



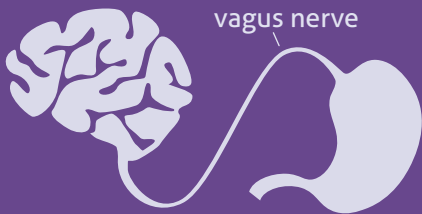
GUT - BRAIN CONNECTION

Ever heard of the phrase “trust your gut”? The latest science shows that your gut can affect your brain and your brain can affect your gut. Our levels of happiness vs. sadness, optimism vs. pessimism, togetherness vs. loneliness are not all in our head – in fact, a key contributor to mental wellness is determined by our gut.

Healthy GUT = Healthy MIND

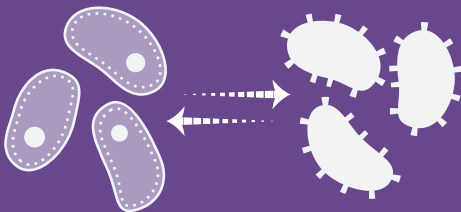
Did you know we have two brains? One in our head and one in our gut - the 2nd brain. They are connected by a communication axis. The emerging science of the Gut-Brain Axis (GBX) indicates that many mental wellness issues originate as imbalances in the GBX.

The “Axis” between the Gut and the Brain coordinates communications through...



Nerves –
such as the vagus nerve, provide a “hard-wired” connection between the gut and the brain

The vagus nerve sends the brain feedback from the abdominal cavity, and regulates automatic responses including mood, digestion, and stress.



Cells –
including the immune system, interact with the gut microbiota

Gut cells, including microbiome bacteria, send signals to the brain via nerves and hormones to indicate all sorts of things including hunger or satiety (fullness).



Biochemicals –
including hormones, neurotransmitters, and cytokines transmit signals through the blood stream

The gut produces as much as 60%-90% of neurotransmitters involved in mental wellness, including dopamine and serotonin.

Caring for *both* brains is essential for optimal
MENTAL WELLNESS

~80 Million
Americans will experience a mental health challenge this year.

\$1 Trillion
is estimated to be spent on mental wellness imbalances in the U.S.

350 Million
people globally are affected by depression each year.



GUT - BRAIN CONNECTION

It's all about **BALANCE**

"Bad" bacteria compete with "good" bacteria within our gut. In a healthy and balanced microbiome, "bad" bacteria struggle to flourish. To balance our microbiome we can use nutrients – specific combinations of probiotics, prebiotics, and phytochemicals – to make us feel happier and healthier.

BAD BACTERIA

VS

GOOD BACTERIA

Campylobacter Jejuni & Salmonella Enterica

– Result in food poisoning and inflammation

Lactobacillus Helveticus R0052[‡]

– Improves mood by decreasing neuro-inflammation & increasing serotonin metabolism*

Enterococcus Faecium

– Causes post-surgical infections and inflammatory bowel conditions

Bifidobacterium Longum R0175[‡]

– Enhances calmness by decreasing anxiety indices & enhances cognitive function*

Clostridium Difficile

– Creates effects ranging from diarrhea to life-threatening inflammation

Lactobacillus Rhamnosus R0011[‡]

– Reduces stress by lowering cortisol exposure & improving GABA neurotransmission*

[‡]featured in MentaBiotics™

The Amare FundaMentals Pack has been clinically proven to *increase* GOOD Bacteria in the gut

The World's First Award-Winning Gut-Brain Axis Nutrition System



Each product in the Amare FundaMentals Pack is designed to strengthen & empower every aspect of the gut-brain axis. MentaBiotics for your gut, MentaFocus for your brain, & MentaSync for the communication axis between them.*

Connects the gut and brain to enhance the communication between both brains*

More GOOD Bacteria in the Gut = INCREDIBLE BENEFITS

28% higher Lactobacillus
30% higher Bifidobacterium
17% higher overall composite score[†]

which leads to...

45% lower tension*

55% lower depression*

54% lower anger*

64% lower fatigue*

43% lower confusion*

44% higher vigor*

[†]The composite score is an overall average of many different aspects of microbiome balance, including Bifidobacterium, Lactobacillus, Akkermansia, Firmicutes/Bacteroidetes (F/B) ratio, and others.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

A GOOD NIGHT'S SLEEP

Through the years, science has made it clear just how important sleep is to our mental and physical health, as well as our overall well-being. In addition to making us feel physically drained, inadequate or poor quality sleep increases stress hormone exposure (cortisol) and interferes with mood and mental function.

50-70 Million

adults in the United States have problems with quality and/or quantity of sleep.

1 in 3 U.S. Adults

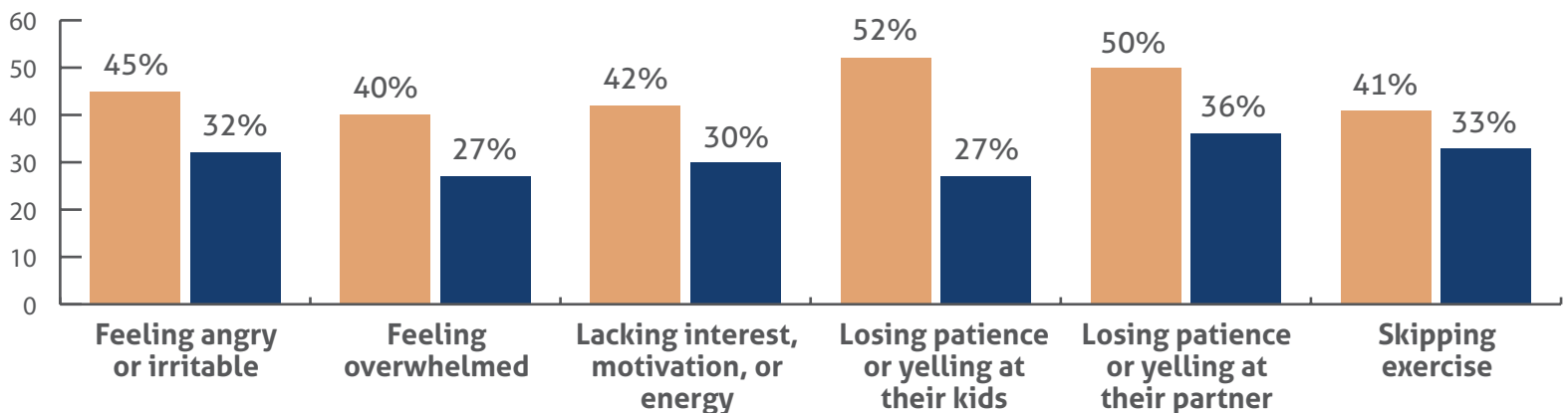
report getting less than the recommended amount of sleep.

42%

the percentage of adults who report their sleep quality to be poor or only fair.

Problems Resulting from Lack of Sleep

Adults who get fewer than 8 hours of sleep per night (orange) vs. Adults who get at least 8 hours of sleep per night (dark blue)



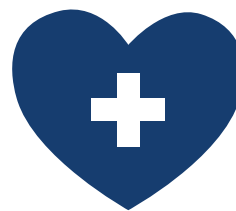
Benefits of a Good Night's Sleep



helps manage appetite



aids in memory and focus



bolsters your immune system



increases positive mood

A GOOD NIGHT'S SLEEP

Tips for Better Sleep

- Meditate for 5-10 minutes before going to sleep to calm your mind
- Turn the lights off and put your computer, tablets and/or mobile devices away 1 hour prior to sleep
- Refrain from eating 2 hours before going to bed
- Avoid caffeine, alcohol and/or drinks with sugar before bed
- Reduce an upset stomach by taking Amare's Digestive with your dinner

The drawback of melatonin

Most sleep products contain melatonin to help you fall asleep quickly, but then leave you feeling groggy and sluggish the next morning. Because melatonin supplements are a synthetic version of the melatonin your body produces naturally, taking them teaches your body not to make its own melatonin. This ups your tolerance to the hormone and ultimately leads to dependency.

instead... get a good night's sleep NATURALLY

Sleep+ features a natural and unique patented ingredient derived from non-GMO corn that *encourages your body's own natural production of melatonin*. It has been clinically shown to improve quality of sleep by helping you fall asleep faster, stay asleep longer, and spend more time in REM sleep (for brain rejuvenation) and deep sleep (for body rejuvenation).*

Key ingredients in Sleep+ have been clinically shown to provide:

- 50% ➤ Improvement in sleep efficiency*
- 40% ➤ Improvement in sleep quality*
- 24% ➤ Increased time in REM (brain rejuvenation) sleep*



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GOOD MOOD FOOD

A new beginning in mental wellness starts with a healthy microbiome. The first step is ridding your body of the imbalances in gut bacteria that can be the source of digestive problems, unbalanced inflammation, and nagging mental wellness issues such as fatigue, tension, and depressed mood. "We are what we eat" is being confirmed more and more by modern scientific research.

HEALTHY GUT

A healthy diet affects not only how you feel physically but also mentally.

Science shows...
the gut affects the brain and
the brain affects the gut



HEALTHY MIND

A healthy gut microbiome provides optimal mental wellness benefits.

A Dangerous Diet

Nutrition affects your **whole body**

A poor diet can lead to...
physical problems – heart disease, diabetes, obesity, cancer,
mental wellness problems – focus, tension, & depressed mood

90%

of Americans eat more sodium than is recommended for a healthy diet

~ 1 in 4

Americans have some type of mental illness each year

80%

increase in the risk of depression among teens with the poorest eating habits

It All Starts in Your Gut

Did you know that we have ~100 trillion microorganisms across more than 10,000 different species (Microbiota) in our GI tract? Compare that to our ~10 trillion human body cells and we are **only 10% human!** These microorganisms in our gut produce as much as 60%-90% of neurotransmitters involved in mental wellness, including dopamine and serotonin.





GOOD MOOD FOOD

A good diet can lead to...

A healthy gut starts with the right nutrients and a healthy balance of probiotics, prebiotics, and phytobiotics in your diet. Good nutrition can increase both your physical and mental wellness.

**Probiotics,
Prebiotics,
Phytobiotics**
oh my!

Probiotics

Probiotic foods contain live "good bacteria" which support mental wellness and aid digestion.



Examples: yogurt, kefir, probiotic supplements

Prebiotics

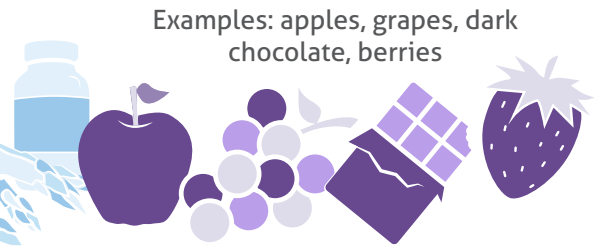
Prebiotic foods contain fibers and carbohydrates that can be fermented and digested by gut bacteria to serve as a fuel source and encourage growth of beneficial bacteria.



Examples: asparagus, bananas, garlic, prebiotic supplements

Phytobiotics

Phytobiotic foods are rich in flavonoids which protect good bacteria and establish a hospitable environment for the growth of good and displacement of bad bacteria.



Examples: apples, grapes, dark chocolate, berries

Boost your mood with food!

Support whole-body wellness with nutritional supplements:



VitaGBX™

is a premium multivitamin that combines more than 50 vitamins, minerals, amino acids, and phytonutrients. It features both our Bright Mind Proprietary Blend (for mind support) and Amare GBX+ Proprietary Blend (for gut-brain axis support) to empower a well-balanced body and mind.*



Probiotics

is a high-potency, broad spectrum formulation of probiotics shown to support gut health, immune function, and normal inflammatory balance.*



OmMEGA™

is a high-potency, ultra-pure marine oil concentrate that supports cardiovascular health and promotes cognitive function.*



Digestive

is a comprehensive blend of enzymes and phytonutrients to support the process of digestion in the upper, middle and lower gastrointestinal system.*

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FIT BODY, FIT MIND

Many people hit the gym hoping to improve their physical health, build muscle, or lose weight. But did you know that exercise also provides significant mental health benefits? Regardless of your age or fitness ability, studies show that exercising can be an excellent way to boost your mood, relieve stress, and provide an encompassing sense of well-being.

Regular Exercise Promotes All-Around Wellness

Body Benefits

include keeping your heart healthy, increasing muscle strength, and lowering the odds of developing heart disease, stroke, and diabetes.



Brain Benefits

include reducing feelings of depression & anxiety, boosting memory & preventing cognitive decline.

Take time to
MOVE

Regular exercise is shown to reduce stress, anxiety, and depression as effectively as antidepressant drugs

↑
MEMORY

There is a strong correlation between regular physical activity and improved memory. Both long and short term memory were improved in individuals after moderate exercise.

↑
FOCUS

Physically fit individuals have greater ability to focus their mental energy and attention on challenging cognitive tasks.

↑
BDNF

Physical activity increases levels of brain-derived neurotrophic factor (BDNF), which helps both repair and protect brain cells from degeneration and grow new brain cells and neurons.

↑
MOOD

Regular exercisers enjoy a host of mood boosting benefits. Exercise has been shown to lower stress hormones & increase feel-good hormones such as dopamine & serotonin. It increases emotional resilience, pain tolerance, & general happiness.



FIT BODY, FIT MIND

So how much exercise do you need to experience the benefits?

If it's good for your heart, it's likely good for your brain

As little as **20 minutes of moderate activity** a day supports information processing & memory.

Cardiovascular exercise increases blood flow to the brain and helps rebuild brain cells.

Moderate exercise can even **reduce hippocampus shrinkage by 2%**!

Make it EASY and FUN



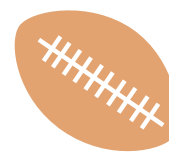
Get Outside!

Hike a trail, go for a walk, or take the kids to the park.



Grab a Friend!

Find a workout buddy to keep you accountable or challenge you to some friendly competition.



Join a Group!

Try out a new exercise class or join a club sport that meets up regularly.

Energy+ for BODY & MIND

Relief+ for ACHES & PAINS



PRE & POST Workout Solutions



Increases energy levels and endurance*

Provides all-natural energy without the jitters or crash*

Improves brain performance, mental acuity and alertness*

Fast-acting & long-lasting relief*

74% decrease in osteomuscular pain*

53% reduction in inflammation*

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STRESS-LESS

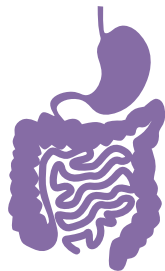
Feeling stressed? We all experience it – work, life changes, school, traumatic events – are stressful. To make matters worse, stress itself can make you sick. Excessive stress can take its toll both mentally and physically. But before you stress about being stressed, there are some steps you can take to manage your stress and increase your overall happiness and well-being.

The Physical Consequences



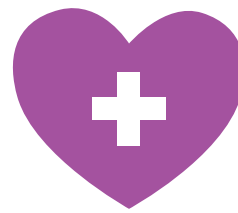
Pain

Headaches, Migraines, Muscle Aches & Tension



Digestive Issues

Nausea, Diarrhea, Constipation, Heartburn, Stomach Aches



Heart Disease

Increased Heart Rate and Blood Flow, High Blood Pressure



Sleeplessness

Restlessness, Insomnia, Trouble Staying Asleep

The Mental Wellness Consequences

Sadness
Anger
Anxiety

In response to stress, your body releases chemicals that cause you to breathe faster, your muscles to tense up, and your heart rate to increase. This “fight or flight” response can be beneficial in instances of survival or when you need to perform, such as during a test or new job. However, with long-term stress, these life-saving responses can have a negative effect and lead to sadness, anger, and anxiety.

80%

higher risk of developing depression due to work related stress

1,000,000

U.S. employees miss work each day due to workplace stress

9 - 17

additional years added to chromosome age due to stress

One study showed that individuals who took a stress management class after surviving a heart attack, **lowered the risk of a second cardiac event by 74%.**

Stress Management **WORKS**

Other benefits of less stress include a stronger immune system, improved mood, and greater mental and physical energy.



STRESS-LESS

Ways to Manage Stress

- **Be Mindful** - practice meditation, yoga, gratitude, and mindful breathing
- **Eat Healthy** - the better food you eat the better you feel mentally and physically
- **Sleep More** - quality sleep improves mood and mental function
- **Write** - journaling how you feel can help you keep track of emotions and identify stressors
- **Exercise** - regular physical activity reduces anxiety, stress, and feelings of depression
- **Do Something You Enjoy** - try a hobby, chat with a friend, play with a pet, or volunteer

Feel Your Best – Choose Happiness

Going through life feeling anxious, sad, tense or just “off” can be emotionally and physically exhausting. Most of the products that claim to solve these problems tend to only address the symptoms of the issue and leave you feeling numb, dazed, or completely “out of it”. Mood+ is an advanced, all-natural mood support product that addresses feelings of anxiousness, sadness, and restlessness.

42% ➤ Decrease in feelings of anger*

20% ➤ Decrease in feelings of sadness*

70% ➤ Reduction of stress related symptoms*



Reduces feelings of negativity and stress*

Promotes a calming, relaxing state of mind*

Supports natural serotonin & dopamine production for enhanced mood benefits*

Experience **All-Natural Mood Support***

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