

Homeovitality Super Memory/IQ.



Use for:- Impaired memory, Alzheimer disease, help with IQ

The Homeovitality Super Memory/IQ product has been prepared to help the body synthesise more CHRM2 and SNAP-25 proteins so that people may remember better and enjoy an increased IQ. Researchers have discovered that a lack of these two proteins leads to a poor memory and reduced IQ.

May be used on a permanent basis.

What do CHRM2 and SNAP-25 do?

Homeovitality Super Memory/IQ has been designed to target the CHRM2 and SNAP-25 genes. The gene SNAP-25, targeted by the Homeovitality Super Memory/IQ product, is located on human chromosome 20. It was discovered by Dr Zhao and colleagues (1). It is expressed in the brain and encodes synaptosomal-associated protein, 25kDa, a presynaptic plasma membrane protein involved in the regulation of neurotransmitter release.

Reduced SNAP-25 gene activity results in memory loss (2).

The Homeovitality Super Memory/IQ product also targets CHRM2. The fine structure of the CHRM2 gene was determined by Dr Zhou and colleagues (3). It encodes a cholinergic receptor, muscarinic 2, that belongs to a larger family of G protein-coupled receptors. In contrast to SNAP-25, CHRM2 is located on chromosome 7.

CHRM2 has been proven to be a key promoter of intelligence (4).

1. Zhao et al., Cloning and sequence analysis of the human SNAP25 cDNA. *Gene*, 145: 313, 1994.
2. Hou et al., SNAP-25 in hippocampal CA3 region is required for long-term memory formation. *Biochem. Biophys. Res. Commun.*, 347: 955, 2006.
3. Zhou et al., Structure of the human M(2) muscarinic acetylcholine receptor gene and its promoter. *Gene*, 271: 87, 2001.
4. Dick et al., Association of CHRM2 with IQ: converging evidence for a gene influencing intelligence. *Behav. Genet.*, 37: 265, 2007.