



Products

Expectant Moms

Toddlers

Kids

Adults

Nourish the Brain

Adults

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DHA FOR ADULTS 55+



LIKE BONES NEED CALCIUM, BRAINS NEED DHA.



JUST SAY "NO" TO THE LOSS OF MEMORY.

Yes, a certain degree of memory loss and decline in cognitive function may be considered a normal part of aging. And brain health, including memory, is often listed as one of the top health-related concerns of aging populations in the U.S. and other countries.

But DHA is brain nutrition. And since our bodies don't efficiently make DHA, we need to consume it through food, beverages or supplements to keep our brains functioning to the best of their ability.

Yet most American adults age 55+ consume less than 100 mg of DHA daily, which is not enough.



The U.S. Institute of Medicine recommends adults take up to 160 mg/day DHA+EPA daily for general health. Numerous studies on safety and efficacy of DHA specifically at doses ranging from 26-5900 mg/day have shown no adverse effects.

Assuming you want to stay ahead, the question is how to improve your memory? Will you change your diet by adding DHA-rich food or will you take a DHA supplement?



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*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

**Highest level of DHA among leading Prenatal brands.

Exhibit A

brainstrong™ powered by **life'sDHA**

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Adults

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THE MIDAS STUDY

Losing your memory as you age may be natural. But improving your memory can also be natural. New BrainStrong™ with *life'sDHA*™, is safe, natural and clinically shown to help protect against normal, cognitive decline as we age. †

THE STUDY THAT PROVED IT.

Adults 55+: The Memory Improvement with Docosahexaenoic Acid (DHA) Study, or MIDAS, was the first large, randomized and placebo-controlled study demonstrating the benefits of DHA in maintaining and improving brain health in older adults. The study indicated that the use of DHA improves learning and memory recall in healthy aging adults with mild memory complaints.

IN OTHER WORDS:

MIDAS found that healthy people with memory complaints who took 900 mg/day algal DHA capsules for six months had almost double the reduction in errors on a test that measures learning and memory performance versus those who took a placebo, a benefit roughly equivalent to having the learning and memory skills of someone three years younger.

The DHA was well-tolerated and subjects taking the DHA also experienced a lower heart rate, providing a significant cardiovascular benefit.

Conclusions:

- 900 mg/day algal DHA supplementation for 6 months resulted in a significant decrease of memory errors on a memory test as well as significant increases to verbal recognition memory scores.
- DHA supplementation doubled plasma DHA levels. Higher plasma and red blood cell levels of DHA are associated with better cognitive function.
- DHA supplementation significantly decreased heart rate compared to placebo over the 24-week supplementation, providing a cardiovascular benefit consistent with previously published studies in humans.

A BATTLE PLAN:

We now have clinical evidence to indicate that 900 mg/day of algal DHA improves memory in aging adults.

†A recent clinical study showed that adults over 55 with a mild memory complaint, who took 900mg/day of *life'sDHA*™ for 6 months, improved their short-term memory.



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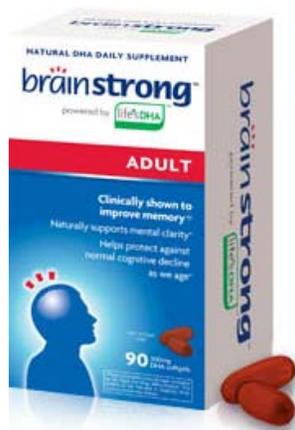
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brainstrong ADULT

CLINICALLY SHOWN TO IMPROVE MEMORY*†

BrainStrong Adult is a daily brain health supplement for adults of all ages containing 900mg/serving of a DHA omega-3 fatty acid, which helps protect the brain against normal cognitive decline as we age.* BrainStrong Adult contains *life'sDHA*, the premium DHA, the only brand of DHA shown in a clinical study to improve memory.*†

†A recent clinical study showed that adults over 55 with a mild memory complaint, who took 900mg/day of *life'sDHA*™ for 6 months, improved their short-term memory.

More Information

[Product Facts and Directions for Use](#)[Frequently Asked Questions](#)

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Health Benefit

DHA is important for healthy brain and eye development and function* and has been shown to support heart health from infancy through adulthood.* Just as calcium is essential for building strong bones, DHA ensures that the cells in the brain, retina, heart, and other parts of the nervous system develop and function properly.* In order to ensure optimal development and function, we must continuously replenish the DHA in our bodies by getting enough of this important fatty acid in our diets.

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**Highest level of DHA among leading Prenatal brands.

Exhibit A

Competitrack

Advertiser: BrainStrong
 Product: BrainStrong DHA
 Title: Forget Me Not
 Ad Code: BRSTPM-0005

First Date: 06/27/11
 Source: New York City
 Length: 30
 New/Recut: New



(Music)
WOMAN (VOICE OVER): What did I walk into this room for?



DOG (V.O.): Your sunglasses.



WOMAN (V.O.): I'm not leaving until I remember why I came in here.



DOG (V.O.): They're on your head.



WOMAN (V.O.): Maybe if I go out and come back in I'll remember.



DOG (V.O.): Yeah, that never works.



VOICE OVER: Need a memory boost? Introducing BrainStrong...

Text: This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.



with life's DHA, the natural, essential nutrient for a healthy brain.



Clinically shown to improve adult memory.

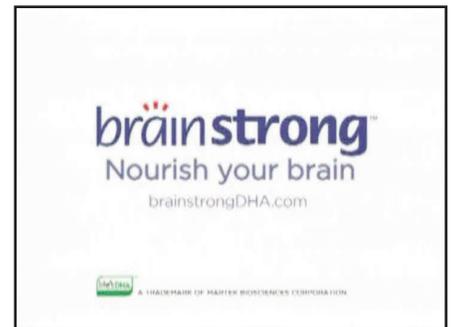


WOMAN (V.O.): Can you tell me why I came in here?

DOG (V.O.): You never listen to me.



V.O.: New BrainStrong natural DHA supplement.



Nourish your brain.
(Fade out)

Text: brainstrongDHA.com
 life's DHA A Trademark Of Martek Biosciences Corporation.

Exhibit B

- Tapes and MPEGs can be ordered by contacting us at 718.482.4211 -

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BrainStrong Activity Log 2012

All

2:28pm BrainStrong added a new photo to the album BrainStrong products.

350 mg of DHA, docosahexaenoic acid, an omega-3 fatty acid and natural brain nutrient to support the development of a baby's brain. Learn more at: http://www.brainstrongdha.com/products/brainstrong_prenatal"



BrainStrong products

2:28pm BrainStrong added a new photo to the album BrainStrong products.

"BrainStrong Kids (for ages 3+), is the first DHA-plus-multivitamin in a great tasting citrus-flavored gummy that helps support your child's brain development and function. Learn more at: http://www.brainstrongdha.com/products/brainstrong_kids"



BrainStrong products

2:28pm BrainStrong added a new photo to the album BrainStrong products.

"BrainStrong Adult is a new daily brain health supplement for adults containing 900mg/serving of a DHA omega-3 fatty acid, which helps protect the brain against normal cognitive decline as we age. Learn more at: http://www.brainstrongdha.com/products/brainstrong_adult"



BrainStrong products

2:28pm BrainStrong added a new photo to the album BrainStrong products.

"BrainStrong Toddler (for ages 1 to 3), is the first toddler brain health supplement in a powder form that contains 100 mg of life'sDHA™, the safe and natural DHA omega-3 brand found in 99% of all infant formula sold in the U.S. Learn more at: http://www.brainstrongdha.com/products/brainstrong_toddler"

March 2011

February 2011

January 2011

December 2010

December 23

10:02am BrainStrong updated their status.

"Welcome to BrainStrong DHA!"

December 14

Chat

brainstrong

31 Mar [BrainStrong DHA @BrainStrongDHA](#)

Did you know you can continue learning into your 80s? And BrainStrong has been shown to increase memory in adults 55+! [#BrainStrongChamp](#)

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31 Mar [BrainStrong DHA @BrainStrongDHA](#)

The old adage that you are only using 10% of your brain isn't true; every part of the brain has a known function. [#BrainStrongChamp](#)

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30 Mar [BrainStrong DHA @BrainStrongDHA](#)

Find out if your child is getting enough DHA: ow.ly/9HVBz [#BrainHealth](#)

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30 Mar [Lifehacker @lifehacker](#)

How to train your brain and boost your memory like a USA memory champion: lifehac.kr/HxZSNw

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