

BriteAge® Smart Pill Validated by Prestigious Scientific Journal, 'Intelligence'

In a peer-reviewed publication in the upcoming April edition of the scientific journal 'Intelligence', BriteSmart®, a brain performance supplement, receives further validation of its IQ improving formula.

March 31, 2011 (FPRC) -- Is there really a smart pill that will increase IQ? 'Until recently, people believed that increasing IQ and brain performance was just science fiction. Today it's science fact.' according to Pamela Prince, Director of Operations and Customer Relations at BriteAge® Corporation. BriteSmart®, a natural brain performance supplement from BriteAge®, has already been proven to increase IQ by as much as 6 points in a university-based clinical study. Now that same clinical study of the BriteSmart® formula has received further validation of its IQ improving claim in a peer reviewed publication in the April edition of the prestigious scientific journal, 'Intelligence'.

'In our world of information overload - business success - maybe even survival - requires ridiculously high levels of IQ, creativity and brain energy. People want a solution, which is probably why a movie like 'Limitless', with its imaginary super brain pill, is so intriguing to the public.' states Ms Prince. 'The fact that there really is a brain performance supplement like BriteSmart®, incorporating real science, natural and effective ingredients, legitimate clinical testing, and now a peer review, gets peoples attention.'

The peer reviewed findings of the BriteSmart® clinical study are titled, 'Improving General Intelligence with a Nutrient-Based Pharmacological Intervention'. According to Dr. Richard Hamill, Chairman of BriteAge®, 'Peer Review is a stringent process of evaluation involving qualified individuals within the relevant field. Peer review methods are employed to maintain standards and provide additional credibility to the clinical study conclusions.'

Ceretrophin®, the scientific name for the BriteSmart® formula, is clinically shown to increase IQ by as much as 6 points. This according to a double blind, placebo-controlled study conducted at the Brain Sciences Institute at Swinburne University. BriteSmart® was introduced to the market in 2006 and is sold primarily through Internet retail channels as a Brain Performance Supplement. BriteAge® markets brain health products to career minded users, athletes, and baby boomers looking for increased mental energy, focus and recall in day-to-day activities.

About the Scientific Journal Titled 'Intelligence'

The scientific journal 'Intelligence' is a peer-reviewed academic journal of psychology that covers intelligence and psychometrics. It is published by Elsevier and is the official journal of the International Society for Intelligence Research. Intelligence publishes papers reporting works of original research that make a significant contribution to an understanding of the nature and function of intelligence.

'Intelligence' article is cited as: Stough, C. et al., Improving general intelligence with a nutrient based pharmacological intervention, Intelligence (2011), doi:10.1016/j.intell.2011.01.003

About BriteAge®

BriteAge®-The Brain Health Company, manufactures and sells clinically tested and consumer proven brain performance supplement BriteSmart®, and 2 oz brain performance drink, BriteShot®. Rounding out the product line is BriteShield®, designed to provide protection against memory loss. For more information or to read the Swinburne clinical study, visit www.BriteAgeHealth.com

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