

Contact: Gary Merrett
Whitewall UG (Limited)
030 616 519 1811
gary@whitewall-
projects.de

Whitewall UG (limited)
Ritterstrasse 11
10969 Berlin

WHITEWALL UG (LIMITED)

PRESS RELEASE

New Brain-Boosting Nutrition Therapy: An Alternative to Energy Drinks

London, May 18, 2010: A new kind of cognition-enhancing nutritional therapy became available in the United Kingdom on [DATE], and it's destined to become strong competition for popular energy supplements and alertness aids. The makers of *BrainEffect Premium* claim that their product supports brain function and provides long-term cognitive advantages rather than just providing a temporary caffeine buzz.

Company spokesperson Gary Merrett explains, "People too often resort to drugs and caffeine pills before they even supplement their diets with basic, essential nutrients." Yet, in addition to vitamins and minerals this supplement contains exotic ingredients that are anything but "basic." One is *cordyceps sinensis*, a rare mushroom, world-renowned as one of the world's finest natural enhancers of brain function. Another is Maca powder, the "Superfood of the Andes." A total of 15 active ingredients provide not only the nutrients that are necessary for optimal concentration and memory performance but also the benefits associated with some of the most celebrated function-enhancing ingredients, including Ginkgo Biloba, Guarana, and Coenzyme Q10.

People who use energy drinks or dangerous drugs for concentration and memory might be ready for an all-natural alternative. More than ever, students and professionals are using energy drinks, No-Doz, Vivarin, caffeine tablets, and other alertness aids to succeed in their work and perform well. Also, according to WebMD News, one in five readers of the British science magazine *Nature* admitted to using drugs such as Ritalin, Provigil, and Inderal to improve cognitive performance (DeNoon, 2008). Even more surprisingly, 70% of scientists responding to that poll indicated that they used cognitive-enhancing drugs.

But the makers of *BrainEffect Premium* assert that proper nutrition is fundamental and should be considered by anyone interested in enhanced performance. Memory loss and impaired cognitive function can be caused by the natural depletion of certain nutrients, but the right nutritional supplement can restore these to their proper levels. This supplement cannot cure diseases or take the place of medications, but it can support brain function in a way that maximizes personal potential in ways that conventional caffeine products cannot.

For more information about *BrainEffect Premium* as a natural alternative to energy drinks, visit:

<http://www.brain-effect.com/en>

References:

DeNoon. (2008). Poll: Scientists Use Brain-Boosting Drugs: Survey of Magazine's Readers Shows 1 in 5 Take Mental-Performance-Enhancing Drugs. *WebMD News*. Available:

<http://www.webmd.com/brain/news/20080409/poll-scientists-use-brain-boosting-drugs>