

LIFT

Durk Pearson & Sandy Shaw's Designer Food THE ENERGIZING NUTRIENT DRINK MIX

Leap into your day with tasty, natural fruit-flavored **Lift** for very fast and long lasting energy. **Lift** fires up your brain naturally and jump-starts your day. It contains two important ingredients for activating and using noradrenaline, the brain's version of adrenaline and an important neurotransmitter:

- L-phenylalanine (an essential amino acid) and its cofactors and other nutrients your brain uses to produce noradrenaline and
- Caffeine, which helps to release noradrenaline and increases sensitivity to its effects.

Lift also works to provide appetite satisfaction. It contains only 45 calories per serving, less than ½ a glass of milk. Normal and natural, noradrenaline is needed by some of your nerve cells to transmit information to one another.

- Noradrenaline is a neurotransmitter. It is not a drug, it is a natural substance made by certain nerve cells in your brain from nutrients in your diet that's used to transmit messages from one nerve cell to another. This is why it is called a neurotransmitter. You do not have an unlimited supply of noradrenaline and after you've been working all day you get very exhausted, especially if you are not eating right. Not eating right or eating irregularly causes you to run out of the nutrients that your brain needs. Some people at this point will drink a cup of coffee.
- Everybody who uses coffee knows that the first cup of coffee in the morning makes you bright eyed, bushy tailed and gives you a lot of energy. The second one doesn't do as much as the first and the third does less than the second, and the fourth, even less. By the end of the day additional cups of coffee just make you feel spaced out and jittery.
- Two major effects of caffeine:
 - 1) It causes you to release more noradrenaline
 - 2) It causes you to become more sensitive to noradrenaline

The problem is, it does not help you make anymore so it's sort of like burning a candle at both ends. It gets you up in the morning faster, but you end upon more wiped out in the afternoon because it hasn't helped make anymore noradrenaline.

- **Lift** is a combination of 80 mg of caffeine, the same amount of caffeine in the average cup of coffee, plus a system of nutrients that your brain can use to make more noradrenaline. It is a long lasting version of coffee. You might say, the thinking man's coffee because it gives you a lot of get up and go.

*Life Priority Inc. products are not intended to treat, diagnose or cure any medical condition.
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