



WELCOME

BEGIN YOUR JOURNEY

TOWARDS
YOUR BEST

**MEMORY
+ BRAIN**

HEALTH

START HERE!





Dear Valued Simple Smart Science Customer,

CONGRATULATIONS on taking the first step towards your best brain health, by joining the Simple Smart Science family!

From everyone at Simple Smart Science, we want to say THANK YOU! We are very grateful for your recent order and your commitment to living a healthier life! You have made a GREAT decision.

Our goal is to make a measurable improvement in the brain health and memory of 1 million people this year. That starts right here with you and making a measurable improvement in YOUR brain health and memory.

Your brain is the cockpit for your entire body. If it's not working right, you're not working right.

At Simple Smart Science, we are the tuning crew, the mechanics, the ground crew and the maintenance crew to get your brain in tip top shape — all so you can fly smoother, longer!

You'll get the products and support to help you achieve optimal brain health and personal performance.

With a better brain, you can make better decisions, have smarter ideas, remember more faster, to bring more joy to your life. That's what we can do together.

INCLUDED IN THIS PACKET:

- 1 Memory Tests:** 3 different memory tests to be taken at regular intervals over the next 60 days. Take Test 1 today, before you begin your supplements, then take Test 2 in 30 days, and finally Test 3 60 days from today.

The only way to tell if your memory is truly improving is to measure it over time, and we give you the resource tools to do just that. When we say we want to make a “measurable difference” in your memory and brain health, we mean it.

- 2 Our Products:** This includes product descriptions, ingredients, nutrition facts, and links to scientific studies which support the formulation of our products. We also provide a full breakdown on how each product works to help support memory and optimal healthy brain function.

- 3 User Guide:** So you know when and how to use each product to get the best results.

Be sure to read through the entire user guide to familiarize yourself with all our products and services, then put it somewhere so you’ll remember to take the tests again to measure your changes in performance over time. We recommend putting it next to a calendar or setting a reminder on your phone calendar now for 30 and 60 days from today so you are sure to get the full benefit of this valuable resource tool.

We also offer many free resources for you as well to help support and guide you all along your brain health journey:



The Simple Smart Science Blog – provides you valuable tips, advice, and findings based on the latest science-based brain health research. Additionally, brain-friendly recipes, and other helpful resources are available to learn even more ways to help improve your brain health (SimpleSmartScience.com/posts)



The Simple Smart Science Private VIP Facebook Group – where you can get free health tips, coaching, inspiration, and most importantly, join a like-minded community to assist you along your life’s journey (facebook.com/groups/SSSPriateGroup)

Your Order Helps Build Stronger Communities and Expand Opportunities For Older Adults

At Simple Smart Science, we are committed to giving back. We recognize the challenges older adults face, as many of our customers are older.



We proudly donate a percentage of every sale to the AARP Experience Corps program. Experience Corps unites teachers, schools and older adults to improve the academic and social outcomes of children. Their model therefore has three beneficiaries: children, schools and older adults — a triple win.

A WIN FOR STUDENTS

Academic skill building and mentoring

Significant gains in reading achievement

A WIN FOR SCHOOLS

Valuable support for teachers and principals

Turnkey volunteer management

A WIN FOR OLDER ADULTS

Meaningful opportunity in their community

Improved physical and mental health

With your continued support, together we are making a difference in the lives of thousands of people all across our nation.

We are a small, family run company so our customers are not only a part of our family, they are at the heart of “why” we do everything we do.

Welcome to the family!

Julia Lundstrom,
Neuroscience and brain health educator
Co-Founder Simple Smart Science

THE SIMPLE SMART SCIENCE DIFFERENCE

Simple Smart Science was founded with one goal in mind – to bring the healthiest brains and memories to millions of people. To do this, we had to go “above and beyond” industry standards.

	<h3>Scientifically Created Formulas</h3> <p>We work with renowned scientific teams from all over the world including teams from GlaxoSmithKline a multinational healthcare company to help formulate our products.</p>
	<h3>Recommended Doses</h3> <p>Every one of our supplements provide the purest, most potent doses that give you the best results based upon scientific studies supporting the ingredients and dosage levels.</p>
	<h3>The Best Nature Has To Offer</h3> <p>All of our products are made using only natural ingredients. We search the world for the best, naturally derived ingredients even down to the vegetarian capsules we use. No artificial colors or preservatives.</p>
	<h3>GMP Certified Manufacturing</h3> <p>Our products are manufactured in certified Good Manufacturing Practices facilities to ensure the quality you expect and deserve.</p>
	<h3>3rd Party Testing</h3> <p>We test every production batch using an independent, 3rd party laboratory to ensure purity and potency of our products. For each batch, we receive a Certificate of Analysis that we will gladly give to every customer upon request.</p>
	<h3>120 Day Money Back Guarantee</h3> <p>We're so confident you will notice the benefits from Simple Smart Science products which help support memory and healthy brain function, that all our nutritional brain health supplements come with a 120 Day Satisfaction Guarantee. Love it or get 100% of your money back.</p>
	<h3>Education Based</h3> <p>We believe that change starts with education. When we know better, we do better. That's why we offer free online workshops that range in topics from sleep, to inflammation, to foods that help support and improve your memory. Always science-based and presented in an easy-to-follow way.</p>
	<h3>World Class Customer Support</h3> <p>Our customer service agents are health specialists in order to bring you world class support and address your brain health questions.</p>

START HERE: MEASURE YOUR SUCCESS

We want you to be able to see your progress as you work towards your brain health goals. That's why we've included 3 memory tests so you can track your progress over the next 60 days.

This is especially important because a lot of memory and brain health supplements sold today contain stimulants, sometimes even synthetic or artificial stimulants solely to make you "feel" something, to "signal they are working."

However, our supplement products don't contain any stimulants because they are scientifically formulated to work naturally and gradually to help sustain and support real memory and healthy brain function.

So, while you won't "feel" something right away when taking Simple Smart Science supplements, trust that our science-based nutritional supplements are indeed "working." When used daily as directed they help support concentration, focus, clarity, and of course a healthy memory. That's why we are so confident in our supplement products that we provide a series of tests for you to track your progress and offer you a 100% money-back guarantee.

IMPORTANT: Take Test One before you begin taking your supplements to assess your baseline brain health.

Note: You can also take these tests and track your results online at:
www.simplesmartscience.com/my-better-memory

TEST TWO: Take this test after 30 days of using your supplement products daily as directed to record the progress you've made from your original test.

TEST THREE: Take this test after 60 days of using your supplement products daily as directed to record the progress you've made from your previous test and from your original test.

In the event you don't currently have a full 60 days of product on hand, that's ok. You can simply order more online, call us toll-free to order, or simply wait a full 30 days after your last dose to take the next test. In fact, we often hear from users that they could really tell that their supplements worked for them after they stopped using them!



MEMORY TEST 1

START HERE →

You can also take this test online at:
www.simplesmartscience.com/my-better-memory



MEMORY TEST 1

1

Photo recognition:

Look at these 12 photos for 3 seconds each.



2

Read aloud to memorize this sequence of numbers.

You will be asked to recall them later.

Give yourself 15 seconds to do this.

38467

3

Select True or False for the following statements:

A The square is inside the circle.



True

False

B The circle is not inside the square.



True

False

C The star does not encapsulate the circle.



True

False

D The star is not inside the circle.



True

False

4

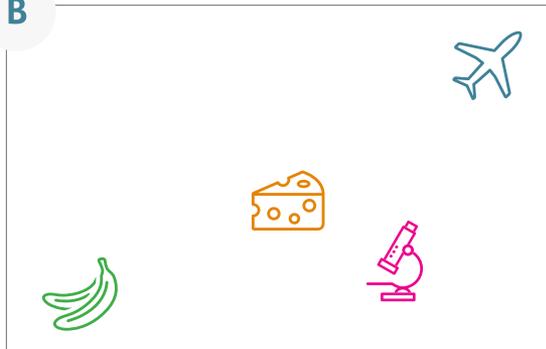
Look closely at the objects and the pattern that they make.

On the next pages, you will be asked to remember which object is located where.

A



B



C



5

Look at each pair of boxes below. If you could turn or rotate one of them within each pair, would the patterns inside match the other?

Mark Yes or No.

A			<p>Yes</p> <p>No</p>
B			<p>Yes</p> <p>No</p>
C			<p>Yes</p> <p>No</p>
D			<p>Yes</p> <p>No</p>

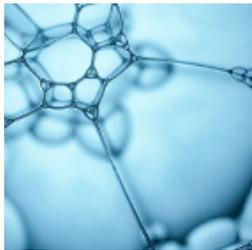
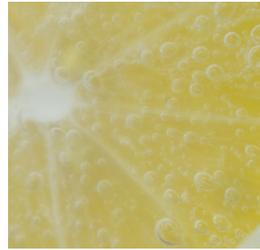
MOVE THIS PAGE AWAY WHERE YOU CAN'T SEE IT, THEN GO TO THE FOLLOWING PAGE. ▶

HOW DID YOU DO?

6

Look at the following images.

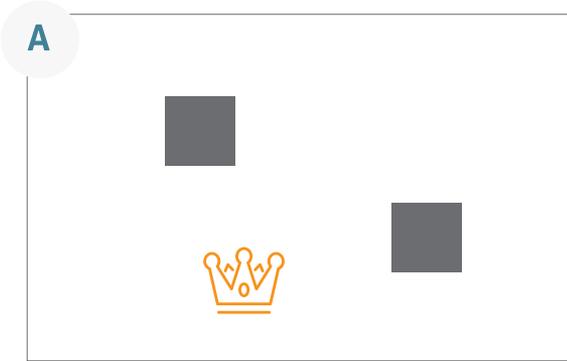
Without looking back, circle all the images that you can remember from the first set of images previously shown.



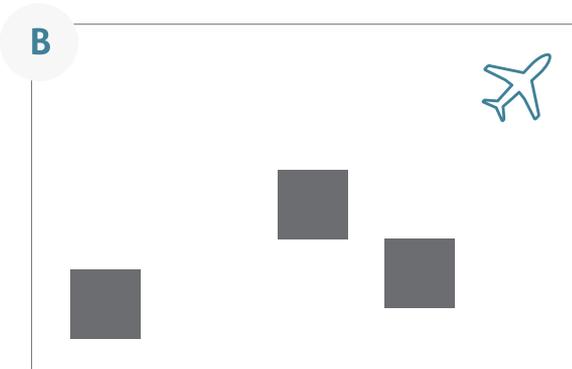
7

From section #4 on a prior page,
you saw images in patterns.

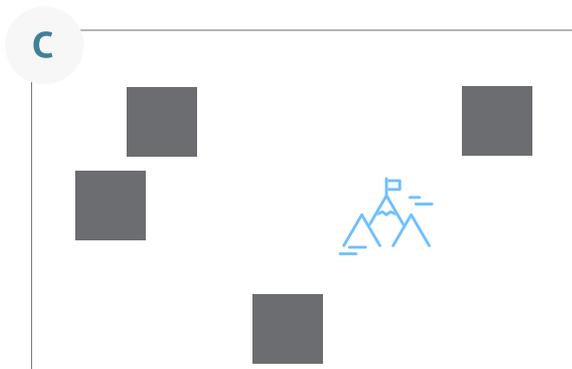
In the first set of icons ☕ 👑 🏰, circle the box the ☕ is under.



In the second set of icons 🧐 🏠 🍌 ✈️, circle the box the 🍌 is under.



In the third set of icons 🍦 💡 🍷 🏔️ 💎, circle the box the 🍦 is under.



SCORING

Look back at sections 1 then 2 and score your answers based on the guidelines below.

Section #1 (Compare page 11 to page 7) **Total Possible Points: 6**

For each correctly circled square, count 1 point. For each incorrect circle, take away 1 point.

Total Points _____

Section #2 **Total Possible Points: 6**

Remember the sequence of 5 numbers that you said out loud. Write them here.

Now, look back at the top of page 8.

Give yourself 1 point for each number you remembered.

Give yourself an extra point if you remembered them in the correct order.

Total Points _____

Section #3 (See page 8) **Total Possible Points: 4**

Give yourself 1 point for each correct answer

Answer #1: False

Answer #2: True

Answer #3: True

Answer #4: False

Total Points _____

Section #4

Total Possible Points: **6**

Compare your answers on page 12 with page 9.
Give yourself 2 points for each correct circled box

Total Points _____

Section #5 (See page 10)

Total Possible Points: **4**

Give yourself 1 point for each correct answer

Answer #1: Yes

Answer #2: Yes

Answer #3: No

Answer #4: Yes

Total Points _____

Add together all your points from page 13 & 14 and enter your score below. Be sure to date and note time of day this test was taken. This score will become your baseline score allowing you to track your progress after you take the next test in 30 days.

Note: You can also take these tests and track your results online at:
www.simplesmartscience.com/my-better-memory

Score from TEST #1

Your Score:

Date:

Time:

TOTAL POSSIBLE POINTS: 26

This is not a test to compare yourself against others, so there are no ranges of good and bad. This is a test to see how you improve your memory over time so the only one you are competing against is yourself.

Mark your calendar to take the next tests in 30 and 60 days. Do that right now. Then, see how your score improves over time.

OUR PRODUCTS



Simple Smart Science
Proprietary Formula
Not Sold in Stores

MINDBOOST™ DAY

MindBoost Day is our most advanced memory and brain health support formula. Science-backed ingredients at clinically tested dosage levels help you achieve healthy, optimal brain function!

Our Scientific Team spent years researching case studies, reviewing clinical findings, and collaborating with top scientific nutrition and brain health experts to create MindBoost Day.

What to expect within 120 days of using MindBoost Day daily as directed

Studies have shown the ingredients in MindBoost Day may help with:

- ✓ **Improved speed of learning** — learn more, faster and easier. No more needing your kids or grandkids to show you how to use that app on your phone again,
- ✓ **Improved focus and attention** — get more done in less time so you have more time for family, friends and yourself,
- ✓ **More clarity** — make better decisions to be more confident in your daily life,
- ✓ **Faster memory recall** — so you have fewer of those frustrating “tip-of-the-tongue” moments or embarrassing “senior moments,”
- ✓ **Less stress and anxiety** — to feel calmer and more balanced on a daily basis,

- ✓ **Improved memory retention** – to help remember those special moments that bring life to life,
- ✓ **Help reduce the damage** – already done in your brain from decades of bad habits, stress and poor food choices, and
- ✓ **Ongoing neural protection** – be proactive to help protect your brain from more damage to live a long, mentally healthy life.

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.

Other important product benefits include:

- ✓ No artificial ingredients or preservatives
- ✓ Approved for vegetarians
- ✓ Gluten Free

Supplement Facts			
Serving Size 1 Vegetable Capsule			
Servings Per Container 30			
Amount Per Serving		%DV	
Vitamin D3 (as Cholecalciferol)	800 IU 20 mcg	100%	
Vitamin B6 (as pyridoxal-5-phosphate)	10 mg	588%	
Folate (as 5-methyltetrahydrofolate calcium)	850 mcg DFE	212%	
	500 mcg		
Vitamin B12 (as Methylcobalamin)	500 mcg	20833%	
Brain Formula Proprietary Blend:		660 mg	*
Bacopa Leaf 4:1 (Bacopa monnieri) (herb)			
Rhodiola Extract 4:1 (Rhodiola rosea) (root)			
*Daily Value not established			

Other Ingredients: Hypromellose (capsule), rice flour.

WARNING: CONSULT YOUR PHYSICIAN BEFORE USING THIS OR ANY PRODUCT IF YOU ARE PREGNANT, NURSING, TRYING TO CONCEIVE, TAKING MEDICATION OR HAVE A MEDICAL CONDITION.

TO REORDER, VISIT: WWW.SIMPLESMARTSCIENCE.COM

STORE AT ROOM TEMPERATURE, IN A DRY PLACE.

DO NOT USE IF CLEAR NECK SEAL IS BROKEN OR MISSING.

KEEP OUT OF REACH OF CHILDREN

Manufactured for: Simple Smart Science™
807 Airport Access Rd, Traverse City, MI 49686
888-503-2911

MB021V02

Precautions: As with any new nutritional supplement regimen, you may want to talk to your doctor before beginning.

Serving size: 1 capsule taken in the morning with food. Can safely be taken twice a day for faster results, one with breakfast and one with lunch.

INACTIVE INGREDIENTS:

Hydroxypropyl methylcellulose (capsule), rice flour.

Please visit simplesmartscience.com/mindboost-day for the references to the scientific studies.



TIP: Visit our Wellness Section starting on page 29 to find out how to supercharge your MindBoost Day results when combined with these specific, healthy lifestyle changes.

HOW QUICKLY WILL I SEE RESULTS?

MindBoost Day works differently for each person because each person's brain and nutritional needs are unique. There are no stimulants, so you won't feel "revved" up or jittery like you've just had caffeine. We like to say it gives you the results without the caffeine jitters.

Our ingredients work over a period of time. A lot of people notice results in a few weeks reporting a sense of overall wellbeing, health, sharper focus and clarity.

For others with greater dietary deficiencies, it may be more gradual. They may notice a difference after a month or two when they realize that they remembered everything they needed at the store without writing it down. It depends where your baseline is.

If you have decades worth of deficiency and neglect it may take more time to notice a difference.

That's why we highly recommend taking the written tests included in this pamphlet so you'll be able to track your results.

See what one consumer wrote to say about MindBoost Day –

**real
stories**
from real people

"Just wanted to let you know that I've improved my Luminosity score by 47 points in the 8 weeks that I have been taking Mind Boost. I'm not as "foggy" as I used to be, I'm clearer in my thinking, and my word finding (which had been a problem) is not as much of a problem anymore! I am VERY pleased with this product. Thank You!" — Cecile P.

Visit our site to read more about MindBoost Day:
simplesmartscience.com/mindboost-day



ALPHA OMEGA DHA™

This vital nutrient for brain health is critical to the development and function of your brain cells.

DHA is just one of three Omega-3 fatty acids found in our Alpha Omega DHA formula. Research shows it is also one of the most beneficial ingredients for healthy brain function.

Alpha Omega DHA is so powerful that after just the first week you might begin to notice your thinking is clearer, your memory recall seems better, even faster.

Unlike ordinary fish oils that only focus on the fatty acid EPA (because that's all that they contain), ours is formulated with equally high levels (700mg) of both DHA and EPA at a 1:1 ratio so they work in concert to truly support memory and optimal healthy brain function. In addition, our formula uses only wild-caught small fish and uses a comprehensive distillation process that yields consistent purity, bottle after bottle.

It's almost hard to imagine so many benefits in one little supplement, but research shows DHA and EPA may help:

- ✓ **Improve cognition and thinking** — make solid decisions,
- ✓ **Fight memory loss** — be well longer,
- ✓ **Improve mood and outlook** — live happier and more optimistic,
- ✓ **Improve memory recall** — remember names, numbers, and conversations more easily,

- ✓ **Promote cardiovascular health** — for a higher quality standard of life, and
- ✓ **Support joint health** — feel better and be even more active!

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.

Other important product benefits include:

- ✓ No artificial ingredients or preservatives
- ✓ Approved for vegetarians
- ✓ Gluten Free

Suggested Use: As a dietary supplement, take 2 softgels daily, or as directed by your healthcare practitioner.

Supplement Facts		
Serving Size 2 Softgels		
Servings Per Container 30		
Amount Per Serving	% Daily Value	
Calories (energy)	25	
Total Fat	2.5 g	3%*
Cholesterol	15 mg	5%
Protein	<1 g	
Total Omega-3 Fatty Acids as TG	1600 mg	†
EPA (Eicosapentaenoic Acid) as TG	700 mg	†
DHA (Docosahexaenoic Acid) as TG	700 mg	†
Additional Omega-3 Fatty Acids as TG	200 mg	†

*% Daily Value (DV) based on a 2,000 calorie diet.
 † % Daily Value (DV) not established.

Ingredients: Highly Refined and Concentrated Omega-3 Marine Oil (anchovy, squid, sardine, mackerel), Natural Lemon Flavor, Proprietary Antioxidant Blend (natural mixed tocopherols), rosemary extract, and ascorbyl palmitate)

This product is PCB tested and guaranteed to be within Prop 65 limits.

Allergy Warning: Contains Soy.
 MANUFACTURED FOR: SimpleSmartScience™ 807 Airport Access Rd, Traverse City, MI 49686 888-659-2811

Allergy Warning: Contains Soy.

Precautions: As with any new nutritional supplement regimen, you may want to talk to your doctor before beginning. This product contains soy.

Serving size: 2 capsules taken in the morning with food. Can safely be taken 2 times a day for faster results, once with breakfast and once with lunch.

Please visit [simplesmartscience.com/alpha-omega-dha](https://www.simplesmartscience.com/alpha-omega-dha) for the references to the scientific studies.



HOW QUICKLY WILL I SEE RESULTS?

DHA and EPA are shown to work to help nurture your memory in as little as 30 days.

Encouraging studies on school-age children found that their grades improved by 8% in only 30 days of supplementing with DHA.

For others, it may work a little more gradually. Depending on the level of Omega-3 deficiency, it may take more time, even 5 months or more.

Alpha Omega DHA has the highest level of DHA per serving than any other product sold on the market today.

Omega-3's are the #1 doctor recommended supplement to take for life.

Here's what two customers recently shared with us about Alpha Omega DHA –

**real
stories**
from real people

"After a week, I could tell a difference. After 2 weeks, my husband could tell a difference and after 3 weeks, everybody could tell a difference. I intend to take this for the rest of my life, because it works..."

— Jonna, 68 years old

"I bought the Alpha Omega DHA product and after thirty plus days I am amazed at the difference. This omega-3 supplement is different in concentration and formulation than others. I speak frequently, usually 4 or 5 times a week. Recalling names and events, memorizing for presentations, connections, everything is much better -Thanks!" — William H.

Visit our site to read more about Alpha Omega DHA:
simplesmartscience.com/alpha-omega-dha



TIP: Visit our Wellness Section starting on page 29 to find out how to combat even more inflammation when your Alpha Omega DHA is combined with these changes.



MINDBOOST™ NIGHT

Sleep better while enhancing your memory and focus with MindBoost Night.

Did you know that the memory issues you're experiencing during the day could be caused by a lack of depth and quality of sleep at night?

While you sleep, your brain resets and repairs, rejuvenates and consolidates memories.

However, if you are consistently sleep deprived, your neurons, the information messengers in your brain, may become depleted making it harder for them to perform at their best.

Couple that with stress of any kind, even stress about the inability to get a restful night's sleep, and you've got a recipe for less-than-optimal brain health.

MindBoost Night will help you achieve a better quality of sleep which may also help to:

- ✓ **Retain new information** — like names, dates, and new subjects,
- ✓ **Recall memories quickly** — you'll feel like you have less 'Senior Moments',
- ✓ **Wake up feeling rested** — spring out of bed ready for the day, every morning,
- ✓ **Address weight difficulties** — poor sleep has been shown to contribute to difficulties with weight,

- ✓ **Have extra energy** — for yourself or for your family,
- ✓ **Be happy** — exhaustion causes anxiety and can keep you up at night.

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.

Other important product benefits include:

- ✓ No artificial ingredients or preservatives
- ✓ Approved for vegetarians
- ✓ Gluten Free

MindBoost Night works naturally and is formulated with a powerful type of adaptogens called nootropics. Nootropics are natural ingredients that work by supporting your endocrine system and your brain’s control center - the hypothalamus to help eliminate stress while helping to improve cognition and memory.

By reducing stress and thus creating a calmer state it allows the brain chemical GABA to work its magic and shut off your brain so you can get a good quality night’s sleep without feeling drowsy the next morning. So you wake up feeling rejuvenated and refreshed.

Supplement Facts		
Serving Size: 2 Veggie Capsules		
Servings Per Container: 30		
	Amount Per Serving	%DV
Vitamin B1	12 mg	800%
Vitamin B2	12 mg	700%
Vitamin B5	16 mg	160%
Vitamin B6	8 mg	400%
Niacin	28 mg	140%
Biotin	300mcg	100%
Calcium Carbonate	25 mg	3%
Magnesium Oxide	25 mg	6%
Zinc Oxide	25 mg	160%
Potassium	25 mg	***
Proprietary Blend	830 mg	**
<small>Rhodiola Ext Sal 1% HPLC, Lutein 5%, Ashwagandha, Chamomile, GABA, Lemon Balm, Skullcap, Hawthorn, Bacopa (Brahmi), Magnolia, Passion Flower, Valerian, L-Theanine, Oat Straw (Avena Sativa) 20:1, Mucuna Pruriens 14% HPLC, St John's Wort, Hops, Griffonia Seed Ext 5-HTP</small>		
<small>** Daily Value (DV) not established</small>		
<small>*** Less than 2% of Daily Value</small>		

Inactive Ingredients: Cellulose (Vegetable Capsule), Rice Flour, Magnesium Stearate, Silicon Dioxide.

Manufactured for: Simple Smart Science™, PO Box 2854, Denver, CO 80221
1-888-503-2911 WWW.SIMPLESMARTSCIENCE.COM

Precautions: As with any new nutritional supplement regimen, you may want to talk to your doctor before beginning.

Other Ingredients: Cellulose (Vegetable Capsule), Rice Flour, Magnesium Stearate, Silicon Dioxide.

Serving size: 2 capsules taken 1-2 hours before bed with food.

Please visit simplesmartscience.com/mindboost-night for the references to the scientific studies.



HOW QUICKLY WILL I SEE RESULTS?

The ingredients in MindBoost™ Night are formulated to work right away.

Many of the ingredients, including lemon balm and chamomile extract, have an almost instant anti-anxiety and calming effect.

However, for those with chronic sleep issues, it may take 2-3 weeks to really be able to fall asleep faster.

As noted, MindBoost Night is an all-natural solution to night time anxiety and stress, two culprits that can keep you awake, or wake you up in the middle of the night preventing you from experiencing a quality night's sleep.

MindBoost™ Night works to give you a full night's sleep, every night, without harmful or addicting sedatives. You'll wake up feeling refreshed with no 'hang over' feeling unlike what you may experience with an over-the-counter or prescription sleep medicine.

See what one consumer recently wrote to say about MindBoost Night –

**real
stories**
from real people

"I have been sleeping like a champion. My barometer for a successful night's sleep is not waking up at 3AM. This hasn't happened on your watch. THANK YOU! I'm still waiting for the bags to disappear under my eyes-you'll be the first to know." — Mary, Denver, CO

Visit our site to read more about MindBoost Night:
simplesmartscience.com/mindboost-night



TIP: Visit our Wellness Section starting on page 29 to find out how what you do in the morning, determines how well you sleep at night.

CERTIFIED MEMORY COACHING PROGRAMS



MEMORYGURU

The Memory Guru Coaching Programs are comprised of a 10-week integrative program led by certified coaches who will empower you by providing the knowledge, tools, and accountability you need to overcome memory challenges, and take back control.

Applying the science-based 10 Pillars of Brain Health protocol, a specially trained and certified Memory Guru coach will help you identify and resolve major roadblocks to achieve your desired brain health and memory goals.

Our Memory Guru coaches will help you transform your cognitive wellbeing and help put an end to constantly worrying about memory loss. In this immersive program, our certified coaches will help you to:

- Improve memory & focus,
- Think with clarity & be more decisive,
- Eliminate stress & regain control,
- Be more confident in social situations, and
- Enjoy a greater quality of life.

Navigating memory challenges alone can be scary, but with the knowledge and guidance from our staff of certified coaches, you will never be alone during this journey.

Each live coaching session provides a nurturing, supportive environment that “meets you where you are” so that together, you can achieve measurable success. This will enable you to experience “break-through” results that are almost impossible on your own.

Plus, each coach incorporates the knowledge and experience from our team of recognized experts in the fields of health, nutrition, exercise, alternative medicine, psychology, and brain health to create a fully integrated “action plan.”

Backed by scientific research and clinical trials, the strategies of the Memory Guru program help optimize brain health, memory, and executive function so you can stay sharp and experience the best life has to offer.

1-ON-1 COACHING PROGRAM

Each dedicated and certified Memory Guru coach in the 1-on-1 program is with you “every step of the way” to personally ensure you reap all the benefits from your personalized “action plan.” You choose when and how you meet/huddle with your coach, giving you the greatest flexibility to work around your communication preferences and busy schedule.

What you will receive with this program:

- **Dedicated Coach** – focused on the areas that will make the greatest improvement in your brain health,
- **Personalized Plan** – fully customized approach to address your specific memory challenges and brain health needs,
- **Email Summary of Calls** – provides a powerful reference tool compiled by your personal coach that can be easily printed as a handy reminder or filed for future reference,
- **Online Memory Tests** – provides vital feedback by measuring and tracking your progress every 30 days, even after the program has ended,
- **Weekly Meetings** – keep you on track, accountable, and provides an opportunity to celebrate successes and address new challenges in a timely manner as they arise,
- **30-Day Memory Training Program** – delivers tips and techniques to reinforce key aspects of your personalized plan to further strengthen your memory “muscles,”
- **24/7 Email Support** – ensures discrete and personalized support right when you need it most,
- **Stress-Busting Meditations** – proven to help reduce the toxic effect of stress on your body & brain, especially your memory.

Here’s what a recent 1-on-1 Memory Guru Coaching client wrote to tell us —

**real
stories**
from real people

“As a recently retired special education teacher, who is taking care of her 94 year old mother (she has Alzheimer’s and severe arthritis), I was really looking for answers - not just for Mom, but for myself as well.

I was always tired, I had a cloudy brain and scattered thoughts. Taking care of Mom all day, getting up multiple times a night to take her to the bathroom meant I was getting little or no sleep. I was chronically stressed.

While I did not see any way around my situation, my coach DID! I became INSPIRED! I believed that everything was going to be ALRIGHT and that a HUGE burden was lifted off my shoulders - I did not have to figure this all out by myself anymore.! Soon, I was able to recognize & conquer a number of triggers that had gotten in the way of my success in the past.

While not free, it was worth every penny! I've lost 15lbs, lowered my A1c to 6.1, and reduced my need for medications. Now I get 8-9 hours of sleep (Mom is getting more sleep too), and my restless legs and hot flashes are better too!

Following my personalized "action plan", I regained control. I've even added things "back" to my schedule – taking Spanish lessons, cooking, taking a sick friend to the doctor ,and looking after my 2 granddaughters one day a week. All this without hiring extra help!

That's why I recommend this program to everyone I meet!"

Susannah H

GROUP COACHING PROGRAM

This 10-week group coaching program is a great option for those who seek a more collaborative approach towards improving your memory.

Group settings provide an important space for socialization, networking, collaboration, and story sharing, while also providing added support during your journey of improving your memory & brain health.

During your weekly group sessions, the program will cover the 10 Pillars of Brain Health and your group health coach will be accessible before, during, and after your meetings to help answer any questions or specific obstacles you may encounter.

What you will receive with this program:

- **Weekly Group Meetings** – keep the group on track, accountable, and leverages the collective wisdom and shared purpose of group members to create a dynamic atmosphere of learning and empowerment,
- **24/7 Facebook Support** – private user group enhances personal wellbeing with expanded sense of community, shared experiences, and “real time” solutions for life’s most challenging problems,
- **Recorded Group Sessions** – provides a digital reference to complement your notes, and serves as a reminder of what was discussed each week,
- **Online Memory Tests** – provides vital feedback by measuring and tracking your progress every 30 days, even after the program has ended,
- **Stress-Busting Meditations** – proven to help reduce the toxic effect of stress on your body & brain, especially your memory.

Visit our website to learn more about our Memory Guru Coaching programs at: simplesmartscience.com/memory-guru-coaching-program

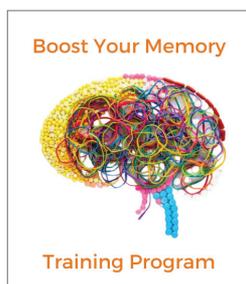
Read what a recent participant had to say about their Memory Guru Group Coaching experience -

**real
stories**
from real people

“The group Memory Guru Coaching sessions are packed with very useful information and presented in an easy-to-follow and understandable format. Most of the information I have not heard before while some of it I knew but needed to be reminded of. The coaching really helped to give me the push I needed to implement improvements in my life. This is an amazing and life changing program.”

Kathleen L.

BOOST YOUR MEMORY TRAINING PROGRAM



This accelerated online training series was created by Julia Lundstrom, noted Neuroscience and Brain Health educator. It is specifically designed to help make a measurable improvement in your memory, as measured by Cambridge University memory tests, over the course of just 30 days.

If you're not thinking as fast as you used to or have a hard time remembering thoughts in the middle of a sentence, join Julia as she provides science-based instruction, tools, and techniques to help you return to optimal healthy brain function.

Learn more at: simplesmartscience.com/boost-your-memory-training-program

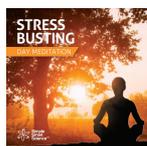
MEDITATIONS FOR STRESS & BRAIN HEALTH

There is a growing school of thought among neuroscientists that stress is actually your brain's #1 enemy and is the single largest reason for your memory issues.

Few people realize over 1,600 studies have been conducted on ancient and modern-day meditation practices and how it reduces stress in your brain and body.

That's why we developed and offer our Stress Busting Day Meditation and our Sweet Dreams Night Meditation.

Each meditation is the perfect complement and balance between ancient meditation techniques (validated by some of the most prestigious institutions and health organizations), *and* state-of-the-art binaural audio technology.



The Stress Busting Day Meditation can be purchased online and downloaded at simplesmartscience.com/stress-busting-day-meditation or you can now order it on a CD.

The Sweet Dreams Night Meditation can be purchased online and downloaded at simplesmartscience.com/night-meditation or comes bundled with our Stress Busting Day Meditation on a CD for a more convenient listening option.



MEMORY AND BRAIN HEALTH WELLNESS

Getting the best memory and brain health possible starts with giving your brain the nutrition it needs with Simple Smart Science's supplements.

If you want to maximize your experience with our brain boosting supplements, we can help you change your lifestyle habits as well.

Simply familiarize yourself with the 10 Pillars of Brain Health in the next section, put them into action, and you are on your way!

YOUR BEST MEMORY AND BRAIN HEALTH START HERE:

10 PILLARS OF BRAIN HEALTH



- 1 EXERCISE:** Get out and exercise everyday! Taking a 15-30 minute walk greatly increases your brain's ability to store and recall more memories. This also increases the oxygen flow to your brain which makes you have more energy and think clearer.



- 2 FOOD:** Eat brain and heart healthy foods. Sugar and processed foods eat away at your brain cells and memory. The bad toxins, bacteria and even mold in your gut, feed off of this sugar and are the cause of many diseases, including Alzheimer's. Instead, eat foods that stimulate brain cell growth like fish, nuts, lean meat, fruit, and vegetables. Most anything that has a shelf life of more than a few days should be avoided.



- 3 MEDITATE:** Meditate every day! There are over 1,600 studies around the benefits of meditation, especially on the levels of the stress chemical cortisol, which directly eat away at your memory. Meditation has been shown to physically grow the memory sector of the brain, the hippocampus.

We recommend our Stress Busting Day Meditation for those that are having trouble managing your anxiety and stress levels on a daily basis.

You can find it here at simplesmartscience.com/stress-busting-day-meditation. Try our Sweet Dreams Night Meditations if you are walking

around in a fog most days because you just can't get to sleep or stay asleep.

You can find the Sweat Dreams Night Meditation here: simplesmartscience.com/night-meditation



4 LEARN: Learn something new every day! Continuing to learn grows brain cells which will help fight depression, disease and memory lapses.



5 SLEEP WELL: Sleep is the most reparative thing you can do for your brain! The average person needs 6-9 hours of sleep a night, almost without exception. Prioritize it and get help from a professional if you are having more than 3 weeks of consecutive sleep issues. You can also sign up for our free workshop The New Science of Age Related Sleep Problems by going to simplesmartscience.com/sleep-workshop.



6 SOCIALIZE: Simply call someone, have lunch with a friend you haven't seen for a while or send someone a note of encouragement. Socially connected people have been found to have healthier brains than people who limit or avoid social interaction.



7 SUPPLEMENT: Get the extra nutrients your brain needs to support memory and optimal healthy brain function! Food and diet alone may not be providing all that your brain needs to stay healthy. Regardless of which supplement you choose, science finds Vitamin B6 and Vitamin B12 are a must for proper brain health support, as are omega-3 fatty acids and folic acid.



8 USE IT OR LOSE IT: Your memory is like a muscle. The more you use it, the stronger and bigger it gets. Practice memory exercises or use online brain games to stimulate your memory.



9 STRESS REDUCTION: Getting your stress under control is a must. Stress causes all sorts of ailments: inflammation, chemical imbalances, sleep deprivation, and even bad relationships. We recommend really looking at your lifestyle and working with a professional to make the changes you need.



10 BREATHWORK: The power of the breath has been practiced in ancient traditions for thousands of years. It enables a deeper connection between body and mind. When done properly, controlled breathing leads to many tangible health benefits: more energy, counteracts the damaging effects of stress, enhances pain tolerance, and helps support your natural anti-inflammatory defenses in the body and brain.

Visit our blog at simplesmartscience.com/posts for many useful articles on how to implement the above lifestyle suggestions and learn even more brain health tips.



WELCOME TO THE FAMILY!

We are so honored that you've chosen to go on this journey with us and we want to give you a gift that will never stop giving: a better memory!

You've probably heard of the Forever postage stamp. They can be used to mail First Class letters no matter what the postal rate -FOREVER.

We want to give you a coupon that's good on your next purchase, and...FOREVER after. 😊

The next purchase you make on our website (simplesmartscience.com) just enter the coupon code **FOREVER** and you'll save 20% on that order and all future orders with us.

As always, with every purchase within the continental USA, you receive free domestic shipping and every customer gets a 120 day money back guarantee

Please reach out to us with any questions or feedback at support@simplesmartscience.com. We love to hear from you!

**WE ARE HERE FOR YOU,
THE SIMPLE SMART SCIENCE FAMILY**



MEMORY TESTS 2 & 3

You can also take this test online at:
www.simplesmartscience.com/my-better-memory



MEMORY TEST 2

1

Photo recognition:

Look at 12 photos for 3 seconds each.



2

Read aloud to memorize this sequence of numbers.

You will be asked to recall them later.

Give yourself 15 seconds to do this.

43521

3

Select True or False for the following statements:

A The square is inside the circle.



True
False

B The circle is not inside the square.



True
False

C The star does not encapsulate the circle.



True
False

D The star is not inside the circle.



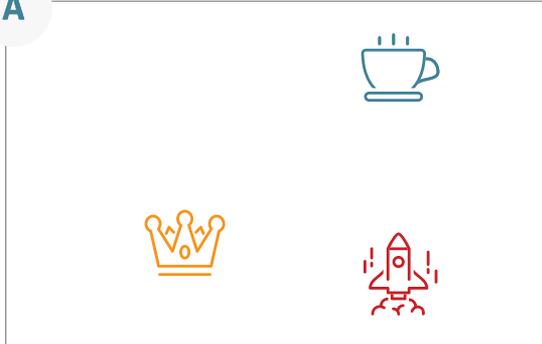
True
False

4

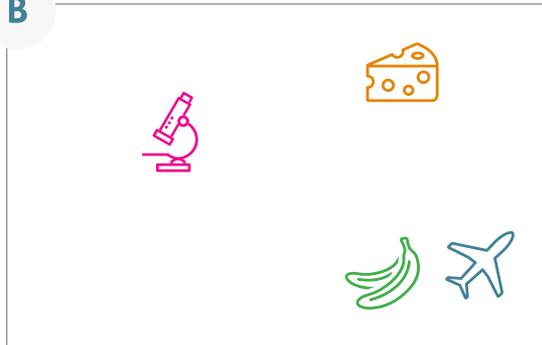
Look closely at the objects and the pattern that they make.

On the next pages, you will be asked to remember which object is where.

A



B

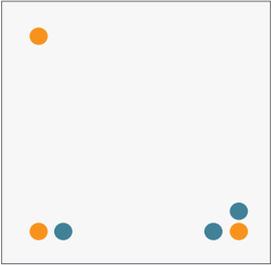
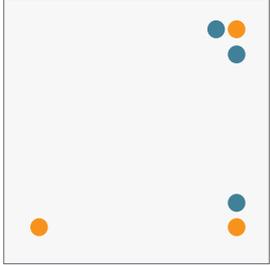
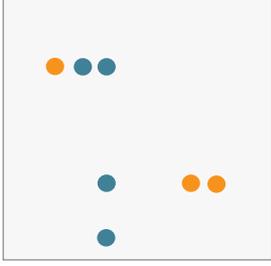
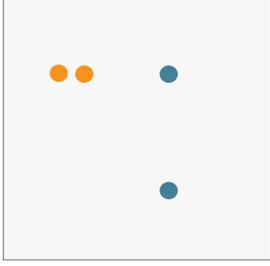
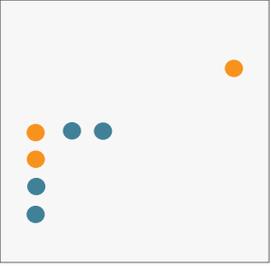
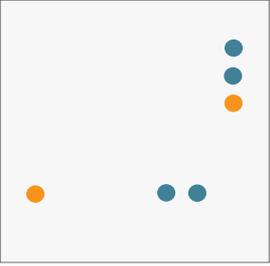
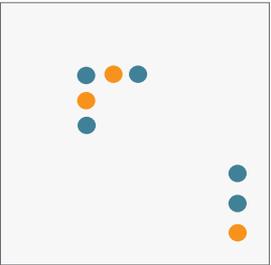
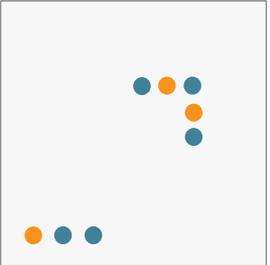


C



5

Look at the pairs of boxes below. If you could turn or rotate one of them within each pair, would the patterns inside match the other? Mark Yes or No.

A			Yes No
B			Yes No
C			Yes No
D			Yes No

MOVE THIS PAGE AWAY WHERE YOU CAN'T SEE IT, THEN GO TO THE FOLLOWING PAGE. ▶

HOW DID YOU DO?

6

Look at the following images.

Without looking back, circle the ones that you can remember from the first set of images.



7 From section #4 on a prior page, you saw images in patterns.

In the first set of icons ☕ 👑 🚀, circle the box the ☕ is under.

A

	☐
👑	☐

In the second set of icons 🔬 🏠 🍌 ✈️, circle the box the 🍌 is under.

B

	☐
☐	☐
	☐ ✈️

In the third set of icons 🍦 💡 🍺 🧑 📐 💎, circle the box the 🍦 is under.

C

	☐		
☐	☐	📐	☐

SCORING

Look back at sections 1 then 2 and score your answers based on the guidelines below.

Section #1 (Compare page 38 to page 34) **Total Possible Points: 6**

For each correctly circled square, count 1 point. For each incorrect circle, take away 1 point.

Total Points _____

Section #2 **Total Possible Points: 6**

Remember the sequence of 5 numbers that you said out loud. Write them here.

Now, look back at the top of page 35.

Give yourself 1 point for each number you remembered.
Give yourself an extra point if you remembered them in the correct order.

Total Points _____

Section #3 (See page 35) **Total Possible Points: 4**

Give yourself 1 point for each correct answer

Answer #1: False

Answer #2: True

Answer #3: True

Answer #4: True

Total Points _____

Section #4

Total Possible Points: **6**

Compare your answers on page 39 with page 36.
Give yourself 2 points for each correct circled box

Total Points _____

Section #5 (See page 37)

Total Possible Points: **4**

Give yourself 1 point for each correct answer

Answer #1: Yes

Answer #2: No

Answer #3: No

Answer #4: Yes

Total Points _____

Add together all your points from page 40 & 41 and enter your score below. Be sure to date and note time of day this test was taken. You can then compare this score with your baseline score taken 30 days ago from page 14. In doing so, this will allow you to track your progress after you take the next test in 30 days.

Note: You can also take these tests and track your results online at: www.simplesmartscience.com/my-better-memory

**Score from
TEST #2**

Your Score:

Date:

Time:

This is not a test to compare yourself against others, so there are no ranges of good and bad. This is a test to see how you improve your memory over time so the only one you are competing against is yourself.

Mark your calendar to take the next test in 30 days. Do that right now. Then, see how your score improves over time.

TOTAL POSSIBLE POINTS: 26

MEMORY TEST 3

1

Photo recognition:

Look at 12 photos for 3 seconds each.



2

Read aloud to memorize this sequence of numbers.

You will be asked to recall them later.

Give yourself 15 seconds to do this.

65580

3

Select True or False for the following statements:

A The square is inside the circle.



True
False

B The circle is not inside the square.



True
False

C The star does not encapsulate the circle.



True
False

D The star is not inside the circle.

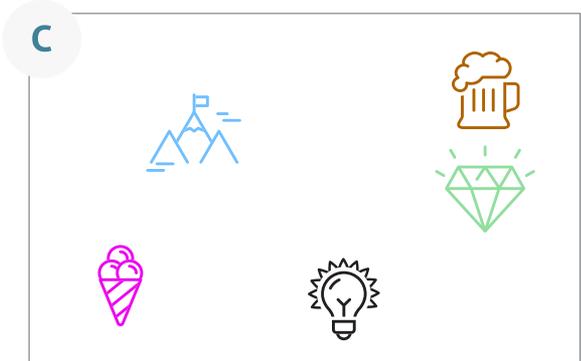
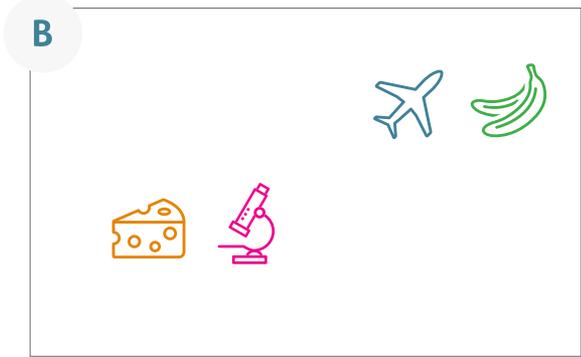
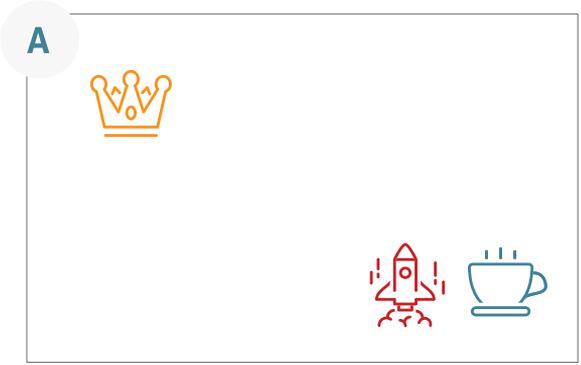


True
False

4

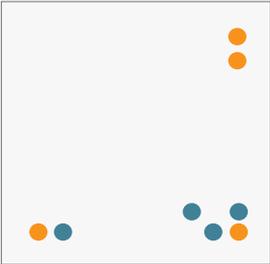
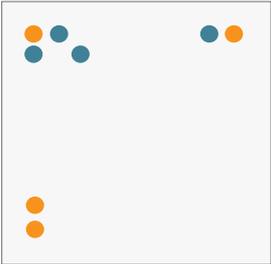
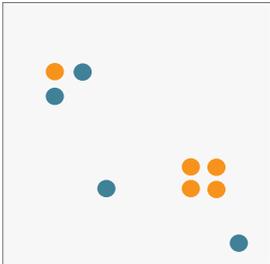
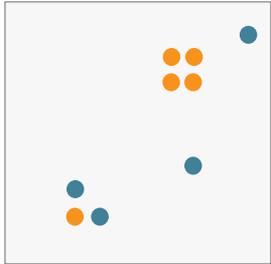
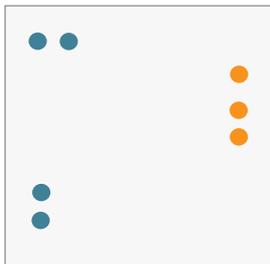
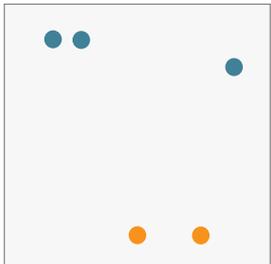
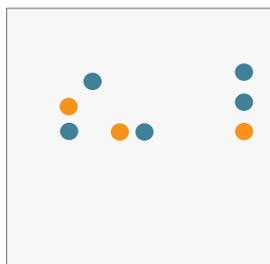
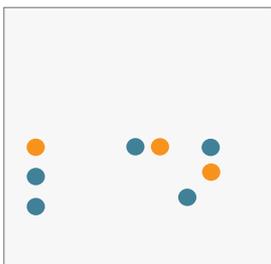
Look closely at the objects and the pattern that they make.

On the next pages, you will be asked to remember which object is where.



5

Look at the pairs of boxes below. If you could turn or rotate one of them within each pair, would the patterns inside match the other? Mark Yes or No.

A			<p>Yes</p> <p>No</p>
B			<p>Yes</p> <p>No</p>
C			<p>Yes</p> <p>No</p>
D			<p>Yes</p> <p>No</p>

MOVE THIS PAGE AWAY WHERE YOU CAN'T SEE IT, THEN GO TO THE FOLLOWING PAGE. ▶

HOW DID YOU DO?

6

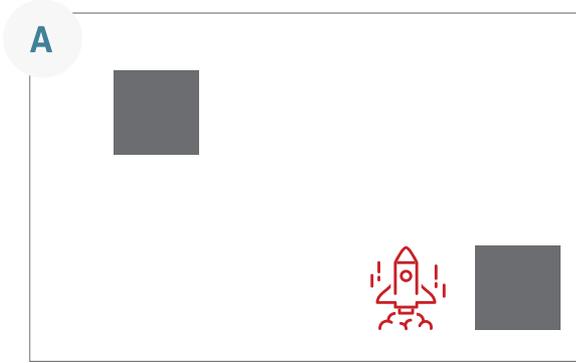
Look at the following images.

Without looking back, circle the ones that you can remember from the first set of images.

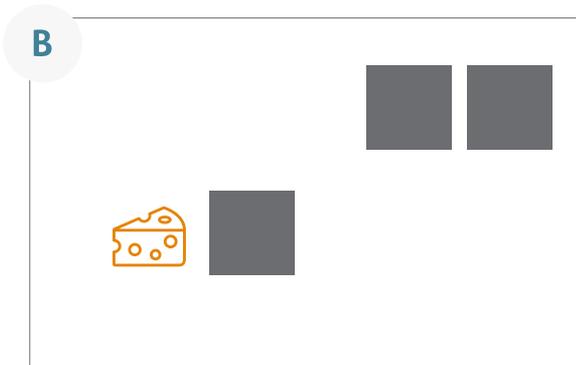


7 From section #4 on a prior page, you saw images in patterns.

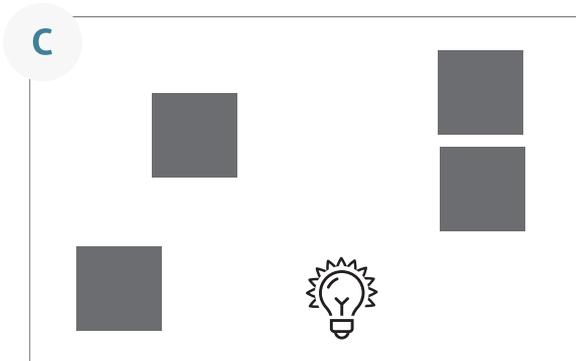
In the first set of icons   , circle the box the  is under.



In the second set of icons    , circle the box the  is under.



In the third set of icons     , circle the box the  is under.



SCORING

Look back at sections 1 then 2 and score your answers based on the guidelines below.

Section #1 (Compare page 46 to page 42) Total Possible Points: 6

For each correctly circled square, count 1 point. For each incorrect circle, take away 1 point.

Total Points _____

Section #2 Total Possible Points: 6

Remember the sequence of 5 numbers that you said out loud. Write them here.

Now, look back at the top of page 43.

Give yourself 1 point for each number you remembered.

Give yourself an extra point if you remembered them in the correct order.

Total Points _____

Section #3 (See page 43) Total Possible Points: 4

Give yourself 1 point for each correct answer

Answer #1: False

Answer #2: True

Answer #3: True

Answer #4: True

Total Points _____

Section #4

Total Possible Points: **6**

Compare your answers on page 47 with page 44.
Give yourself 2 points for each correct circled box

Total Points _____

Section #5 (See page 45)

Total Possible Points: **4**

Give yourself 1 point for each correct answer

Answer #1: Yes

Answer #2: Yes

Answer #3: No

Answer #4: Yes

Total Points _____

Add together all your points from page 48 & 49 and enter your score below. Be sure to date and note time of day this test was taken. You can then compare this score with your baseline score taken 60 days ago from page 14 and the most recent test taken 30 days ago from page 41.

Note: You can also take these tests and track your results online at: www.simplesmartscience.com/my-better-memory

Score from TEST #3

Your Score:

Date:

Time:

This is not a test to compare yourself against others, so there are no ranges of good and bad. This is a test to see how you improve your memory over time so the only one you are competing against is yourself.

TOTAL POSSIBLE POINTS: 26

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