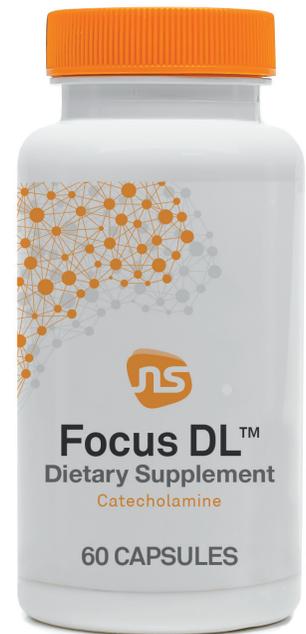


Focus DL

Contains the precursor to PEA, a neuromodulator important for optimal focus, cognition, and catecholamine activity*

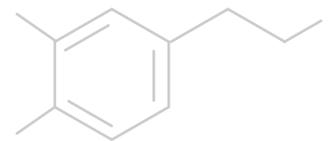


Item Number	Available Sizes	Serving Size
20003	60 Capsules	2 Capsules

Key Ingredients

DL-phenylalanine	<ul style="list-style-type: none"> ■ Precursor to phenylethylamine (PEA), dopamine, norepinephrine, and epinephrine¹ ■ PEA is a neuromodulator shown to increase the release of catecholamines such as dopamine and norepinephrine to promote balance*² ■ PEA activity was found to be lower in individuals with focus issues compared to those without³
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The Science

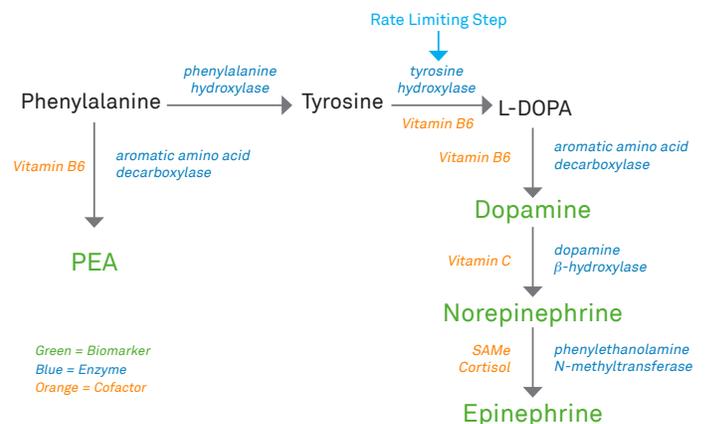


Catecholamines

A class of neurotransmitters responsible for many functions in the nervous and endocrine systems⁴

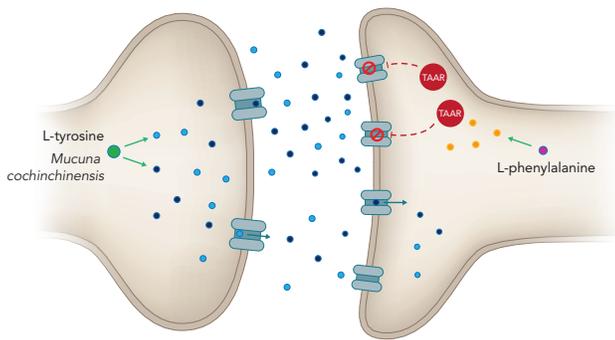
- Catecholamines play an important role in optimal mood, energy, memory, **attention**, and **cognition**⁵⁻⁸

Catecholamine Pathway



*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.

Figure 1. Activation of TAAR by PEA



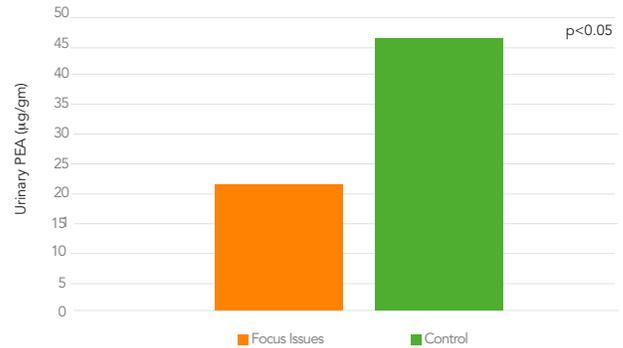
Action of PEA

Trace amines, like PEA, are similar in structure to neurotransmitters and are involved in the regulation of dopamine, norepinephrine, and serotonin²

- The trace amine associated receptor (TAAR) functions to inhibit the reuptake of the catecholamines dopamine and norepinephrine in healthy cells (Figure 1)⁹
- Activation of TAAR by PEA allows these neurotransmitters to remain in the synapse, leading to increased concentrations of catecholamines⁹
- Catecholamines from the prefrontal cortex balance multiple cognitive functions including attention, focus, impulse, and craving control

Supporting PEA can work alone or together with dopamine and norepinephrine support to naturally sustain catecholamine activity

Figure 2. PEA Levels and Focus



The science behind symptoms

Data reveals children with focus concerns had lower PEA activity when compared to those with optimal focus ($p < 0.05$)³

- There was a 73% difference in urinary PEA activity in those seeking support for focus when compared to those who did not report focus related symptoms³
- Additional data shows supplementing daily with 200mg of DL-phenylalanine for 30 days improves and balances mood^{10*}
- PEA is converted into the metabolite phenylacetic acid, a compound with similar natural effects to that of endorphins⁹

Focus DL suggested use contains DL-phenylalanine servings that meet and exceed those used in the data discussed¹⁰



Supplement Facts

Serving Size: 2 Capsules
Servings Per Container: 30

Amount Per Serving	% Daily Value
DL-phenylalanine	1 g †

† Daily Value not established.

Other ingredients: Microcrystalline cellulose, vegetable capsule (hypromellose, water), and magnesium stearate (vegetable source).
Phenylketonurics: Contains phenylalanine.

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