Physical stamina and mental sharpness both are important for achievement-driven individuals to perform. By leading a healthy lifestyle with sports and balanced nutrition, they can remain a step ahead, even when they have many professional and personal responsibilities to tackle. However, consuming adequate amounts of fruits and vegetables that deliver all the vitamins and minerals the body needs can become challenging. This is why many consumers then turn to micronutrient supplements like Berocca™. It contains all water-soluble vitamins of the B complex and C, as well as the minerals calcium, magnesium, and zinc. All these micronutrients are known to play an important role in energy metabolism and cognitive function. They act synergistically and provide the consumer with the necessary edge to be on top of their game and to perform better.

To date, only a few studies have assessed the relationship between supplementation with nutritional products and brain function. Berocca™ is among the few supplements with extensive scientific evidence.1,2,3,4,5 All its micronutrients are known to be involved in

cognitive function and energy metabolism, thus being effective against physical and mental strain. In these situations, the body storage for vitamins and minerals depletes more quickly. A subclinical deficiency may arise, causing symptoms such as fatigue or diminished concentration. Ideally, individuals can counteract these symptoms by consuming more fruits and vegetables. In a fast-paced world, however, micronutrient supplements are a convenient way to reap health and mental benefits.

Many multi-vitamin supplements often only target cognitive performance alone. As physical stamina and mental sharpness are highly inter-related, Berocca™ has been developed to fill the dietary gap by using a formula that is specifically tailored to improve both neuronal and neuromuscular function. The combination provides superior efficacy in contrast to food that has been fortified with single vitamins or minerals.

Berocca™ Boost contains guarana in addition to the micronutrients included in Berocca™ Performance. Supplementation with Berocca™ Boost was shown to lead to immediate improvements in cognitive performance and reduced mental fatigue. It is a healthy and natural alternative to products aimed at giving an energy boost.

For sustained results, Berocca™ is recommended to be taken regularly. Because of its high safety profile, Berocca™ can be consumed even over a longer period of time.

Bayer Consumer Health Division, July 2017

**Bayer: Science For A Better Life**

Bayer is a global enterprise with core competencies in the Life Science fields of health care and agriculture. Its products and services are designed to benefit people and improve their quality of life. At the same time, the Group aims to create value through innovation, growth and high earning power. Bayer is committed to the principles of sustainable development and to its social and ethical responsibilities as a corporate citizen. In fiscal 2016, the Group employed around 115,200 people and had sales of EUR 46.8 billion. Capital expenditures amounted to EUR 2.6 billion, R&D expenses to EUR 4.7 billion. These figures include those for the high-tech polymers business, which was floated on the stock market as an independent company named Covestro on October 6, 2015. For more information, go to www.bayer.com.