

Statement By Kolé Life Foods

“Kolé Life Foods has carefully formulated Kolé Tonics with ingredients shown to promote the healthy function of the brain. Great taste combined with scientifically supported ingredients, they are the future of function.”

- Dr. Bankole Johnson

Background on Dr. Johnson

Professor Johnson is a senior neuroscientist and psychiatrist. He is credited with 11,225 publication citations and numerous global patents. His [scientific impact factor](#) is consistent with that of a pre-eminent scientist. Dr. Johnson’s work as a faculty member and researcher is separate from his latest business venture, Kolé Life Foods, maker of Kolé Tonics.

Summary of Select Ingredient Clinical Trials

The Company’s formulations are proprietary and a trade secret, and Kolé Life Foods generally does not disclose competitive information. Nevertheless, the Company is willing to provide some examples of relevant clinical findings regarding some of the ingredients used in Kolé Tonics. The list below is not exhaustive. Finished product clinical trials are not required for dietary supplements and all necessary regulatory disclaimers are displayed prominently on the Company’s website and bottle.

- INSPIRE™ Tonic contains citicoline and caffeine, which in a randomized placebo-controlled double-blind study of 60 healthy participants, was shown to lead to “significantly faster maze learning times and reaction times on a continuous performance test, fewer errors in a go/no-go task and better accuracy on a measure of information processing speed...and improved P450 EEG amplitude that “indicates a general improvement in the ability to accommodate new and relevant information within working memory and overall enhanced brain activation ([Bruce SE et al., Int J Food Sci Nutr.](#) 2014 Dec;65(8):1003-7)”.
- HAPPY™ Tonic contains tryptophan, which is well-recognized even in non-scientific circles to have an effect on mood. In a clinical study of 38 healthy women, tryptophan is shown to have “increased the recognition of happy facial expressions and reduced attentional vigilance towards negative words and decreased baseline startle responsivity in the females [Murphy SE et al., Psychopharmacology \(Berl\).](#) 2006 Jul;187(1):121-30”, and the depletion of tryptophan and phenylalanine (also in HAPPY) in healthy women “increases vulnerability to lowered mood” ([Leveton M, et., Neuropsychopharmacology.](#) 2000 Jan;22(1):52-63).
- DREAMS™ Tonic contains melatonin, which is also widely recognized to have an impact on sleep. In a large meta-analysis, melatonin was determined to be “...remarkably effective in preventing or reducing jet-lag” ([Herxheimer A & Petrie KF Cochrane Database Syst Rev.](#) 2002;(2):CD001520, and also substantiated in [Waterhouse J et al. Lancet.](#) 2007 Mar 31;369(9567):1117-29). Melatonin has been associated with “increased Actual Sleep Time, Sleep Efficiency, non-REM Sleep and REM Sleep Latency ([Attenburrow ME et al. Psychopharmacology \(Berl\).](#) 1996 Jul;126(2):179-81), and has its best effect, comparable to a benzodiazepine sleep aid, when taken between (18.00 – 24.00 h) but not later when there is increased secretion of endogenous melatonin ([Stone BM et al., Sleep.](#) 2000 Aug 1;23(5):663-9).
- IGNITE™ Tonic contains l-arginine, which when combined with other herbals, was demonstrated in a clinical study to “significantly improve sexual function” ([Bottari AM et al., Minerva Ginecol.](#) 2013 Aug;65(4):435-44), and when combined with yohimbine (also in IGNITE™) was associated with “substantially increased vaginal pulse amplitude responses to the erotic film at 60 min administration compared with placebo” ([Meston CM and Worcel M, Arch Sex Behav](#) 2002 Aug; 31 (4): 323-32), and improvements in erectile function in men with mild dysfunction ([Akhondzadeh S et al., Iran J Psychiatry.](#) 2010 Winter;5(1):1-3).