

Braincurreant®

Recharge your brain to achieve its cognitive potential

Brain aging is defined as a decline in cognitive function, impaired neuronal communication, and structural changes in brain architecture. This results in reduced mental clarity, slower processing, poor focus, changes in mood, and increased vulnerability to neurodegenerative diseases

While a natural phenomenon that occurs overtime as a byproduct of age, brain aging can be significantly accelerated by chronic stress, neuroinflammation, and adverse lifestyle factors.

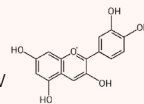
Braincurreant® is a whole fruit powder, harnessing the power of New Zealand blackcurrants to provide a full spectrum brain support—delivering immediate cognitive support and long-term neuroprotection.



Key Bioactives in Braincurreant®

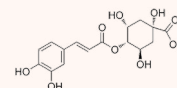
Anthocyanins

- Enhance cerebral blood flow
- Improve microcirculation
- Support memory and attention.



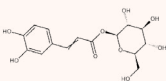
Caffeoylquinic Acids

- Reduce inflammation
- Inhibit MAO-B
- Preserve neurotransmitter levels



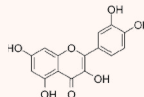
Caffeoyl Glucosides

- Complementary action with other phenolic acids
- Provide sustained antioxidant protection



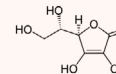
Flavonols

- Support neurotransmitter balance
- Potent antioxidant



Vitamin C

- Potent antioxidant
- Supports neurotransmitter synthesis



Three synergistic mechanisms that Braincurrent® works by:

1. Monoamine Oxidase-B (MAO-B) Enzyme Inhibition

Neurotransmitters, dopamine and serotonin are crucial to healthy brain function. Dopamine drives motivation and memory, while serotonin regulates mood. In addition, both these neurotransmitters actively combat brain aging by:

- stimulating new neuron growth,
- protecting existing brain cells, and
- optimizing communication between neurons.

Within the brain, these neurotransmitters are broken down by MAO enzymes which reduces their levels and generates toxic by products leading to oxidative stress and inflammation.

2. Cerebral Blood Flow Enhancement

For the brain to stay healthy and function properly, it requires communication between brain cells, signals to and from different parts of the body, and healthy cellular maintenance.

As we age, the brain undergoes changes that impact cognitive performance and memory.

Lack of adequate blood flow reduces oxygen and nutrient delivery, slowing cognitive processing and impairing waste clearance. Metabolic waste and toxic proteins accumulate, further compromising neural health resulting in forgetfulness, lack of focus, impaired attention, and difficulty with emotional regulation.

Aging also reduces neuroplasticity—the brain's ability to adapt and form new connections. This leads to slower learning, decreased mental flexibility, and difficulty with multitasking.

Improved circulation supports oxygen and nutrient delivery to the brain and takes away neurotoxic waste, helping brain cells communicate efficiently and preserving cognitive function.



Preserves dopamine and serotonin levels, enhancing mood and mental alertness while preventing neuroinflammation.

Multiple studies have shown that NZ blackcurrants inhibit MAO enzymes, in the brain. This prevents the breakdown on serotonin and dopamine leading to positive effects on mood and focus.^{1,2,3}



Increases oxygen and nutrient delivery to neurons while facilitating removal of neurotoxic.

Cerebral blood flow to the brain decreases progressively with age as depicted in a clinical study evaluating 139 patients.⁴



1 Watson AW et al., Acute supplementation with blackcurrant extracts modulates cognitive functioning and inhibits monoamine oxidase-B in healthy young adults, Journal of Functional Foods, 2015, <https://doi.org/10.1016/j.jff.2015.06.005>.

2 Watson AW et al., The impact of blackcurrant juice on attention, mood and brain wave spectral activity in young healthy volunteers. Nutr Neurosci. 2019. doi: 10.1080/1028415X.2017.1420539.

3 Watson AW et al., The pharmacodynamic profile of "Blackadder" blackcurrant juice effects upon the monoamine axis in humans: A randomised controlled trial. Nutritional Neuroscience, 2020, <https://doi.org/10.1080/1028415X.2018.1525950>

4 Tarumi T and Zhang R. Cerebral blood flow in normal aging adults: cardiovascular determinants, clinical implications, and aerobic fitness. J Neurochem. 2018 Mar;144(5):595-608. doi: 10.1111/jnc.14234.

3. Antioxidant Protection

During normal day-to-day brain activity, cells produce reactive oxygen species (ROS)—unstable molecules that can damage the brain. When ROS accumulate faster than the brain can neutralize them, oxidative stress occurs, leading to cellular damage and accelerated aging. This problem intensifies with age as cognitive resilience declines. Moreover, the breakdown of neurotransmitters like serotonin and dopamine produces hydrogen peroxide (H_2O_2) as a byproduct, further contributing to oxidative damage. Blackcurrent antioxidants neutralize these harmful molecules, protecting brain cells from oxidative damage and supporting long-term cognitive health. The ability of NZ blackcurrants to modulate MAO activity, also helps in reduced (H_2O_2) in the brain.



Neutralizes reactive oxygen species, shielding brain cells from oxidative damage and inflammation.

Blackcurrent antioxidants help protect brain cells from oxidative damage by neutralizing harmful reactive oxygen species, supporting long-term cognitive health.⁵

Key Positioning for Dietary Supplement Companies **Braincurrent®** is ideal for brain health formulations targeting:



**MENTAL
FATIGUE
AND FOCUS**



**ANXIETY
AND STRESS
SUPPORT**



**LONG TERM
COGNITIVE
SUPPORT**

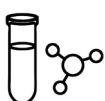
What makes New Zealand blackcurrants so unique?



**EXTENSIVELY
RESEARCHED**



**30x MORE
VITAMIN C**

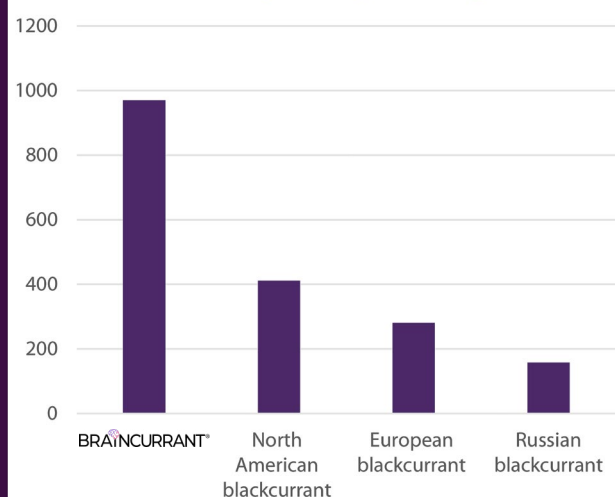


**HIGHER
ANTHOCYANINS**



**PRISTINE CLIMATE
WITH STRONG UV**

Anthocyanins per 100g





Key Features:

1. Whole Fruit Powder made from 100% NZ Blackcurrant that delivers both superior colour and taste.
2. Grown and freeze-dried in New Zealand.
3. Whole blackcurrant fruit contains the complete spectrum of bioactives—anthocyanins, polyphenols, caffeoylquinic acids, and caffeoyl glucosides—working together as nature designed.
4. Nutrient rich fruit, naturally high in folate, vitamin c, vitamin B and potent antioxidants!
5. NZ blackcurrants have been very well studied for their benefits with 30+ clinical trials published.
6. Non-GMO, gluten free, vegan, Kosher, GRAS, low FODMAP, allergen free.
7. Low Dosage (300mg).



Additional Formats:

Anagenix is committed to providing support in your formulations, for more specific recommendations please reach out to us directly!



For more information, please contact:
info@anagenix.com