

Impact of Prevagen on Memory

Prevagen Reduces Forgetfulness

Prevagen Helps Word Recall

Prevagen Reduces Need for Reminders

Prevagen Improves Memory in 30 Days

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Prevagen Helps With Memory

The Prevagen Quality of Life Study was an open-label study of 56 generally healthy participants over a 90 day period measuring changes in overall cognition, quality of sleep, energy, mood, pain, and general health. Changes in performance were measured via a standardized battery of questions.

The results of the study show improved performance across all parameters. Prevagen provides a clear benefit in the area of memory especially for those who reported having poor memory at Day 0 (baseline) of the trial. No participants discontinued the study due to an adverse event.

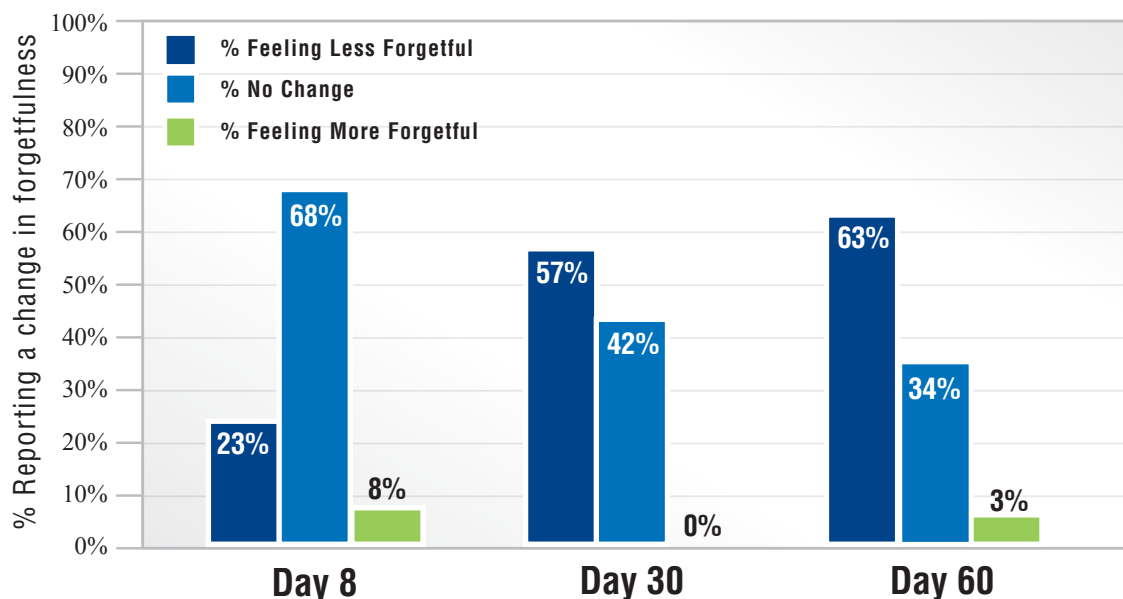
The results below list memory questions from the Quality of Life survey and accompanying possible responses. The data reflects those who self-reported a “poor” memory Day 0. Poor memory is defined as the participant selecting an answer in the bottom half of possible choices when asked to evaluate their memory in specific areas.

Question 1:

“Are you forgetful?”

Answer choices: Always, Very Frequently, Frequently, Occasionally, Seldom, Very Seldom, Never

Change in Level of Forgetfulness in Subjects with Moderate or Greater Amount of Forgetfulness at Day 0 (n=35)



Question 1 Discussion:

35 participants out of 56 at Day 0 reported being occasionally, frequently, very frequently, or always forgetful. In this subpopulation 23% reported an improvement at Day 8. Improvement is defined by the participants move up at least one answer selection choice, i.e. from “frequently” to “occasionally.” By Day 60, 63% of the participants noted in improvement in memory.

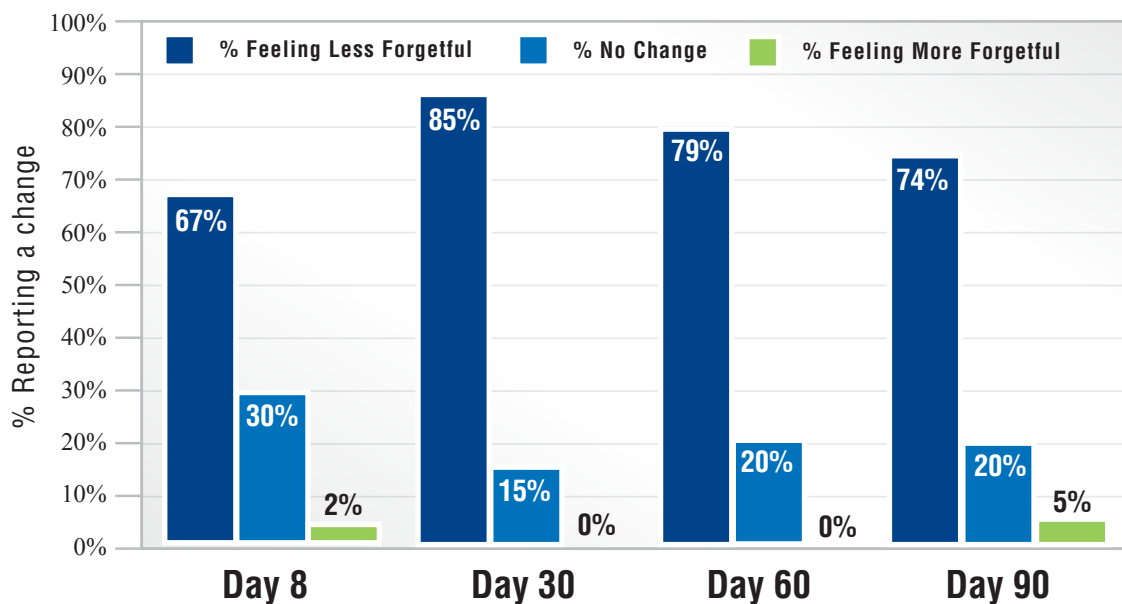
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Prevagen Helps With Word Recall

Question 2:

“Do you have trouble finding the words you want to say, finishing sentences or naming people or things?”
Answer choices: Always, Very Frequently, Frequently, Occasionally, Seldom, Very Seldom, Never

Change in Word Find Difficulties in Subject Reporting Moderate Amount of Difficulty at Day 0 (n=39)



Question 2 Discussion:

At Day 0, 39 participants indicated they had difficulty finding words always, very frequently, frequently, or occasionally. A rapid improvement in this measurement is seen by Day 8 with 67% of the participants reporting less cognitive impairment in conversation. At Day 30, the percentage reporting improvement increases to 85%. While there is a slight trend down from Day 60 (79%) to Day 90 (74%), this change represents a handful of subjects. A full three-quarters of the people saw a sustained improvement in their ability to recall words in conversation over the three month period.

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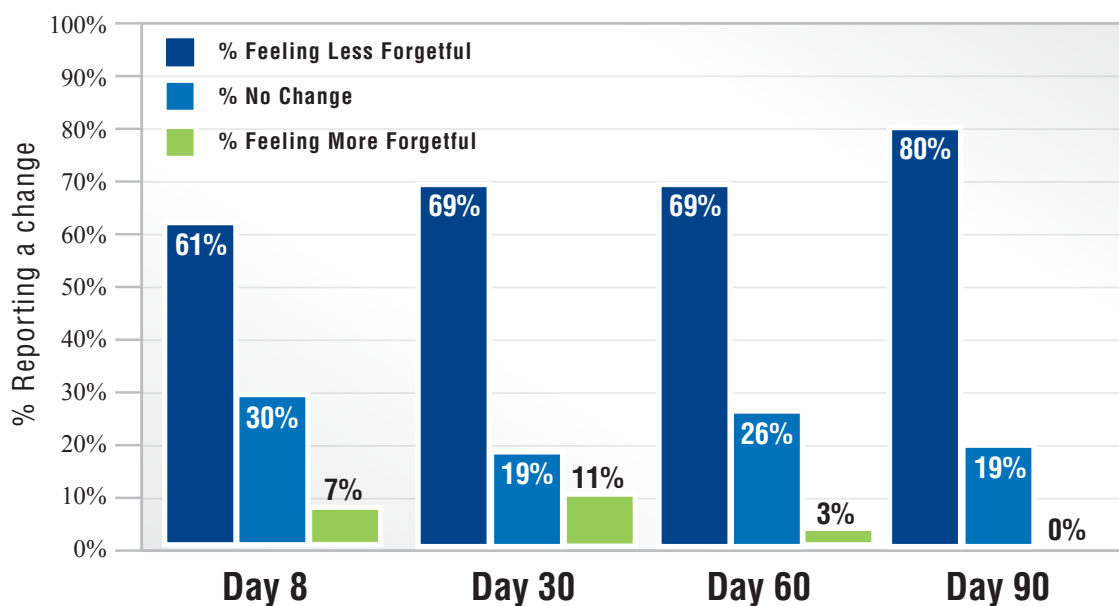
Prevagen Reduces Need for Reminders

Question 3:

“Do you need reminders to do things like chores, shopping, or taking medicines?”

Answer choices: Always, Very Frequently, Frequently, Occasionally, Seldom, Very Seldom, Never

Change in Number/Amount of Reminders Needed For Subjects Reporting a Significant Need for Reminders at Day 0 (n=26)



Question 3 Discussion:

At Day 0, 26 participants indicated they had a significant need for reminders in their activities of daily living such as chores, shopping, and taking medicines by answering always, very frequently, frequently, or occasionally. There is a noticeable benefit seen at Day 8 with 61% reporting less of a need for reminders. The improvement seen at Day 8 continues to increase throughout the duration of the study. At Day 90, 80% of the participants reported needing fewer reminders to conduct their routine activities.

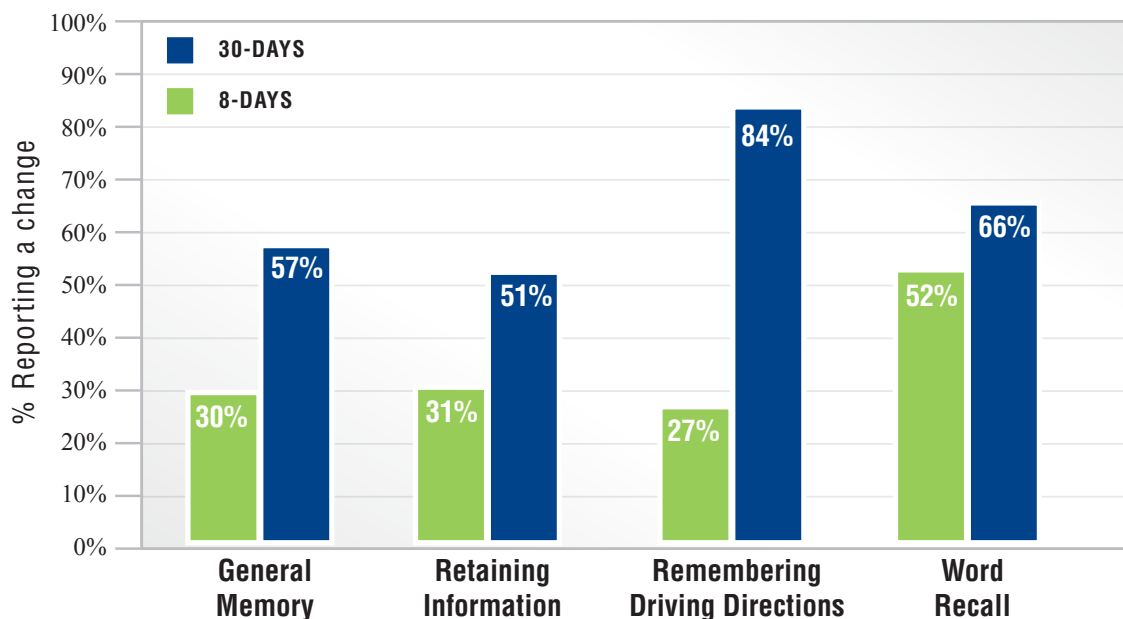
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Prevagen Improves Memory in 30 Days

Summary:

The Prevagen Quality of Life Study was an open-label study with 56 participants. Changes in memory were measured via a standardized screening tool¹. Improved memory performance was seen as early as eight days, but with statistically greater improvement at Day 30.

Percent of Participants Experiencing Improvement (n=56)



n=56; 66% female, 34% male, mean age = 56 years; range 20-78 yrs

Discussion:

Prevagen® (10mg) was taken daily by 56 participants. The study showed a statistically significant improvement in memory after 30 days ($p<.05$). 57% of participants had improvement in general memory, 51% in retaining information, 84% in remembering driving directions and 66% in word recall.

Under normal functioning, many cellular processes are closely regulated. Calcium-binding proteins regulate calcium to keep a balance within the nervous system. As people age, an individual's production of calcium-binding proteins is reduced. As the levels of calcium-binding proteins decline, calcium is not as closely regulated, leaving brain cells vulnerable. Excess calcium can result in neuronal cell damage and memory impairment. Fortunately, Prevagen provides a supplemental source of calcium-binding proteins to protect the cells, helping restore calcium balance.

1. Adapted from Mundt JC, Freed DM. Lay person-based screening for early detection of Alzheimer's disease: development and validation of an instrument. J Gerontol Psychol Sci Sec. 2000, 55B: 163-170.