

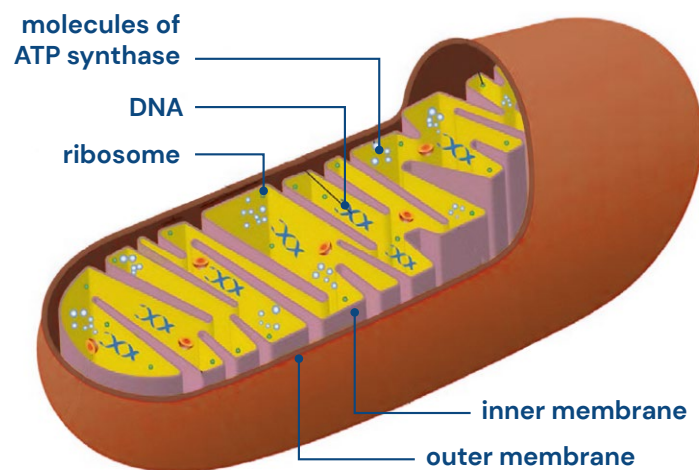


new

## Power in a PILL



**Mitochondria**  
are the power  
generators of  
our cells



## Carbohydrates & Fatty Acids + Oxygen → ATP

Nutrients are converted into ATP in the presence of Oxygen. ATP is the "currency" to power the cell's metabolic activities.

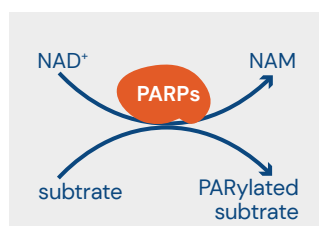
# CogniFuel, The answer to mitochondrial dysfunction & brain aging

indication	Mitochondrial dysfunction and optimization Prevention and treatment of various neurological disorders and neurodegenerative diseases Cognitive disorders	
dosage	3 x 1 caps per day	
packaging	90 vegecaps per container	
composition (amount per 3 vegecaps)	Centella Asiatica Coffea (Whole Coffee Fruit Extract) Vit B3 (as Nicotinamide riboside) PQQ	1000 mg 200 mg 200 mg 20 mg

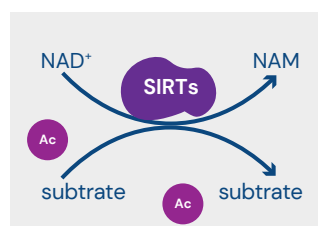


## component 1: NAD+

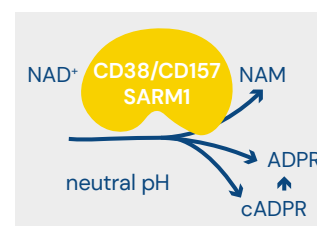
NAD+ is a **vital redox co-factor**, a key substrate for different repair enzymes.



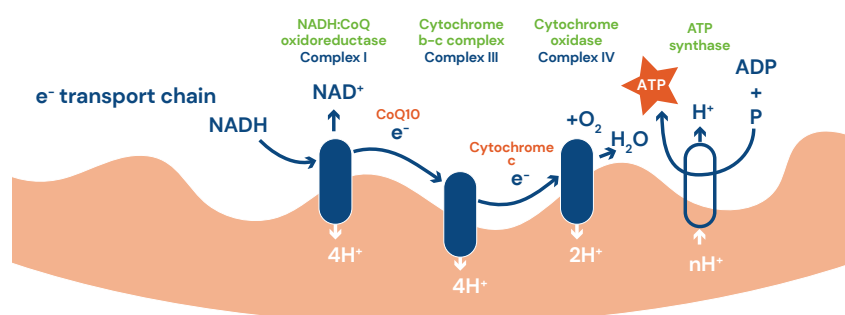
Genomic integrity  
Healthy aging



Metabolism, neuroplasticity,  
healthspan/lifespan



Mitochondria transfer,  
immunity, social behavior



NADH provides **electrons** to the electron transport chain.  
The efficiency to generate ATP depends on the ratio NAD<sup>+</sup>/NADH.

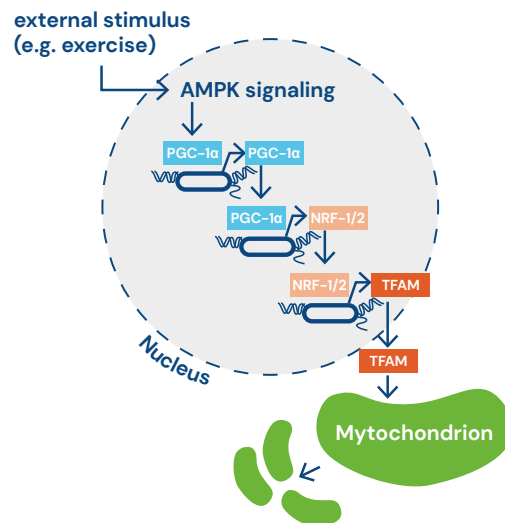
**NAD<sup>+</sup> restoration** with NAD<sup>+</sup> precursor Nicotinamide Riboside as a therapeutic strategy.

## component 2: PQQ

PQQ (Pyrroloquinoline Quinone Disodium Salt) is a powerful **redox-agent** and participates to the **electron transport chain**.

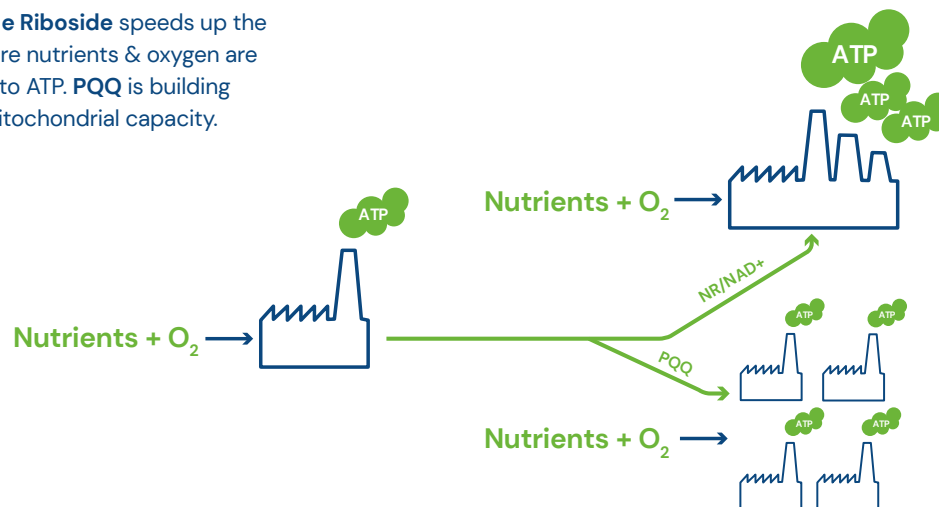
PQQ promotes the **generation of new mitochondria**, the biogenesis, via increased expression of PGC-1 $\alpha$ .

Endurance training and exposure to cold are the most effective external triggers to induce mitochondrial biogenesis.



## How do Nicotinamide Riboside & PQQ cooperate in mitochondrial support?

**Nicotinamide Riboside** speeds up the process where nutrients & oxygen are converted into ATP. **PQQ** is building additional mitochondrial capacity.



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