



Zerenity™

Fast acting relief to life's stresses - Naturally

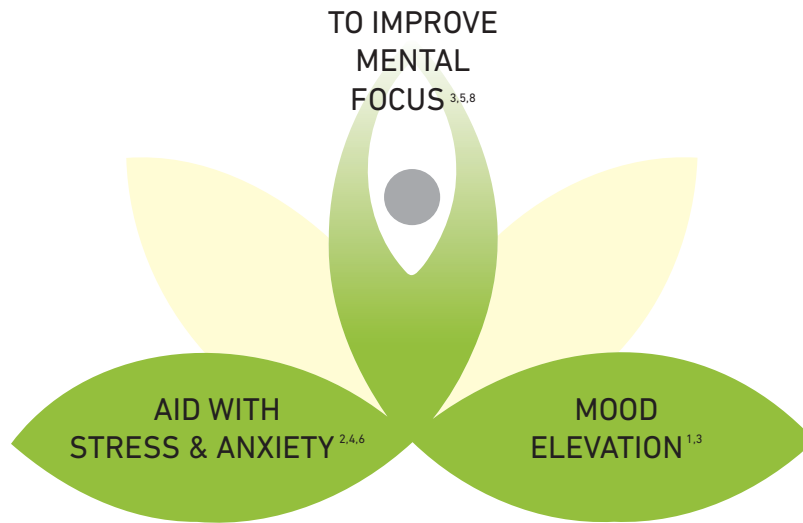
- Mood elevation
- Aids with Stress & Anxiety
- Improves focus



contains

Zembrin®

The present indications for Zembrin[®], as a dietary supplement,^{1-4,6,8} are...



MECHANISM OF ACTION

Zembrin[®] has a patented, unique dual mode of action as a potent inhibitor of 5-hydroxytryptamine (5-HT) reuptake and phosphodiesterase 4 (PDE4) activity. The advantage of dual inhibition of 5-HT uptake and PDE4 is rapid onset of action and the synergistic activity allowing low doses to be used with excellent tolerability.

CLINICAL STUDIES

Eight pilot, double-blind, placebo-controlled clinical studies in healthy people have been completed and published, paving the way for future larger clinical trials in patient populations.

- Positive effects on wellbeing were noted by participants taking **Zembrin[®]**, including improved coping with stress, anxiety and mood disorders.
- **Zembrin[®]** has been proven to positively impact the electrical activity of the brain only two hours after ingestion and significantly improve key cognitive domains i.e. cognitive flexibility and executive function
- In a groundbreaking pharmaco-functional magnetic resonance imaging (fMRI) study, **Zembrin[®]** was found to have significant anti-anxiety activity after a single dose.
- **Zembrin[®]** has been proven to decrease perceived soreness following exercise, preserve range of motion following exercise, reduce perceived exertion and prevent exercise-related mood disturbances.

NEW CLINICAL STUDY





In April 2022, HG&H Pharmaceuticals initiated a large scale **Zembrin[®]** clinical trial at the Brain, Performance and Nutrition Research Centre, in the Faculty of Health and Life Sciences of Northumbria University, UK, under the supervision of Professor David Kennedy.

The clinical trial will evaluate the psychological effects of 8 weeks supplementation with *Sceletium tortuosum* and/or *Sceletium crassicaule* extract (**Zembrin[®]**): a randomised, double blind, placebo-controlled, parallel-group trial. This will be the largest scale trial on **Zembrin[®]** to date.

SAFETY

The safety of **Zembrin[®]** has been confirmed by a full array of safety and toxicity evaluations.

Zembrin[®] was found to be safe and well tolerated when used by healthy human subjects once daily for three months.

ANECDOTAL EVIDENCE		CLINICAL STUDIES
<p>COGNITIVE FUNCTION</p> 	<p>Zembrin® improves cognition (focus)⁹</p>	<p>Zembrin® improves mental performance^{3,5,8} Zembrin® enhances cognition³</p> <p>Zembrin® has been proven to positively impact the electrical activity of the brain only two hours after ingestion⁵</p> <p>Zembrin® significantly improves cognitive flexibility and executive function³</p> <p>Zembrin® improves processing speed, psychomotor speed and complex attention³</p> <p>Zembrin® improves working memory, attention control, response inhibition and concept formulation³</p> <p>Zembrin® improves ability to multitask, to adapt to rapidly changing directions and ability to intelligently utilise information³</p> <p>Zembrin® improves decision-making, impulse control and strategy formation³</p> <p>Zembrin® improves ability to exercise initiative, improves proper judgement, improves discipline, improves spontaneous ability to take action and improves goal-directed behaviour³</p> <p>Zembrin® significantly improves reactive performance to a visual stimulus when a cognitive stress is added to the task⁸</p>
<p>STRESS & ANXIETY</p> 	<p>Zembrin® may help in the management of stress in everyday life²</p> <p>Zembrin® relieves stress of thirst¹⁵</p> <p>Zembrin® relieves stress of hunger¹⁵</p>	<p>Zembrin® offers experiential stress relief^{1,3,6}</p> <p>Zembrin® helps to moderate general feelings of stress and anxiety⁶</p> <p>Zembrin® decreases anxiety^{2,4}</p> <p>A single dose of Zembrin® may improve stress/anxiety levels⁶</p>
<p>MOOD</p> 	<p>Zembrin® has great potential to be developed into a rapidly acting botanical drug for treating Major Depressive Disorder²</p>	<p>Zembrin® decreases depression¹</p> <p>Zembrin® elevates mood¹</p> <p>Zembrin® improves mood³</p>
<p>SLEEP</p> 		<p>Zembrin® may improve sleep¹</p> <p>Zembrin® may help with difficulty in falling asleep, broken sleep, unsatisfying sleep and fatigue on waking¹⁷</p>

WHAT MAKES ZEMBRIN® DIFFERENT TO OTHER MENTAL WELLNESS INGREDIENTS?

INGREDIENT	DOSE	MECHANISM OF ACTION	ONSET
Zembrin®	25 mg	Neurotransmitter support <ul style="list-style-type: none"> phosphodiesterase-4 (PDE4) and serotonin (5-HT) reuptake inhibition. Impact on the amygdala (stress centre of the brain) No adverse side effects here for Zembrin?	2 hours
5-HTP	150 mg - 800 mg	Neurotransmitter support <ul style="list-style-type: none"> increases the production of serotonin by the central nervous system³⁶. 	Unknown
Ashwagandha	125 mg - 600 mg	Adaptogenic Neurotransmitter support <ul style="list-style-type: none"> suppresses stress-induced increases of dopamine receptors in the corpus striatum of the brain³⁷ enhance serotonergic transmission through modulation of the postsynaptic serotonin (5-HT) receptors³⁸. 	Weeks to Months
Bacopa	300 mg	Adaptogenic Neurotransmitter support <ul style="list-style-type: none"> inhibits acetylcholinesterase activity³⁹. 	Weeks to Months
CBD/Hemp	???	More research is needed	Unknown
GABA	100 mg - 200 mg up to 3 times daily	Exerts both sedative and anxiolytic effects <ul style="list-style-type: none"> effects at the cellular level. 	1-2 hours
Holy Basil	500 mg	Adaptogenic	Weeks to Months
l-Theanine	50 mg - 200 mg	Inhibits glutamate reuptake Glutamate receptor antagonist <ul style="list-style-type: none"> has effects on glutamate receptors and the possibility it increases inhibitory neurotransmitters such as glycine or gammaaminobutyric acid (GABA)⁴⁰. inhibits the reuptake of glutamate and is a glutamate receptor antagonist in the hippocampus. 	8-10 hours
Lactium®	150 mg - 300 mg	Neurotransmitter support <ul style="list-style-type: none"> stimulates the activity of the GABA neurotransmitters 	7-15 Days
Lemon Balm	Limited Research	Unknown MOA <ul style="list-style-type: none"> clinical research suggests that lemon balm induces a calming effect and reduces alertness⁴¹. **Causes drowsiness**	Unknown
Rhodiola	340 mg	Adaptogenic and supports the neurotransmitters involved in the stress response by the nervous system <small>42-43-44.</small>	Weeks to Months
Saffron	28 mg - 30 mg	Supports the balance of neurotransmitters involved in the stress response by the nervous system: <ul style="list-style-type: none"> inhibits reuptake of dopamine, norepinephrine, and serotonin⁴⁵⁻⁴⁶. 	1-2 hours
Valerian	300 mg - 600 mg	Neurotransmitter support <ul style="list-style-type: none"> impacts on GABA and Serotonin receptors. May bind directly to the GABA-a receptor ⁴⁷⁻⁴⁸. **Causes drowsiness**	1-2 hours

REFERENCES:

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