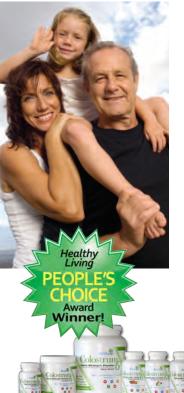
Slowing Down the Progression of Memory Loss

PROLINE-RICH POLYPEPTIDES IN FIRST-MILKING COLOSTRUM AID COGNITIVE HEALTH



by Anthony Kleinsmith, PhD

ou've probably never heard of the ultratiny amino-acid sequence called proline-rich polypeptide (PRP). But 39 studies published on PubMed (www.pubmed.gov) that talk about PRPs suggest these wunderkinds are truly a breakthrough in anti-aging medicine, immune health and mind power.

Technically speaking, PRPs, isolated from first-milking colostrum, are amino-acid sequences of 10 chains or fewer of high amounts of proline. Though small, they are critical to healthy immune function and activation of the thymus gland. With enhanced immune activity via thymus-gland function, the body is able to not only fight off viral and bacterial infections but also down-regulate inflammatory pathways to within the normal range. Now researchers have found that PRPs offer a safe and promising preventive approach for fighting off symptoms of memory loss, including possibly

Alzheimer's. However, we must hasten to add that PRPs are not drugs and not intended to treat, cure or diagnose any disease. They are part of first-milking colostrum and help your body maintain and support memory and mental activity.

Bio-Medicine reports in the July 29, 2005, issue, "Based on findings of a recent study, researchers say that a mixture of peptides derived from colostrum could help slow the progression of Alzheimer's disease by reducing the buildup of beta amyloid, a toxic protein that accumulates in the brains of Alzheimer's sufferers." The report notes, "In a double-blind, placebo-controlled trial on 106 people with mild to moderate Alzheimer's disease published last year, it was found that after 15 weeks of taking the product in tablet form, around 40 percent of the patients were stabilized or had an improved overall response in tests on cognitive function. The greatest effects were seen during the earlier stages of the disease, and no serious adverse events were observed during the trial."

In the latest study, published in the June 2009 issue of the Journal of Nutrition, Health & Aging, researchers established that it had previously been demonstrated that oral administration of proline-rich

polypeptide isolated from colostrum "can effectively treat Alzheimer's disease patients," and in this recent article, they observed that neuronal cells pretreated with PRPs avoid the accumulation of beta amyloid.

A review article in the October 1, 2007, issue of Progress in Neuro-Psychopharmacology & Biological Psychiatry further supports these findings. Dr. A. Gladkevich of the Department of Psychiatry at the University of Groningen in the Netherlands, notes the growing body of work on PRPs, saying, "The development of effective and safe drugs for a growing Alzheimer's disease population is an increasing need at present. Both experimental and clinical evidence support a beneficial effect of PRPs in a number of neurodegenerative diseases, including Alzheimer's disease. Experimental data have shown that proline-rich polypeptides isolated from bovine neurohypophysis possess neuroprotective and neuromodulatory properties in mice with aluminum neurotoxicosis or neuronal damage caused by venoms and toxins."

Colostrum from Anovite is extremely rich in PRPs because, unlike New Zealand Colostrum and other similar products, it is only collected from the first milking that occurs within six to eight hours of the birth of the calf. New Zealand Colostrum can be collected 24 hours or more after the birth, at which time the levels of growth factors and peptides are far more reduced. Anovite also offers a supplement called LimuZ₆ that would pair nicely with the colostrum products.

Made with acai berry, colostrum, a combination of brown kelps, zeolite (a natural detox-ifier) and acetyl-L-carnitine (a powerful antioxidant that helps prevent brain cell deterioration), LimuZ_s helps support healthy aging and energy levels.

Cognitive improvements are one of the first things that patients who use Anovite-certified colostrum experience. Interestingly, special transport molecules in colostrum actually shield PRPs from degradation in the stomach so they can pass through into systemic circulation. Besides its promising benefits for cognitive health and mental function, first-milking colostrum is one of the most effective methods of maintaining immunehealth and helps to add muscle, normalize allergic responses, and up- or down-regulate the immune system. Much of this is thanks to PRPs, those amazing ultratiny molecules, and now they're available in a formula that holds real promise for those who might benefit most.

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