

# NATROL

## Natrol® LLC Introduces Natrol Cognium™, a Breakthrough Brain Health Supplement

Backed by nine human clinical trials, Natrol Cognium improves memory and cognition

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CHATSWORTH, Calif.--(BUSINESS WIRE)--Walking into a room and not remembering why. Searching for your glasses but they're on top of your head. Forgetting your morning coffee is on top of your car as you speed away. Many people have these moments of forgetfulness and don't know what to do about them. For moments like these and overall brain health, Natrol LLC, one of the nation's leading manufacturers of vitamins and supplements, introduced a new supplement for brain health, Natrol Cognium. This breakthrough product is specifically formulated to keep your mind sharp and your memory strong. Backed by nine human clinical studies, the active ingredient in Natrol Cognium has shown statistically significant improvements in memory and cognition in as little as four weeks.

"People take supplements to help take care of their hearts and digestion, so it only makes sense they would look for something to help improve their brain health. In fact, brain health isn't just something that's on the mind of baby boomers, I get questions about it from people of all ages," said Dr. Mike Dow, New York Times best-selling author of "The Brain Fog Fix". "There are many things that people can do to improve their health and one of those things can be taking Natrol Cognium, which is safe, natural and stimulant-free."

Natrol Cognium is formulated using a unique protein found in silk as its active ingredient. The clinically proven protein works by energizing and protecting the brain. This protein has been used safely in Eastern medicine for hundreds of years and proven safe and effective. The protein in Natrol Cognium has been shown in clinical imaging to increase glucose, providing energy and nourishment for improved brain functioning. It also acts like an antioxidant for the brain, protecting it from free radicals and oxidation that cause aging.

"We're proud to launch Natrol Cognium as our innovative way to tackle the issues surrounding brain health," said Tom Zimmerman, CEO of Natrol. "From forgetting names of friends or colleagues to struggling for a word, we all have those moments where we could use something to keep our memory strong and our minds sharp. People can use Natrol Cognium to proactively manage and own their everyday health and help them face real issues they're dealing with in their busy lifestyles as they age."

To find out more about Natrol Cognium and Natrol's other products, please visit Natrol's website, [www.Natrol.com](http://www.Natrol.com). Natrol Cognium can be purchased at retailers nationally, including Walmart, Rite Aid, Kroger, Vitamin Shoppe and other fine retailers.

### About Natrol LLC:

Natrol LLC is one of the nation's leading manufacturers of vitamins and supplements. Established in 1980, Natrol produces the highest quality vitamins and supplements including herbs and botanicals, multivitamins, specialty and sports nutrition to proactively manage and maintain good health to meet modern lifestyles. All products are NSF certified and made in the USA with a guaranteed efficacy through the expiration date on every product. The Natrol family of brands includes Natrol, MRI, PROLAB, Laci Le Beau, NuHair, and Shen Min. Products are available in health food retailers and other online retailers.

Natrol distributes products nationally as well as internationally in over 50 countries.

Visit [www.Natrol.com](http://www.Natrol.com) for more information.