

# āyū Mem

CAPSULES

## Memory Booster and Stress Reliever



**Ayumem Capsules** are effective combination of potent herbs which possess excellent **Nootropic** action. These herbs also have **Stress relieving properties, anti-depressant and mood enhancing actions**. ingredients of Ayumem also help achieve natural sleep by their mild sedative action.

Active ingredients in Ayumem have potent **anti-oxidant action** that promotes free radical scavenger mechanisms and protects cells in prefrontal cortex, hippocampus and striatum against cytotoxicity and DNA damage implicated in various neurological conditions.

Ayumem also reduces lipoxygenase activity reducing lipid peroxidation, increases glutathione peroxidase and chelates iron. All these actions prevent damage of the nerve and brain cells (**Neuro-protective action**).

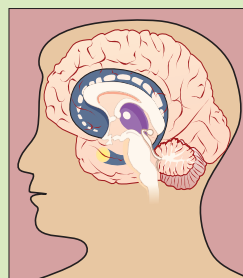
The ingredients also protect the cholinergic neurons and reduce anticholinesterase activity. It also reduces hippocampal  $\beta$ -amyloid deposition and stress-induced hippocampal damage thus acting as excellent **stress reliever**.

The neuro-protective effect of Ayumem is also due to nitric oxide-mediated cerebral vasodilation which helps to **improve microcirculation** in the brain tissue.



### Dosage:

2 Capsules two times daily



### Indications:

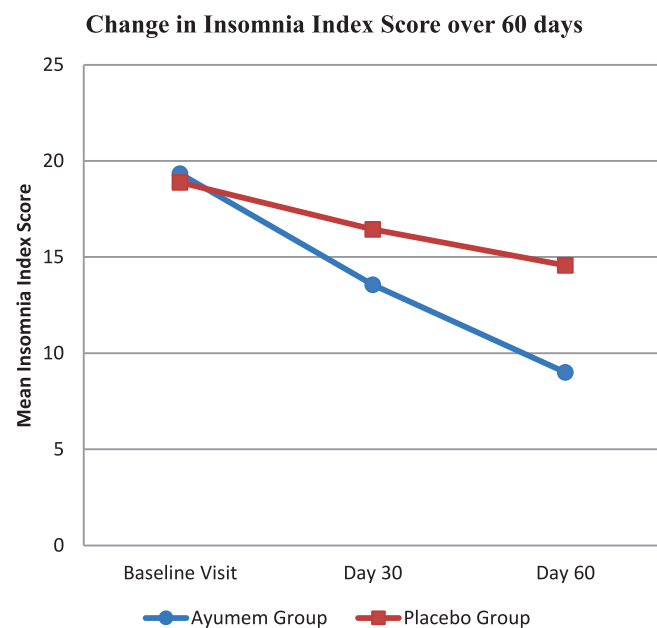
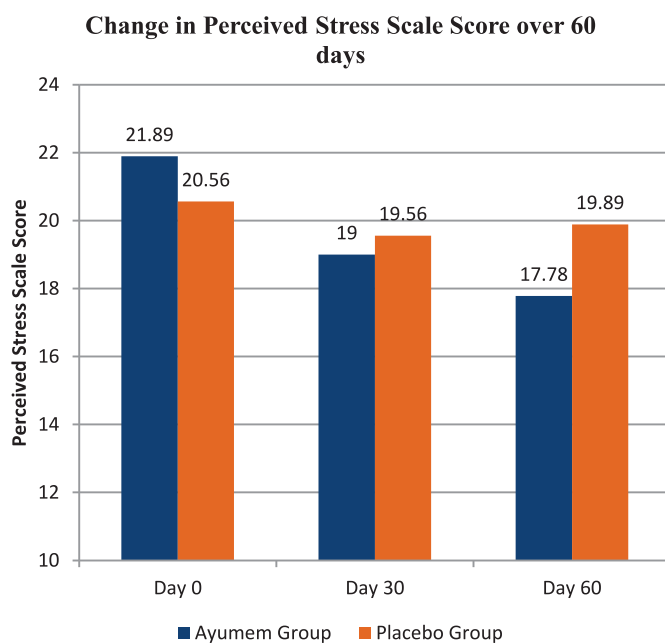
- **Brain Tonic for improving concentration, attention span and overall memory function in healthy (students, professionals) and diseased individuals**
- **Stress and Anxiety reliever**
- **Mood enhancer in depression and low mood**
- **Chronic Insomnia**
- **Memory loss due to old age (senile dementia)**
- **Or as directed by the health care professional**

## AYUMEM CAPSULES:

### Composition:

Each Capsule contains		Benefits and Actions
Centella Asiatica Extract (Brahmi)	100 mg	Memory Booster – Improves long term and short term memory, improves cognition, attention and concentration
Convolvulus Pluricaulis Extract (Shankpushpi)	100 mg	Improves grasping capacity, retention capacity and recall capacity and thus acts as powerful memory booster
Withania Somnifera Extract (Ashwagandha)	70 mg	Excellent Anti-depressant and mood enhancer. Adaptogenic action – helps fight stress and anxiety
Glycyrrhiza Glabra Extract (Yastimadhu)	70 mg	Neuro-Protective and anti-oxidant action, protects nerves from damage and degeneration
Asparagus Racemosus Extract (Shatavati)	70 mg	Nourishes brain and nerve cells, excellent hormone balancing action
Celastrus Paniculatus (Jyotishmati)	25 mg	Nervine Tonic, improves micro-circulation of brain, improves sharpness and cognition

### Randomized, Double blind, Placebo controlled, Multi-centric, Interventional, Prospective Clinical study to Evaluate Efficacy and Safety of Ayumem Capsules in subjects with Stress and Insomnia.



- Clinical study on Ayumem Capsules on stress and Insomnia subjects showed excellent stress reducing potential as compared to placebo as measured on Perceived Stress Scale (PSS).
- Significant reduction in Insomnia was observed with the use of Ayumem Capsules over 60 days.
- Ayumem was also found to be safe as it did not cause any adverse reaction both on clinical and laboratory related parameters.

**Reference:** Study registered with CTRI vide Registration No.: CTRI/2018/04/012984 dated 03/04/2018.



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