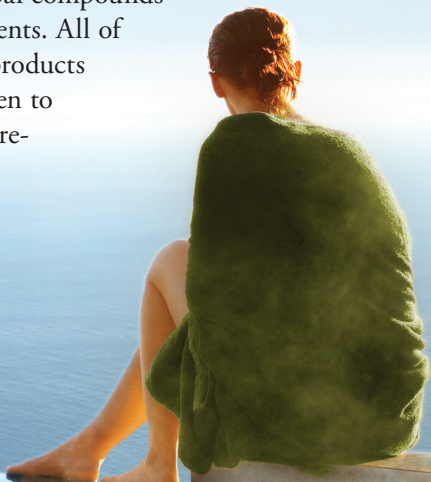


Find the Serene for Your Stress Source Naturals® SERENE SCIENCE™



Bills! Deadlines! Kids! When we're stressed, our bodies unleash a cascade of over 500 biochemical events which left unchecked can drain our energy and make us unable to think clearly. You may not be able to control all of the events or people causing stress in your life, but you can control how your body deals with occasional stressors. There are many ways to help your body handle stress: exercise, meditation, lifestyle changes and yes, traditional herbal compounds and scientifically formulated supplements. All of Source Naturals® **SERENE SCIENCE™** products have individual benefits for you, chosen to address the different ways our bodies react to stress. Whether your concern is occasional sleeplessness, jittery feelings, temporary anxiety, muscle tension, moodiness or attention lapses, we are pleased to introduce you to **SERENE SCIENCE** and the lifelong health benefits of relaxation and calm.*



Strategies for WellnessSM

*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.

SERENE SCIENCE

A Whole Line of Serene Solutions for Your Kind of Stress

Source Naturals **SERENE SCIENCE** offers a soothing, calming line of exemplary stress-reducing formulas.*

L-THEANINE—Focused Relaxation

THEANINE SERENE™—Calm Mind and Body

THEANINE SERENE™ WITH RELORA®—

Calm Mind and Body

KAVA—For Occasional Anxiety

GABA—Calm Mind

GABA CALM™ LOZENGE—Calm Mind

HOLY BASIL—Adrenal Support

MAGNESIUM SERENE™—Peaceful Body

L-TRYPTOPHAN—Positive Mood*

L-THEANINE

Focused Relaxation

Human studies have shown that taking L-theanine may affect alpha waves in the brain associated with states of relaxation and focused attention. Preliminary research suggests that it may modulate the neurotransmitters dopamine and GABA in the brain and inhibit the stimulatory properties of caffeine.*

L-Theanine is a unique amino acid found almost exclusively in the tea plant (*Camellia sinensis*) and contributes to the unusual taste of green tea. It is thought to support focused attention by crossing the blood-brain barrier.*

What Are L-Theanine Benefits?

- Supports a calm mind without drowsiness.
- May help support focused attention and concentration.*

THEANINE SERENE™ AND THEANINE SERENE™ WITH RELORA®

Calm Mind and Body

THEANINE SERENE™ is a sophisticated formula containing additional compounds that may help your mind and body relax. At the formula's core is L-theanine, and it also includes the calming neurotransmitter GABA, as well as taurine, magnesium and holy basil.*

GABA is one of the most important neurotransmitters in your brain for filtering out

excess “neuronal noise;” taurine is an amino acid that cell culture studies have shown may help support this effect of GABA. Magnesium is an essential mineral that supports muscle and nerve relaxation and the calming holy basil leaf extract gently soothes away the tension in your body.*

Relora® contains magnolia and philodendron extracts that may help relieve temporary anxiety.*

Relora® is a registered trademark of NPI, LLC.

KAVA

For Occasional Anxiety

Kava, or *Piper methysticum*, is a shrub native to the tropical islands of the South Pacific. Through long use by the natives of the Pacific, and now, through substantial research, kava has been found to decrease occasional anxiety. Traditional use as a gentle muscle relaxant and a means of relieving an over-stimulated mind have great importance to today's stressful lifestyles. Source Naturals obtains kava from the island of Vanuatu, an island in the South Pacific that has developed legislation to ensure quality standards for kava exports. These standards limit which kava cultivars may be exported and regulate cultivation and harvest.*

Kava extracts contain active constituents known as kavalactones, which are thought to be responsible for relaxing the body and helping to ease anxiety.*

Kavalactones are concentrated in the roots of the kava shrub, and traditionally, the roots were pounded, chewed or extracted by water to create a drink. Kava is still used in ceremonies and it is traditional to present a host with a kava root. Beyond the ceremonial and cultural importance, kava is appreciated worldwide for helping people to calm their thoughts and to relax.*

What Are the Benefits of Kava?

- Traditionally used for muscular relaxation.
- May help you unwind from daily pressures by calming the mind.

- May help ease tensions.
- Grown in the Pacific Islands of Vanuatu, and standardized to 30% kavalactones.*

GABA

Calm Mind

Don't let the frightening, scientific name cause you undue stress, *gamma*-aminobutyric acid, called GABA for short, is your body's natural relaxation compound. It is known as the chief inhibitory neurotransmitter in the central nervous system. When the mind races and the muscles are tense—the result of tension, stress and anxiety—the GABA that your body naturally makes quietly calms the neurons that are causing the tension. Neuron to neuron, GABA reduces the electrochemical charges that fire up our nerves and physical tensions.*

Gamma-aminobutyric acid is an amino acid that is commonly synthesized in our bodies from glutamic acid, an amino acid found in protein-containing foods such as cheese, meats, dairy, and soy sauce. GABA is an inhibitory neurotransmitter. It plays a role in regulating neuronal excitability throughout the nervous system. In humans, that means it can affect the regulation of muscle tone. GABA also calms the transmission of anxiety-related messages between neurons.*

What Are the Benefits of GABA Supplements?

- May support a calm mind without drowsiness.
- May support muscle relaxation.

Stress can be both emotional and physical, and that is where GABA comes in. The GABA your body makes works in two ways; it can interrupt both physical muscle tensions as well as anxious thoughts. The term “inhibitory neurotransmitter” means that it slows the firing of neurons, which in some cases appear to be the messengers of tension.*

Because of this, it's been suggested that GABA supplements may help support a full calmness, both physical and mental. Some people may find it to be particularly helpful before bed, when the mind is racing and the muscles are tense.*

GABA CALM™

In addition to GABA, Source Naturals offers GABA CALM™, which combines the relaxation of GABA with N-acetyl L-tyrosine, a precursor to the “feel good” neurotransmitter dopamine, as well as glycine and taurine, two amino acids that may also help the body relax. GABA CALM comes in melt-in-your-mouth tablets, in both orange and peppermint flavors.*

HOLY BASIL

Adrenal Support

Holy basil, also known as *tulsi* in India, is a widely acclaimed plant in the Ayurvedic tradition for the relief of stress. Modern research has shed more light on this plant's benefits. Our adrenal glands produce the hormone Cortisol in response to stress. After continued stress, cortisol levels may remain elevated. Preliminary research suggests that holy basil may help maintain normal cortisol levels and support healthy adrenal glands, helping the body adapt to the effects of stress. Holy basil has also been shown to help maintain normal blood sugar levels.*

For centuries, holy basil has been used to improve digestion and restore imbalances of the body and mind. Now preliminary research suggests that holy basil may do this by modulating the production of cortisol, a hormone produced and secreted by the adrenal glands. Nicknamed the “stress hormone,” cortisol production increases in response to continuing stress. Cortisol triggers the body to produce glucose, which causes blood sugar to rise. Through helping to maintain cortisol levels in times of stress, holy basil may help maintain healthy blood sugar levels.*

What Are the Benefits of Holy Basil?

- Renowned in Ayurveda for helping promote calmness.
- Preliminary studies show that it may help maintain healthy cortisol levels.
- May help maintain normal blood sugar levels.

Preclinical studies have also indicated that holy basil may help maintain healthy neurotransmitter levels in the brain. Researchers found in

preliminary studies that holy basil counteracted stress-induced changes in neurotransmitters and measures of oxidation status. Holy basil may help maintain normal levels of these brain chemicals in times of stress. Holy basil is truly an ancient plant with modern benefits.*

MAGNESIUM SERENE™

Peaceful Body

During times of stress, the body's magnesium levels can be affected. Magnesium supports muscle relaxation, contraction and neuronal activity. One of the most important minerals for maintaining overall health, it also supports heart health and plays a role in over 300 enzymatic processes.*

The breadth of uses for the mineral magnesium is amazing. It's in the soil we walk on and grow our food in, and has dozens of roles in industry and science. But that wide range of uses is nothing compared to the vast array of magnesium's functions in the body. Magnesium is involved in more than 300 essential metabolic reactions including energy production, synthesis of essential molecules, ion transport, cell signaling and cell migrations. The metabolism of carbohydrates and fats into energy is one of magnesium's most important roles. Magnesium is required in adenosine triphosphate (ATP) energy production. Beyond that, magnesium works together with ATP in almost every major biological process, including the synthesis of proteins and nucleic acids.*

What Are the Benefits of MAGNESIUM SERENE™?

- Relaxing drink helps maintain calm nerves and muscles.
- Supports normal muscle relaxation and neuronal activity.
- Available in two great flavors, berry and tangerine.*

L-TRYPTOPHAN

Positive Mood

The essential amino acid L-tryptophan helps support relaxation, a positive outlook, and restful sleep. It is a precursor to both melatonin and serotonin, a hormone and a neurotransmitter involved with mood and sleep/wake cycles.*

L-Tryptophan supports production of chemicals that enable the brain to maintain a positive outlook, to relax, and to fall into deep, restful sleep. L-Tryptophan supports the body's production of 5-HTP and from that, the neurotransmitter serotonin is made, which controls mood, sleep, memory, learning, the body's temperature, behavior, many sexual responses, cardiovascular functions, and endocrine regulation.*

What Are L-Tryptophan Benefits?

- Supports serotonin production for positive outlook and good mood.
- Promotes natural, restful sleep by producing natural melatonin.

Different Stresses, Different Nutrients

All of Source Naturals **SERENE SCIENCE** products have individual benefits to you, chosen to address the different ways our bodies react to stress. Whether your concern is jittery feelings, occasional anxiety, muscle tension, moodiness or attention lapses, **SERENE SCIENCE** can help you relax, feel peaceful and more balanced. **Serene Science** works with our body's natural calming mechanisms. When we're serene, our thoughts become clear and our minds more focused. We're able to accomplish more of what we want to in life.*

Visit SereneScience.com to learn more about stress and find the serene that works for you.

Prices and ingredients are subject to change without notification.



Strategies for Wellness™

www.sourcenaturals.com

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