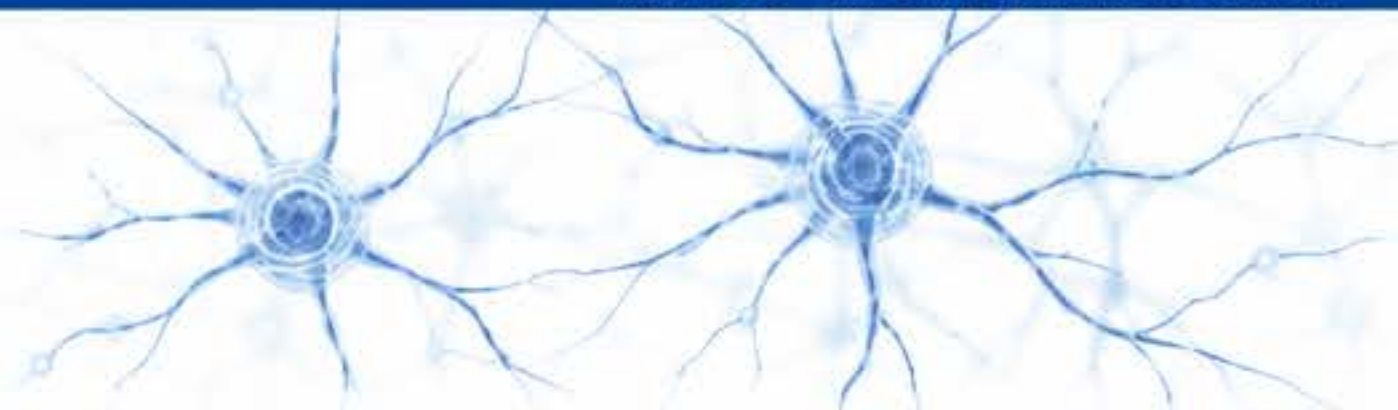




NeuroScience®

TARGETED SUPPORT FOR
BRAIN, MENTAL & EMOTIONAL HEALTH



THE CHEMISTRY OF FOCUS

How Neurotransmitters Shape Attention

Focus is more than willpower—it's neurochemistry. At the center of attention and cognitive performance are the catecholamine neurotransmitters: dopamine, norepinephrine, and epinephrine. These messengers regulate mood, motivation, energy, memory, and the ability to stay on task.

Phenylalanine is an essential amino acid and precursor to tyrosine, which is converted into L-DOPA and then into dopamine, norepinephrine, and epinephrine. It also serves as the precursor to phenylethylamine (PEA), a naturally occurring trace amine that acts as a neuromodulator.

PEA supports healthy catecholamine activity by activating the trace amine-associated receptor (TAAR), which helps inhibit the reuptake of dopamine and norepinephrine, allowing these neurotransmitters to remain in the synapse longer.

Research suggests that lower PEA activity is associated with focus concerns, and supporting PEA can help sustain optimal catecholamine function for attention, impulse control, and cognitive performance.

Focus DL provides DL-phenylalanine to support the body's natural production of PEA and catecholamines—foundational chemistry for sustained focus and cognitive clarity.*

PRODUCT SPOTLIGHT

Focus DL™

Contains the precursor to PEA, a neuromodulator important for optimal focus, cognition, and catecholamine activity*



Precursor to PEA, dopamine, norepinephrine, and epinephrine*



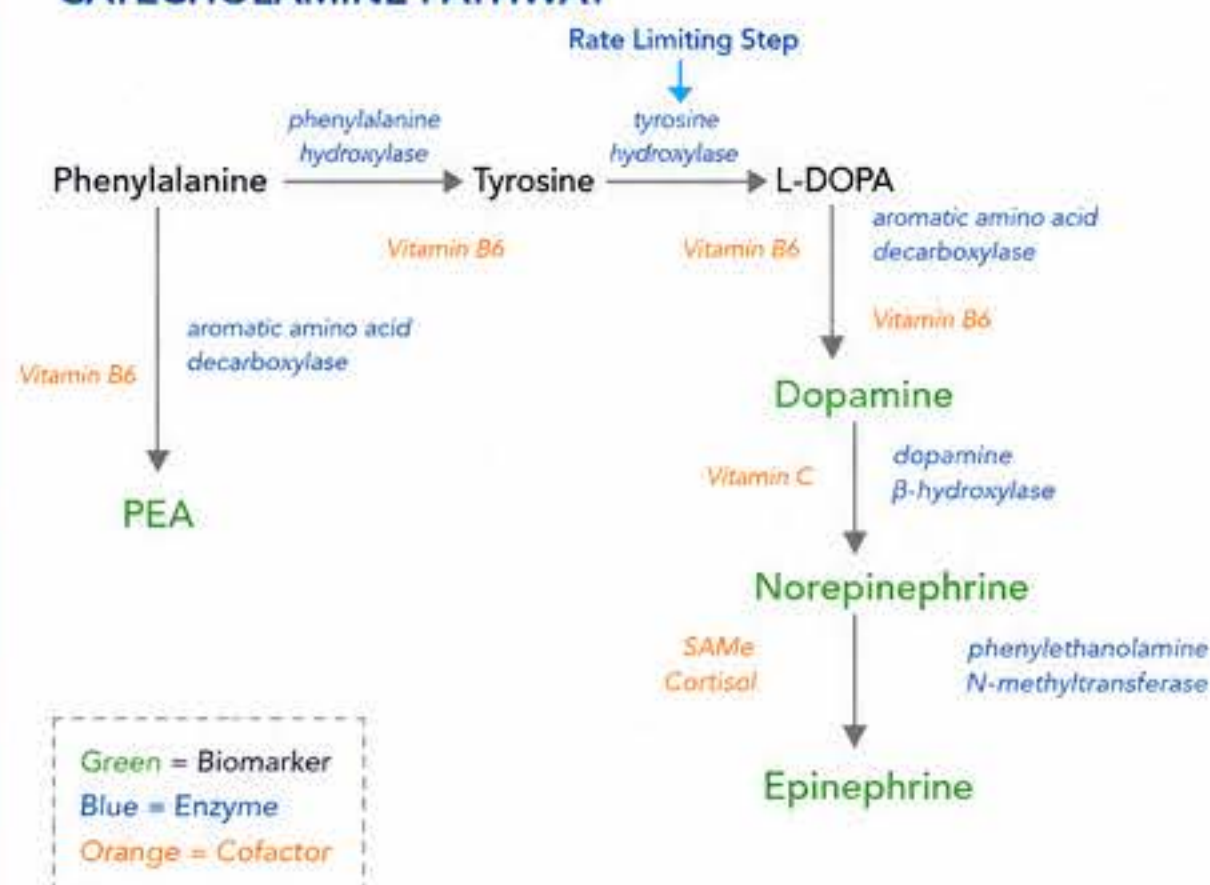
PEA increases the release of catecholamines such as dopamine and norepinephrine to promote balance*²



PEA activity was found to be lower in individuals with focus issues compared to those without³

Item #	Available Sizes	Serving Size
20003	60 Capsules	2 Capsules

CATECHOLAMINE PATHWAY



THE SCIENCE AT WORK



The Action of PEA

- PEA activates TAAR, inhibiting the reuptake of dopamine and norepinephrine, allowing them to remain in the synapse longer¹
- Activation of TAAR by PEA increases concentrations of catecholamines in healthy cells.
- Catecholamines from the prefrontal cortex balance attention, focus, impulse control, and craving control.



The Science Behind Symptoms

- Children with focus concerns had 73% lower urinary PEA activity compared to those without focus issues ($p < 0.05$).³
- Supplementing with 200 mg of DL-phenylalanine daily for 30 days improved and balanced mood.⁴
- PEA is converted into phenylethylamine, a compound with natural effects similar to endorphins.²



The Bottom Line

Supporting PEA can work alone or together with dopamine and norepinephrine support to naturally sustain optimal catecholamine activity for focus, mood, and cognitive performance.*

UPCOMING LIVE EVENT

NeuroTransmitters 101 FOR FUNCTIONAL MEDICINE DOCTORS

A PRACTITIONER EDUCATION EVENT

A deep dive into the role of neurotransmitters in brain health, mood, focus, and behavior—plus practical clinical strategies and nutritional support.



SATURDAY, JUNE 14, 2025



9:00 AM – 1:00 PM MT



DENVER, COLORADO
(Exact venue details provided upon registration)



CE/CME CREDIT
PENDING

REGISTER
TODAY!

Space is
limited.

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*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.