

# Zembrin®

COGNITIVE HEALTH

## ZEMBRIN IS EXPERIENTIAL – FEEL THE BENEFITS!



- Standardized extract from naturally occurring chemotype
- Clinically studied for safety & efficacy
- Developed by a team of physicians and neuroscientists
- Multiple patents for unique mechanism of action
- Fully traceable from seed to extract
- Supported by over 300 years of indigenous and colonial plant use
- Self-affirmed GRAS
- Ecologically sustainable through proprietary cultivation
- Socially responsible through indigenous benefit-sharing

Zembrin® is a new, patented botanical ingredient based on more than 300 years of documented indigenous use. Zembrin® is the brand that stands for Socially Responsible utilization of traditional knowledge accumulated over hundreds of years. The product has been awarded the first ever Export and Bioprospecting permit by the South African Government in recognition of the producers' Socially Responsible and Environmentally sustainable practices. Now available in North America, Zembrin® is a plant extract derived from controlled cultivation of an elite selection of *Sceletium tortuosum* herb – bringing the traditional benefits to our market backed by scientific and clinical validation. With formal clinical human safety and efficacy studies, *in vivo* and *in vitro* safety data, and 300 years of published historic use Zembrin®s provides a significant market opportunity. Zembrin® is experiential – users “feel” its benefits.

GROWTH THROUGH INNOVATION



**PLT**  
HEALTH SOLUTIONS

# ZEMBRIN® IS A RIGOROUS EVIDENCE-BASED PRODUCT FOR THE GLOBAL MARKET



Zembrin® is a unique opportunity – an experiential and rapidly acting botanical extract. You actually “feel” its benefits and experience enhanced mood and concentration and relief from stress. Zembrin® is a rigorous evidence-based product for the global market that has been developed over more than a decade by an international team of physicians and neuroscientists.

## Clinical

Stress is well known to negatively impact cognitive function. Zembrin® has been demonstrated to improve cognitive function – both cognitive flexibility and executive function – in a clinical study. A functional MRI (fMRI) study showed that Zembrin® has an effect on the part of the brain that responds to threat/stress. This makes Zembrin® ideal for all working adults – from students to executives, to busy mothers.

Zembrin® has been clinically studied for safety and efficacy. Two clinical trials demonstrate efficacy in humans. In addition, a safety study in humans has also been completed and published.

## Scientific & Regulatory

Zembrin® has a patented phytochemical profile and a patented dual mechanism of action. In addition to discovering novel molecular mechanisms of action for Zembrin®, the scientific team have thoroughly studied the safety of Zembrin® in *in-vitro*, acute and sub-chronic *in-vivo* studies. This safety assessment has recently been published.

In addition to self-GRAS status in the US, Zembrin® has been granted a license from the Natural Health Products (NHP) Directorate of Health Canada. This allows Zembrin® to be marketed in Canada as support for cognitive functioning in healthy adults.

## History of use

Zembrin® is a fully standardized and patented botanical extract based on more than 300 years of documented indigenous and colonial plant use. The standardized extract represents the full unaltered phytochemical profile of the cultivated selection of raw plant material.

## Sustainable Supply

Fully vertically integrated from seed to extract, Zembrin® is based entirely on cultivated plant material using proprietary seeds from our elite plant selection. Grown to Good Agricultural Practices on our strategically located South African farms, Zembrin® is fully traceable.

## Socially responsible

Zembrin® is a socially responsible product. In recognition of the contribution of indigenous knowledge to downstream R&D, Africa's first ever prior-informed consent benefit-sharing agreement was successfully concluded for Zembrin® with indigenous knowledge holders, the South African San Council. Royalties are paid for every bottle of Zembrin® sold.

## Government endorsed

Zembrin® is fully supported by the South African Government, who awarded the first ever Export & Bioprospecting Permit in recognition of the brand's groundbreaking ecologically sustainable and socially responsible practices.

## Traditionally endorsed

Zembrin® is fully supported by the South African San Council, who granted Zembrin® an exclusive endorsement logo.



*First ever San Council seal of approval: Citation for Zembrin's Social Responsibility*



*Namaqualand shepherd with Sceletium plant: Custodian of 300 Years of tradition*



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.

Contact PLT Health Solutions for samples and more information.  
**+1.844.PLTHEALTH • www.PLThealth.com**

ZEMBRIN is a registered trademark of HG&H Pharmaceuticals (Pty) Ltd. ©2016 PLT Health Solutions. All rights reserved. P-1  
Printed on Eco-Friendly 30% Recycled Paper.

