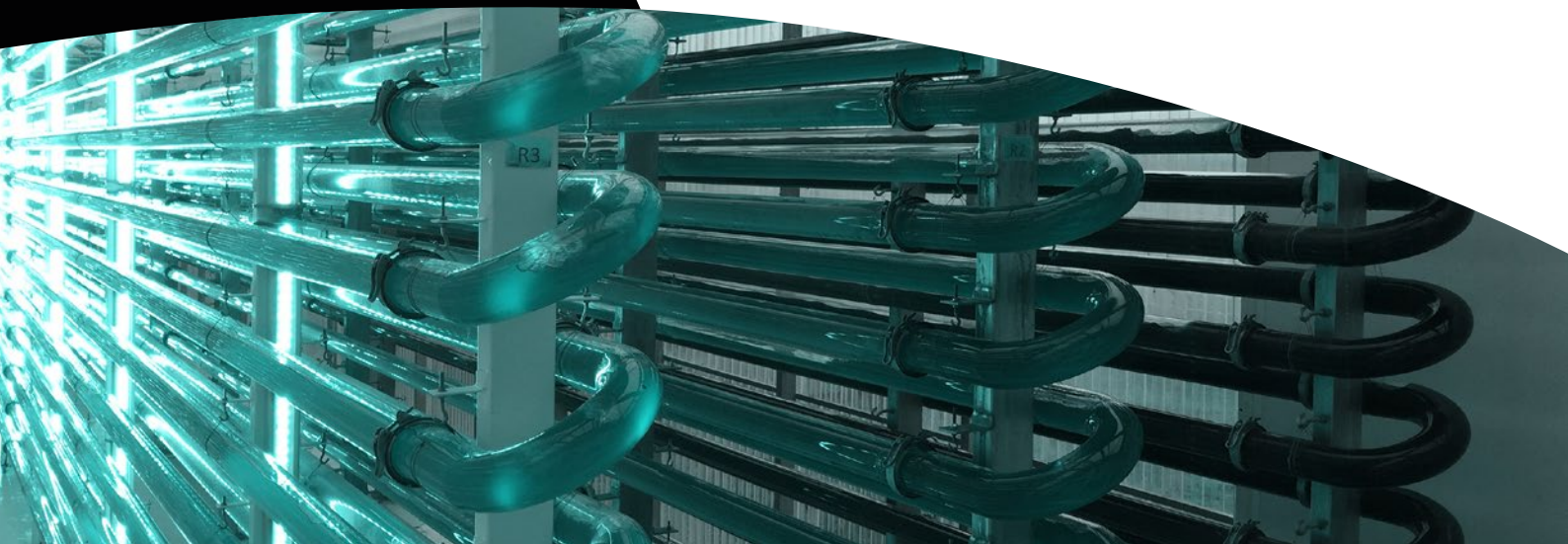


GUMMIES



OIL-DROPPER

- Sustainable sourcing and consistent supply
- Exclusive hydro-biomimetic technology



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