While they may not talk about it much, Americans are seriously concerned about their cognitive health. In surveys conducted by AARP and ASA-MetLife Foundation, more than 4 out of 5 people older than 50 say “staying mentally sharp” is their number one priority. In fact, deteriorating mental state concerns baby boomers more than death itself. What’s more, nearly 9 out of 10 consumers believe it’s possible to improve cognitive fitness, and trends in consumer spending show they are doing just that.

This category has been surging, so much so that forecasters say that brain health supplements will revolutionize the industry in much the same way heart health did years ago. According to Nutrition Business Journal, the U.S. COGNITIVE MARKET REACHED $1 BILLION in sales in 2010, $1.2 BILLION by 2014, and is projected to grow to $1.5 BILLION by 2020.

Indeed, nutrition science around ingredients for cognitive health is racing to catch up to market demand, and we’re seeing a suite of targeted brain products hit the market, though many lack proper scientific support. That said, there is room for more growth, presenting a powerful opportunity for retailers to meet the demand.
ABOUT YOUR CUSTOMER

Customers have been disappointed in pharmaceutical options for brain health and are flocking to natural products for something new—and something that works.

While support for mood, stress, sleep and positive outlook are all part of the brain health market, improved cognition—sharper thinking, memory and concentration—is the main focus of the consumer. “In base year 2015, memory enhancement segment was observed to be the largest segment and is anticipated to maintain its lead during the forecast period of 2016 – 2024,” reports BusinessWire.

WHO IS THE TARGET CUSTOMER?

Baby boomers, in a desire to combat the effects of aging, lead the charge when it comes to the brain health category. So, be sure to address their concerns in the aisle. But don’t forget about other demographics who want to stay sharp. Nielsen and NMI research shows that consumers of all ages are concerned with the integrity of their cognitive functioning. Millennials—between the ages of 18 and 36—are also a significant target market. Parented by health-conscious baby boomers, they have a strong desire to take care of themselves and they too are concerned about brain health.

EDUCATING CONSUMERS

Here’s what everyone should know about the mind:

✅ While the brain was once believed to be static, researchers now know that it is continuously regenerating itself based on our experiences, a groundbreaking line of study called “neuroplasticity.” Not only can we form new wiring among existing brain cells, but we also grow new brain cells throughout our lifetime.

✅ The brain is a dynamic organ. Blood carries oxygen and sugar to the brain and waste products away from it, a process that involves blood flow. Generally speaking, the more blood flow, the better. Aging is associated with reduced blood flow in the brain and conversely, better brain blood flow is associated with improved spatial memory.

✅ How our brain works comes down to our habits. Studies find that our lifestyle choices, including exercise, stress management, diet and dietary supplements, show the way forward, playing a significant, even primary, role.

Better blood flow = Improved brain health

Aging = Reduced blood flow
Clinically proven to improve memory and concentration.

Natrol Cognium is a brain-boosting supplement powered by a proprietary active ingredient derived from silk protein hydrolysate, with a unique structure that energizes and protects the brain. Used in traditional Asian medicine in its raw form for hundreds of years, modern researchers have discovered that the unique amino acid profile of this active ingredient provides positive impacts on a range of cognitive performance measures. Natural, safe and stimulant-free, it has been found to keep the mind sharp, supporting memory, concentration, and cognitive function.

It works like this: Your brain requires a balanced flow of nutrients to maintain optimal function and performance. Cognium increases blood flow and glucose (energy) to the areas of the brain responsible for memory, plus it acts like an antioxidant to protect the brain from free-radical damage and other effects of aging. Cognium helps clear a pathway for increased blood flow.*

The science: The functional benefits of the active ingredient in Cognium have been well studied. Cognium’s effectiveness has been proven by nine published human clinical trials, including randomized double-blind placebo control studies, the “Gold Standard” in evidence-based studies for claims support as stated by both the FDA and FTC. This coupled with in vitro data, tasks related to memory, concentration and general cognitive function across all ages (children to elderly), show statistically significant improvements (up to 90 percent), with results in just 3 to 4 weeks.

How to take it? Cognium should be taken once in the morning and once at night, so your brain maintains a steady supply of the ingredients. You may find it easiest to take Cognium with your morning and evening meals, for a total of 200 mg per day.

**Numerous studies indicate that the optimal dosage of a single dose of B-7 DF is 0.15 mg/kg body weight.**

About Our Sponsor, Natrol® Cognium™

Energyizes

Increases blood flow and nutrition to the brain’s centers for memory and cognition.*

Protects

Acts like an antioxidant for your brain, shielding it from free-radical damage.*

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