



— Your Trusted Source —

## SeroPlus

Introduced 2012



### What Is It?

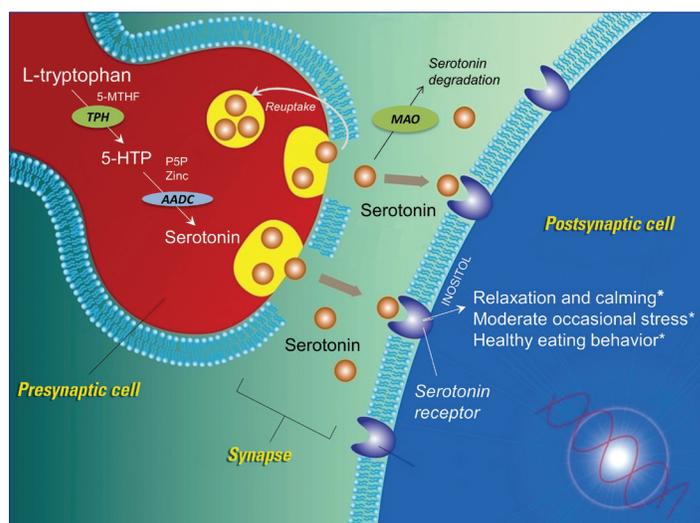
SeroPlus was developed by Pure Encapsulations in conjunction with Dr. James Greenblatt as part of *The Integrative Mental Health Series*, a line of products based on scientific findings as well as decades of clinical experience. SeroPlus provides neurotransmitter precursors to help balance serotonin function in the brain for emotional wellness, relaxation, moderating occasional stress, and maintaining healthy eating behavior. Also critical to each formulation in this series is the inclusion of a vitamin B<sub>6</sub>, zinc and Metafolin® L-5-MTHF cofactor complex. These nutrients are often depleted in individuals due to medications, inadequate diets, and toxic environmental exposures, compromising the ability to properly synthesize neurotransmitters. When replete, these cofactors enhance neurotransmitter function and play a complementary role in supporting emotional wellness.\*

### SeroPlus Functions

- Promotes serotonin synthesis to promote relaxation, moderate occasional stress, and support healthy eating behavior\*
  - Provides serotonin building blocks with the amino acid precursor 5-HTP and enhances 5-HTP availability with niacinamide and zinc\*
    - Optimal niacin and zinc status minimizes the amount of 5-HTP shuttled toward the absorption and activation of these nutrients\*
  - Supports serotonin production with cofactors vitamin C, vitamin B<sub>6</sub> and Metafolin® L-5MTHF; L-5MTHF is the form of folate that easily crosses the blood brain barrier\*
- Enhances healthy sensitization of serotonin receptors and nervous system function with inositol\*
- Maintains healthy serotonin activity and reuptake with taurine\*
- Supports serotonin production with cofactors vitamin C, vitamin B<sub>6</sub> and folate; L-5MTHF is the form of folate that easily crosses the blood brain barrier\*
  - In a randomized controlled trial involving elderly individuals, magnesium offered statistically significant support for positive mood\*
  - In another double-blind, randomized and placebo-controlled trial involving young women, zinc supplementation offered statistically significant support for positive mood\*

### What Is The Source?

Ascorbic acid is derived from corn dextrose fermentation. Niacinamide, pyridoxal 5' phosphate, folate (Metafolin®, L-5-MTHF) and taurine are synthetic. Magnesium and zinc are derived from the lime of rock. 5-Hydroxytryptophan is derived from *Griffonia simplicifolia* seeds. Myo-inositol is derived from rice bran.



**Figure 1. Serotonin neurotransmission.** L-tryptophan is converted to 5-HTP by the enzyme tryptophan hydroxylase (TPH), which requires 5-MTHF. Subsequent conversion to serotonin is mediated by aromatic amino acid decarboxylase (AADC), which requires P5P and zinc. Magnesium is required for supporting the overall integrity of this pathway. When released into the synapse, serotonin is subject to reuptake or degradation by MAO. The remaining serotonin binds to serotonin receptors on the postsynaptic neuron, which use inositol-mediated signal transduction to translate the message into signals that support relaxation, moderation of occasional stress, and healthy eating behavior.\*

### Recommendations

Pure Encapsulations recommends 2-4 capsules daily, in divided doses, between meals.

### Are There Any Potential Side Effects Or Precautions?

Not to be taken by pregnant or lactating women. Certain ingredients have been associated with gastrointestinal side effects such as nausea, heartburn, vomiting, diarrhea or flatulence. Rarely, inositol has been associated with fatigue, headache or dizziness. Consult your physician for more information.

### Are There Any Potential Drug Interactions?

These products are not intended to replace SSRI, MAOI or other psychiatric medications and should only be used under the supervision of a healthcare practitioner. Do not use concurrently with SSRI medications or MAO inhibitors. 5-HTP may be contra-indicated with sedative medications. Consult your physician for more information.

(continued)

\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

## SeroPlus

two vegetarian capsules contain  v 00

vitamin C (as ascorbic acid).....	100 mg
niacin (as niacinamide).....	20 mg
folate (as Metafolin®, L-5-MTHF).....	500 mcg
magnesium (as di-magnesium malate).....	100 mg
zinc (as zinc picolinate).....	10 mg
5-hydroxytryptophan.....	100 mg
inositol (as myo-inositol).....	500 mg
taurine (free-form).....	200 mg
pyridoxal 5' phosphate (activated B <sub>6</sub> ).....	10 mg

other ingredients: vegetarian capsule (cellulose, water)

**2-4 capsules daily, in divided doses, between meals.**

Metafolin® is a registered trademark of Merck KGaA, Darmstadt, Germany.