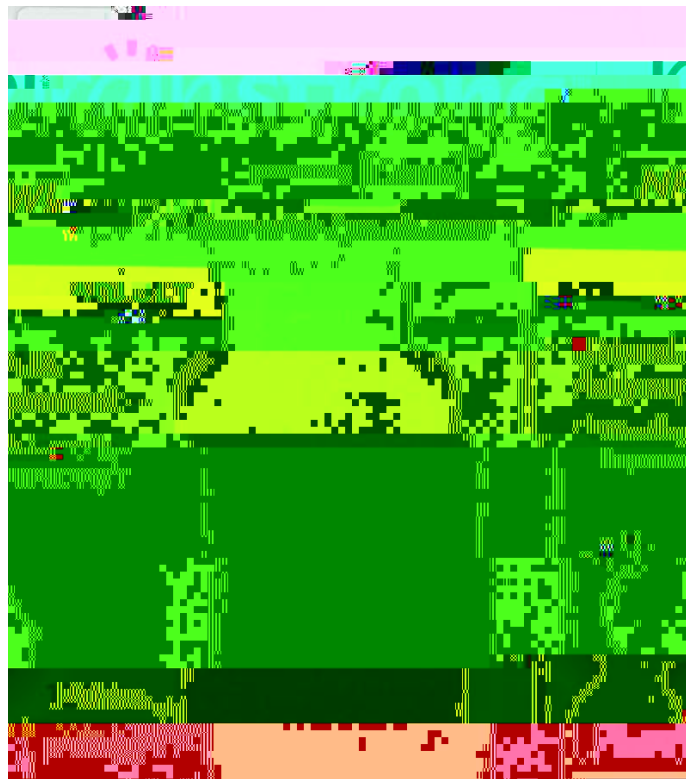


**B. Product Packaging: BrainStrong Adult 120-Count Bottle**



C. **Internet Website:** [www.brainstrongdha.com](http://www.brainstrongdha.com) (Exhibit A)

JUST SAY “NO” TO THE LOSS OF MEMORY.

\* \* \*

### **THE MIDAS STUDY**

Losing your memory as you age may be natural. But improving your memory can also be natural. New BrainStrong™ with *life'sDHA*™, is safe, natural and clinically shown to help protect against normal, cognitive decline as we age.<sup>†</sup>

older adults. The study indicated that the use of DHA improves learning and memory recall in healthy aging adults with mild memory complaints.

**IN OTHER WORDS:**

MIDAS found that healthy people with memory complaints who took 900 mg/day algal DHA capsules for six months had almost double the reduction in errors on a test that measures learning and memory performance versus those who took a placebo, a benefit roughly equivalent to having the learning and memory skills of someone three years younger.

\* \* \*

**Conclusions:**

- 900 mg/day algal DHA supplementation for 6 months resulted in a significant decrease of memory errors on a memory test as well as significant increases to verbal recognition memory scores.

\* \* \*

**A BATTLE PLAN:**

We now have clinical evidence to indicate that 900 mg/day of algal DHA improves memory in aging adults.

*†A recent clinical study showed that adults over 55 with a mild memory complaint, who took 900mg/day of life'sDHA™ for 6 months, improved their short-term memory.*

\* \* \*

BrainStrong Adult is a daily brain health supplement for adults of all ages containing 900mg/serving of a DHA omega-3 fatty acid, which helps protect the brain against normal cognitive decline as we age.

**D. Television Advertisement: "Forget Me Not" (Exhibit B: CD and storyboard excerpt)**





ii. Exhibit D (DSM-FTC-1030)

31 Mar [BrainStrong Twitter image] **BrainStrong DHA @BrainStrongDHA**  
Did you know you can continue learning into your 80s? And BrainStrong has  
been shown to increase memory in adults 55+! **#BrainStrongChamp**

7. There are several types of human memory. Episodic memory is the recollection of specific personal events linked to a time and place. It can be verbal, as in remembering a conversation or a list of grocery items, or nonverbal, as in recalling a major life event (*e.g.*, the birth of a child) or where one left an object. Episodic memory can be of short (minutes) or long (years) duration. The scenario depicted in Exhibit B (a woman not recalling the reason she entered a room – to find her sunglasses) is an example of an episodic memory failure over a short

