



VIVIMIND™

Fact Sheet

What is VIVIMIND™?

- VIVIMIND™ is a science-based natural health product that has been shown to:¹
 - Protect the brain structures associated with memory and learning;
 - Preserve memory;
 - Sustain brain cell health;
 - Maintain verbal skills and comprehension ability;
 - Support planning and execution skills.
- VIVIMIND™ is a patented product based on the naturally occurring ingredient homotaurine which is found in seaweed.

How VIVIMIND™ Works

- Age-related changes in the brain that lead to memory loss and cognitive decline include the accumulation of toxic beta-amyloidal proteins in the brain and the loss of brain cells leading to reduction in brain volume, especially the hippocampus, that part of the brain associated with memory and learning.
- VIVIMIND™ interferes with the amyloid cascade, providing protection against beta amyloidal-induced neurotoxicity².
- VIVIMIND™ protects the hippocampus, by helping to reduce the volume loss during the course of aging.

Efficacy

- More than fifteen years of combined rigorous scientific research including clinical testing with over 2,000 individuals. In a clinical trial involving over 1,000 individuals in Canada and the United States, VIVIMIND™ has shown a clinical benefit in protecting memory function².

- Individuals taking VIVIMIND™ also performed better on memory and thinking tests compared with individuals taking placebo. VIVIMIND™ was found to improve cognitive performance by 33% versus placebo¹.
- Statistically significant data have shown that homotaurine, the active ingredient in VIVIMIND™, can protect the hippocampus, the portion of the brain associated with a human's ability to learn and remember, by showing that homotaurine reduces the loss of volume by 68%, when compared to untreated individuals¹.

Safety and Tolerability^{2, 3, 4}

- VIVIMIND™ has been demonstrated to be safe and well tolerated as seen in over 2,000 individuals receiving the product up to three and a half years.
- Some people may experience symptoms such as nausea, weight loss, dizziness or fainting; the recommended dose should not be exceeded, since people may experience more of these symptoms. In many cases symptoms are temporary.
- Metabolism studies suggest that interactions between VIVIMIND™ and other products are not likely to occur. However, no specific interaction studies were conducted with other products. For further information, please contact your health care professional.

Recommended Dosage

- VIVIMIND™ should be taken daily and should be swallowed whole (not crushed, blended or mixed); the recommended adult dose is one to two tablets twice a day at mealtime (in the morning and evening).
 - 50 mg tablets come in 30-tab blister packs or in 60-tab blister packs.
- VIVIMIND™ is available Canada-wide in the pharmacy departments of major retail outlets, in pharmacy chains and in natural health stores.
 - Suggested retail price is \$39.99 for the 30-tab pack of VIVIMIND™.

References:

1. Post – hoc analysis of a North American Phase III trial, publication in preparation
2. North American and European Phase III clinical trials – data on file BELLUS Health Inc.
3. Aisen PS et al. *Neurology* 2006; 67(10):1757-63
4. 10 Phase I studies in healthy subjects and 2 Phase II studies in Alzheimer Disease and Cerebral Amyloid Angiopathy patients

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