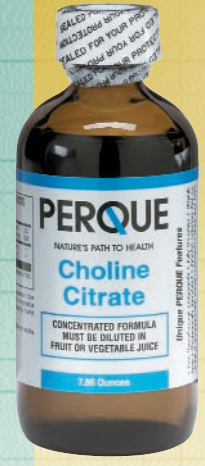




ONLY ACTIVATED FORMULA  
INCREASES CELLULAR  
ENERGY PRODUCTION



# PERQUE CHOLINE CITRATE:

## UNIQUE LIQUID PERFORMANCE-ENHANCING FORMULA FOR BODY AND MIND

# CHOLINE CITRATE

### PERQUE CHOLINE CITRATE GETS THE JOB DONE

**Only PERQUE Choline Citrate combines both choline and citrate.**

This is important because citrate activates choline as it energizes and alkalizes the cell.

**Choline Citrate replenishes choline stores quickly and effectively,** improving endurance and performance.

**PERQUE Choline Citrate** is in a liquid form to guarantee purity. The commonly used form of choline, choline bitartrate, contains cornstarch and may contain reactive or irritative antigens. Only choline citrate in liquid form is contaminant free. Liquid choline citrate is often preferred over tablets or capsules and is more convenient.

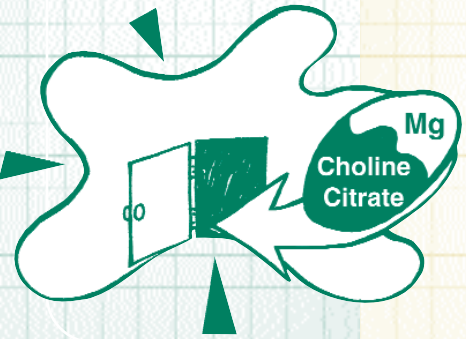
**Choline Citrate has an important mission. Choline and citrate combined can increase magnesium uptake.** No other form of choline or citrate has this benefit. **Choline Citrate** is essential for people who have a block in the primary calcium-magnesium ATPase uptake system, such as individuals with chronic fatigue syndrome or fibromyalgia. This is the pathway that creates energy and takes magnesium into cells. The caveat is that the pathway requires adequate magnesium to work efficiently. When stress or illness compromises the immune system, and when diet, toxins, or immune reactions cause excess cellular acidity (metabolic acidosis), magnesium uptake cannot take place, and this important pathway is impaired.

**Bypassing the energy pathway, PERQUE Choline Citrate and magnesium together create a neutral charge to carry magnesium effortlessly through the cell membrane.**

**PERQUE Choline Citrate** is essential for people who take magnesium but still show symptoms of magnesium deficiency. Cramps, muscle twitches, and spasms that persist even when magnesium is supplied indicate uptake impairment. **PERQUE Choline Citrate is specifically designed to facilitate magnesium uptake for everyone.**

### ACTIVATED CHOLINE HAS UNIQUE BENEFITS

- Athletes in particular can benefit from **PERQUE Choline Citrate** supplementation. Neurotransmitters that are dependent upon choline, such as acetylcholine, can affect physical performance. Studies demonstrate that exercise significantly reduces choline levels.
- **PERQUE Choline Citrate can increase energy** for individuals who fatigue easily.
- Choline is necessary for the proper transport and metabolism of fats. Without choline, fat accumulates in the liver. **Choline Citrate** increases bile acid production for gall bladder health and supports weight loss.
- **Choline Citrate enhances liver detoxification,** helping it remove toxic waste products from the bloodstream.



## ONE TEASPOON CONTAINS THESE ENERGIZED NUTRIENTS:



### **Energized Nutrients**

**Choline Citrate** .....1,300 mg.

**Glycerine** (vegetable) .....1,300 mg.

### **Typical Dosage**

As a dietary supplement, take one (1) teaspoon in fruit or vegetable juice of choice or as directed by your health professional.

**Available in 7.86-ounce bottles.**

**Servings per container - 47.**

- Choline is essential for transmission of nerve impulses and memory function. Studies indicate that choline deficiency is linked to neurological disorders, including

Parkinson's disease and Alzheimer's disease. **Consider PERQUE Choline Citrate insurance for long-term mental health.**

## CHOLINE CITRATE FOR BODY AND MIND

In a recent study, researchers examined random, placebo-controlled trials of choline deficiency in cognitive disorders. The reviewers found that choline had significant beneficial effects on memory function and behavior. In another study, researchers found that choline supplementation improved subjects' memory, especially in Alzheimer's patients.

Choline helps the body as well as the mind. Studies show that in trained

athletes, physical exertion can deplete choline stores by as much as 40%. In one such study, researchers concluded that, "Thus, the reductions in plasma choline associated with strenuous exercise may reduce acetylcholine release, and could thereby affect endurance or performance."

1. Fioravanti M, Yanagi M: Cytidinediphosphicholine (CDP choline) for cognitive and behavioral disturbances associated with chronic cerebral disorders in the elderly. *Chochrane Database Syst Rev* 2:CD000269, 2000.
2. Canty DJ, Zeisel SH: Lecithin and choline in human health and disease. *Nutr Reviews* 1994; 52: 327-339.
3. Sandage BW, Sabounjian LA, White R, Wurtman RJ: Choline citrate may enhance athletic performance. *Physiologist* 1992; 35:236a.
4. Spector SA, Jackman MR, Sabounjian LA, Sakas C, Landers DM, Willis VVT: Effect of choline supplementation on fatigue in trained cyclists. *Med Sci Sports Exerc* 1995; 27(5): 669-73.
5. Conlay LA, Sabounjian LA, Wurtman RJ: Exercise and neuromodulators: choline and acetylcholine in marathon runners. *Int J Sports Med* 1992; 13 Suppl 1:S141-2.

## THE PERQUE GUARANTEE

Like every other **PERQUE** product, **Choline Citrate** comes with a 100%, unconditional, money-back guarantee — the strongest guarantee in the natural health industry. This unique guarantee provides the assurance that:

- Every **PERQUE** product provides 100% potency and activity for its entire shelf life.
- Every ingredient used in a **PERQUE** product is pharmaceutical-grade or better.
- All **PERQUE** products dissolve rapidly (usually within 20 minutes), eliminating digestive irritation often found with other brands.
- Full label disclosure is provided for all **PERQUE** products — no hidden ingredients.
- Every **PERQUE** product is activated with the same transporters that are used by nature and in food to ensure full bioavailability. The biologically preferred form of an ingredient is always used for enhanced activity.
- Free of wheat/gluten, corn/zein/starch, dairy/casein/whey/milk derivatives, yeast, soy, sulfate, phosphates (other than coenzymes), and preservatives.
- No genetically modified organisms (GMOs).
- 100% vegetarian formula.
- Unique post-production assays and clinical bioassays assure product integrity.

## YOUR QUALITY ASSURANCE

Every **PERQUE** product is produced following or exceeding the FDA's pharmaceutical GMP (Good Manufacturing Practices) regulations.