

Ocean Protein Boosts Memory, Focus and Concentration

Ocean protein boosts memory, focus and concentration, say researchers.

Can a simple sea protein hold the key to preserving your memory? Scientists for Quincy Bioscience, based in Madison, WI, confirm that a protein from one of nature's simplest creatures, the jellyfish, has tremendous potential to affect the lives of millions of Americans over 40 by protecting brain cells as we age.

Nature has long been the source of discovery for health breakthroughs and "apoaquorin," the name of the jellyfish protein, is no different. First discovered in the 1960's, apoaquorin is not new to the scientific community. Researchers from Friday Harbor Laboratories in the Puget Sound, Washington discovered the "calcium-binding" protein (CaBP) as the molecule responsible for emitting light in glowing jellyfish whenever the protein came into contact with calcium within the jellyfish.

Well-known protein has a new use

For over 30 years since the discovery, scientists all over the world have used apoaquorin as a tool indicating the amount of calcium present in their research. Quincy Bioscience

looked at the well-known protein in a different "light" asking the question, "could a calcium-binding protein" (CaBP) from jellyfish help regulate calcium in the nervous system in people?"

Protects brain cells & memories

Robert Pastore, PhD, a clinician in private practice and member of the New York Academy of Sciences, explains, "CaBP's are found naturally throughout the body. They bind with excess calcium in our cells

and keep it from rising to toxic levels. This is know to lead to cell damage and even cell death. At around age 40, these vital CaBP's start to decrease. This may be one of the factors that results in loss of memory, forgetting names, or where you left your car keys or glasses. You just can't concentrate like you did when you were younger. As you age, you lose about 30,000 brain cells a day and that impacts every aspect of your life...how you think and how you feel."



Human Brain

Simple Jellyfish

Prevagen® contains "apoaquorin"

Quincy Bioscience formulated this vital protein derived from jellyfish into a product called Prevagen®. In University studies, Prevagen® demonstrated the ability to keep 50% more brain cells alive. It's the first and only supplement that restores CaBP levels and protects your brain cells from the ravages of time. Prevagen® helps maintain calcium homeostasis, the proper balance of calcium within the cells. Calcium plays a far greater role in our body than just bone health. It's the key element for millions of cellular reactions and essential for brain cell health. If there's too little calcium, you cannot think very clearly. And if there's too much, you can't remember. Prevagen® allows you to achieve just the right balance so you retain a better memory, with more focus and concentration.

For more information about Prevagen®, visit www.prevagen.com or call 888-814-0814. Listen to Anita Finley interview Mark Underwood on Saturday, July 12, from 8:00-8:30 p.m. on WWNN 1470AM, and hear the fascinating story of how a jellyfish protein became a supplement to protect the brain as we age.