



2016 New Product Kinohimitsu Be Sharp Kids

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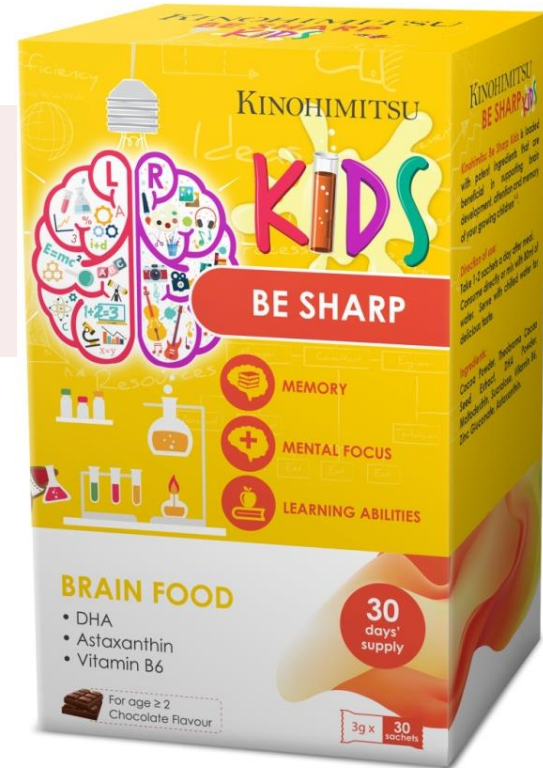
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KINOHIMITSU Be Sharp Kids

Ignite the blaze of brilliance

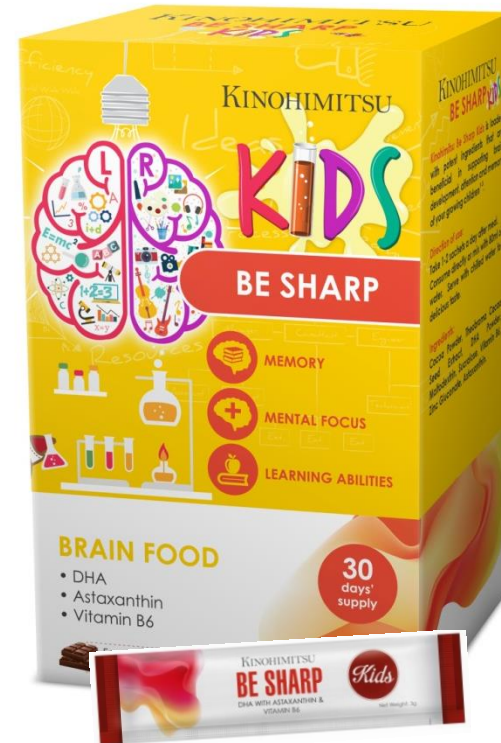
Benefits:

- Memory ↑
- Mental focus ↑
- Learning abilities ↑
- Brain development ↑↑



4 Key Ingredients:

- ✓ DHA
- ✓ Astaxanthin
- ✓ Cacao Seed Extract
- ✓ Vitamin B6



Flavour: Chocolate

Pack size: 3g x 30 sachets

Powdered in individual sachet

- ✓ Quick & easy consumption
- ✓ Mobility
- ✓ Freshness

➤ **Suitable for kids aged 2 & above**



Direction of use:

Take 1-2 sachets a day after meal.



OR

**You also can:**

Mix it with your kids' favourite cold & beverages / soft foods to make the meals truly complete.



USP

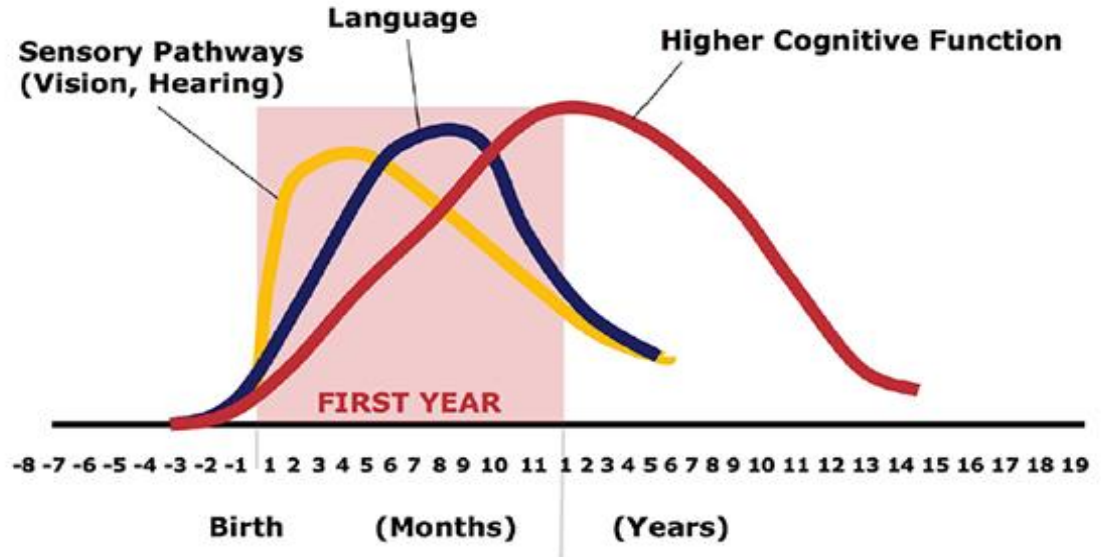
	Kinohimitsu Be Sharp Kids	Other brands
Comprehensive Formula	<p>✓</p> <p>Multiple key ingredients</p>	<p>X</p> <p>Mostly only one ingredient</p>
Natural	<p>✓</p>	<p>X</p> <p>Some may contain chemicals</p>
Suitable for children	<p>✓</p> <p>Easy to consume, can either consume directly or mix with water (Powder form)</p>	<p>X</p> <p>Risk of choking (Gummy / Tablet / Capsule)</p>

USP

	Kinohimitsu Be Sharp Kids	Other brands
Delicious	√ Popular chocolate flavour	X Some are fishy taste or too much sugar
Healthy	√ No preservative, artificial colourings & flavourings	? Mostly with permitted additives, colourings and flavourings
SGS Tested	√ Free from hormones, chemicals / drugs	X
Effective dosage	1- 2 sachets a day	Up to 4 gummies

Human Brain Development

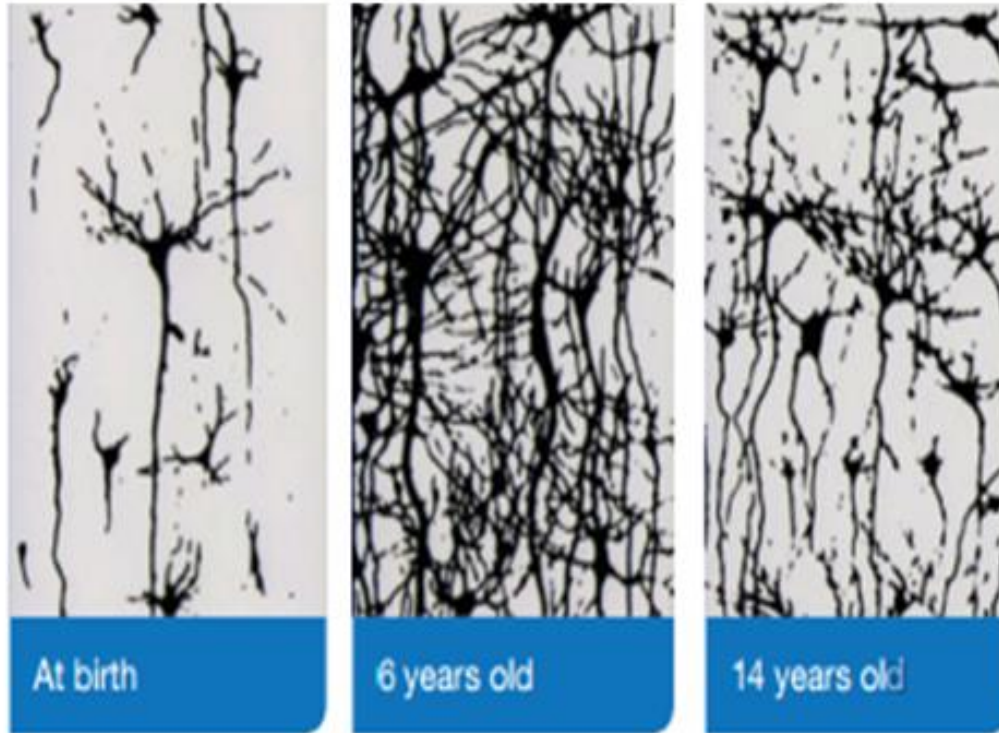
Neural Connections for Different Functions Develop Sequentially



Source: C.A. Nelson (2000). Credit: Center on the Developing Child

<https://www.youtube.com/watch?v=VNNsN9Ijkws>

The pruning trajectory of brain synapses at different ages



Source: Australian Early Development Census (aedc.gov.au)

Modern Lifestyle Nowadays that affect your kid's developing brain

Early undernutrition

**Overuse /Inappropriate
use of electronic devices**

Childhood STRESS



STARTING YOUNG IS THE KEY!



Kinohimitsu Be Sharp Kids



helps your tots to excel in school & in life!



HOW IT WORKS?



PROTECT

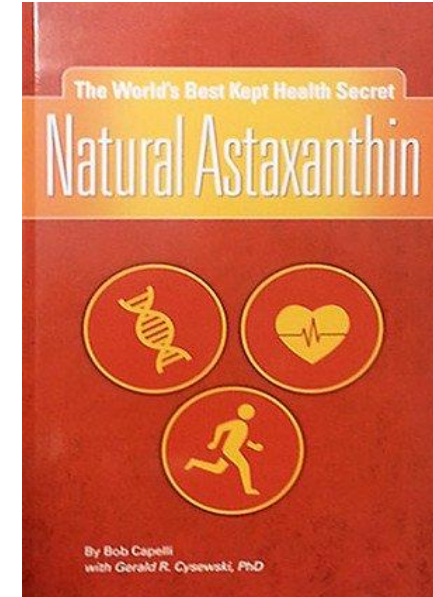
ASTAXANTHIN IS A POTENT ANTIOXIDANT

Research has focused on a number of individual health benefits from skin care to joint and heart health but it is its the figures regarding its antioxidant properties which are really striking. **Astaxanthin is a very powerful antioxidant and so far, no more potent antioxidant has been found in nature. By means of comparison, astaxanthin is 550 times and 6,000 times more powerful than vitamins E and C respectively.**

Carotenoids are naturally occurring pigment colors which promote health; you have probably heard of beta carotene which has an orange color. **Astaxanthin which is found in certain algae on the other hand is red and it lends its color to many marine creatures like lobsters, crab, shrimp and ocean salmon as well as giving flamingos their trademark pink hue.**

We are regularly told that antioxidants are good for our health; they work by counteracting the damage caused by free radicals. **We need a helping hand because free radicals tend to outweigh any antioxidants which occur naturally.** Antioxidants transfer their free electrons to the damaged cells but unlike many antioxidants which become depleted after this transfer, astaxanthin retains a huge surplus of free radical neutralizing electrons allowing it to stay active for longer. **Moreover, astaxanthin can handle a variety of free radicals at the same time unlike most antioxidants which can only deal with one free radical at any given time.**

THE POWERFUL ANTIOXIDANT



“DIGITAL CHILDREN” in the 21st Century

Kids in modern days are hooked on electronic devices



Digital Gadgets, Radiation and Your Child's Developing Brain

CELL PHONE RADIATION



THE BRAIN ABSORBS RADIATION

“The child’s head absorbs 10 times more radiation than an adult, while those of infants and toddlers will absorb even more.”

“The microwave radiation from digital gadgets does disrupt DNA, weakens the brain’s protective barrier, and releases highly reactive and damaging free radicals.”

From “CELL PHONES, RADIATION & YOUR CHILD’S HEALTH”
Devra Davis, PhD, President and Founder, Environmental Health Trust

Harmful effects of electronic devices on brain

Not Good For the Brain

Even before kids can utter their first words, kids' brains are tripling in size—a lot of learning happens before the age of five. Additionally, overexposure to gadgets has been linked to attention deficit, cognitive delays and impaired learning.

too much use of technology (and too early) will only delay a child's learning abilities and put a strain on his psychological health.

Kids Suffer Mental Illness

The PEACH project, a study of more than 1,000 children between the ages of 10 and 11, found that children who spend longer than two hours in front of a screen or another entertainment medium are more likely to suffer psychological difficulties. These can include child depression, anxiety, attention deficit and problematic child behavior.

Overall, the study's results also showed "no appreciable improvements" in reading, mathematics or science in countries that invested heavily in information technology.

In fact, the frequent use of computers in school is more likely to be associated with lower marks, OECD officials said.

The study compared the use of computers and other technologies in schools to the performance of 15-year-olds in tests called the Programme for International Student Assessment (Pisa), which the OECD runs every three years.

Besides testing them on maths, science and reading, the last Pisa test in 2012 also measured students in their digital skills.

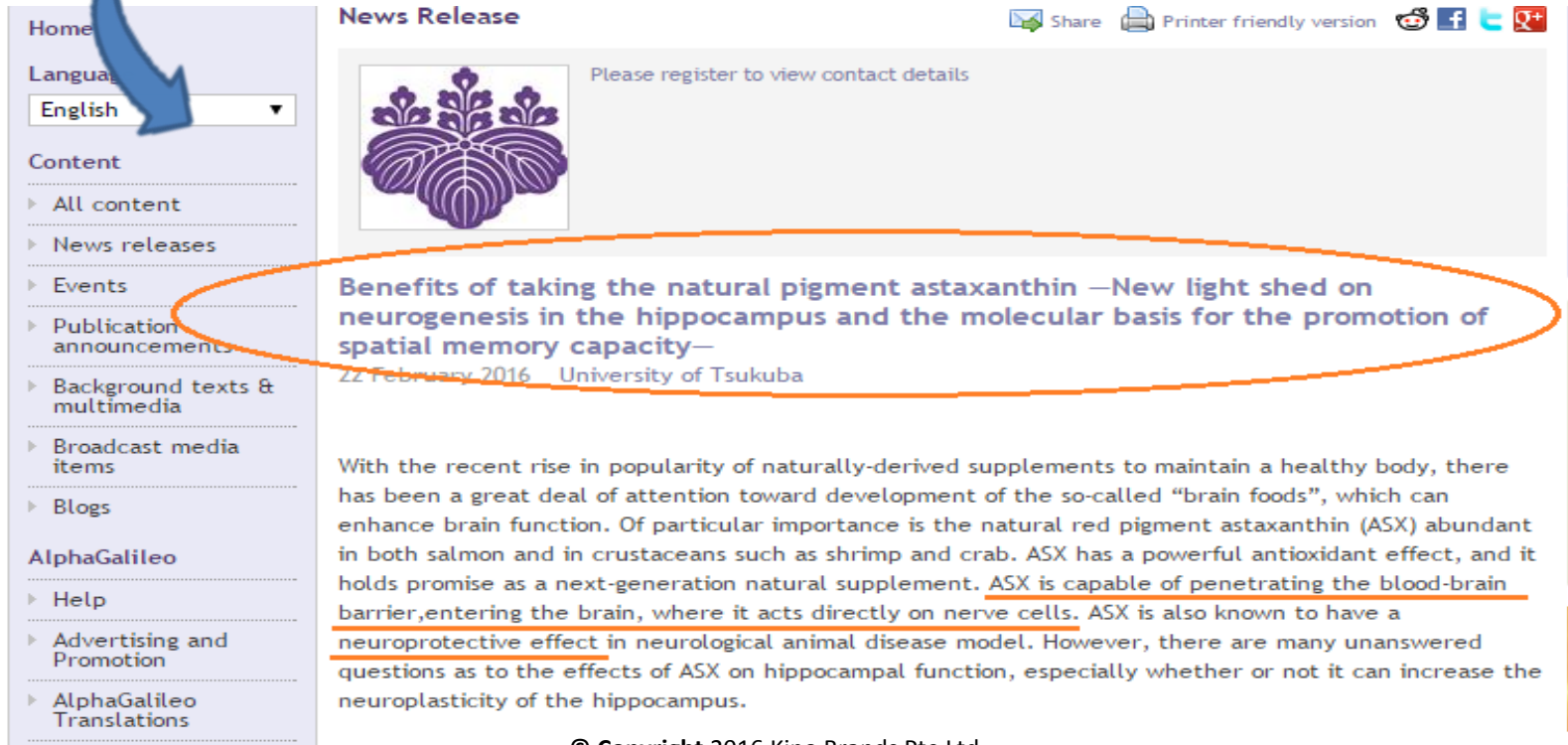
It found that students who use computers very often in school get worse results than those who use them moderately. But the latter group, who use computers in school once or twice a week, have "somewhat better learning outcomes" than those who use them rarely.

Of the seven territories that had the highest levels of Internet use in school, three - Australia, New Zealand and Sweden - were found to have "significant declines" in reading performance, while another three - Spain, Norway and Denmark - had results that had "stagnated".

The territories with the lowest levels of Internet use in school - South Korea, Shanghai, Hong Kong and Japan - are among the top performers in international tests.

Astaxanthin – Powerful Hidden Within

The ability of crossing blood-brain barrier and deliver unsurpassed
PROTECTION to the brain...



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News Release

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Benefits of taking the natural pigment astaxanthin –New light shed on neurogenesis in the hippocampus and the molecular basis for the promotion of spatial memory capacity–
 22 February 2016 University of Tsukuba

With the recent rise in popularity of naturally-derived supplements to maintain a healthy body, there has been a great deal of attention toward development of the so-called “brain foods”, which can enhance brain function. Of particular importance is the natural red pigment astaxanthin (ASX) abundant in both salmon and in crustaceans such as shrimp and crab. ASX has a powerful antioxidant effect, and it holds promise as a next-generation natural supplement. ASX is capable of penetrating the blood-brain barrier, entering the brain, where it acts directly on nerve cells. ASX is also known to have a neuroprotective effect in neurological animal disease model. However, there are many unanswered questions as to the effects of ASX on hippocampal function, especially whether or not it can increase the neuroplasticity of the hippocampus.

Astaxanthin and Brain Health

Astaxanthin appears to help maintain 'working memory'

4



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Unlike beta-carotene, astaxanthin is able to cross the blood-brain barrier. Once there, it appears to provide some significant brain health benefits.

In one clinical trial to assess astaxanthin's effect on the brain, ten older adults with age-related forgetfulness took 12mg of astaxanthin daily for three months.¹ By the end of the study, there was

clear evidence that those taking astaxanthin had better "working memory."

Working memory is the short-term memory that is used, for example, to remember a phone number or license plate for a few minutes. Astaxanthin

also improved thinking in other ways, such as processing information and attention.

BOOST

DHA – Brain-Nourishing

- ✓ Provide a **“nutritious” environment** for the brains cells
- ✓ Allow for effective cell signaling → connections increase
- ✓ Needed for the growth of brain cells
- ✓ Reducing inflammation in the brain cells
- ✓ Increase neurotransmissions

<https://www.youtube.com/watch?v=cUet8YpKoN4>

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GIVE NOW The deal with DHA: Earliest foods can affect brain function

You need DHA (or docosahexaenoic acid) throughout your life to keep your brain functioning at its best. But DHA is especially important for the hungry baby brain. It powers the development of vision, attention, memory, and cognitive functioning.

“It’s in every cell wall, it’s in every neuron,” Cheatham says. “It allows things to move in and out of the neurons more freely. It allows receptors to implant themselves in the synapses more readily.”

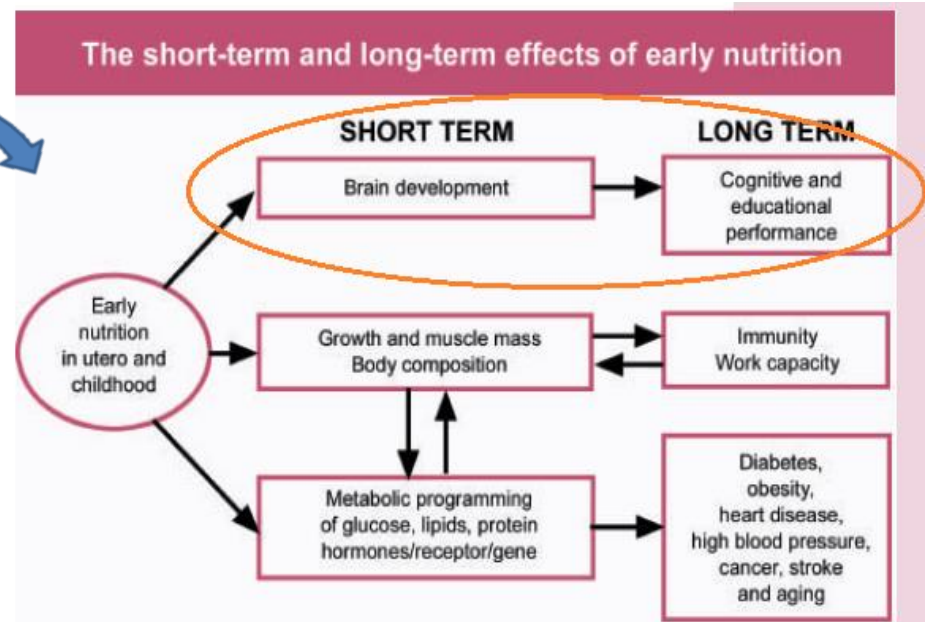
Your body makes DHA from the food you eat, namely omega-3 fatty acids. When a baby has a DHA deficiency, it could mean that the breastfeeding mom needs to cut down on omega-6 fats and add more omega-3 fats to her diet.

“But you also have to consider mom’s genotype,” Cheatham says. “If you have a certain genetic makeup, you can take the fatty acid from flaxseed, nuts, and plants, and turn it into DHA inside your body.” But another genetic makeup may prevent some of us — about 7 percent of the U.S. population

A proper balance of nutrients intake in this formative period is critical for healthy brain development!

A report from UNICEF (2001) mentioned:

“Inadequate nutrition in early life can seriously interfere with brain development and lead to **learning disabilities and mental retardation.**”



Source: UNICEF, the State of the World's Children 2001, p.20

Nutrition

– the greatest environmental influence on children

However, modern lifestyle nowadays contributing to nutritional deficiencies in children...

1

Food preparation and food kept aside without proper storage

2

High availability and accessibility of processed food and junk food

3

Food full of sugar, refined wheat, chemicals and artificial colourings

4

Dietary choices or restriction to selected food types for religious or health reasons

5

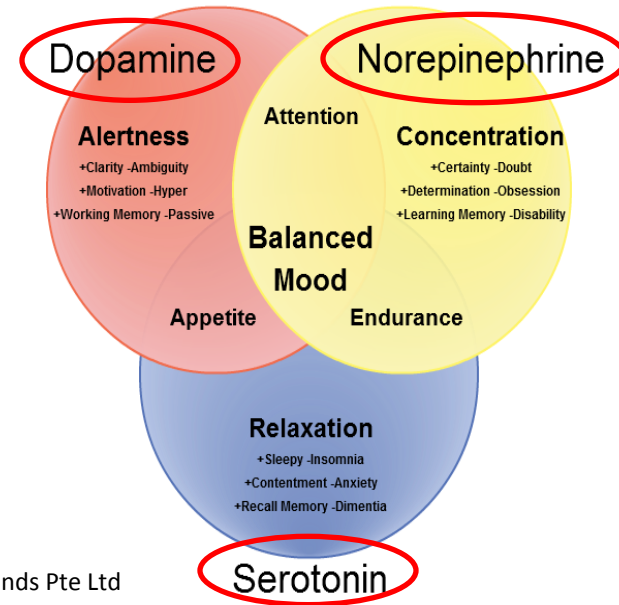
Parents may grab a quick meal of the most convenient food preparation once can find for kids



REGULATE

Vitamin B6 – “Feel-Good Nutrient”

- ✓ Improves in attention and memory, especially long term memory
- ✓ Supports to produce neurotransmitters → carry signals between brain cells
- ✓ Produce **“Feel-Good” Neurotransmitters:**



REGULATE

Cacao Seed Extract – “Super Fruit”

*“Cacao (*Theobroma cacao*, meaning “food of the gods”) is the fruit of the cacao tree that was the key ingredient in giving chocolate its distinct flavour.”*

- ✓ Enhance blood flow to the brain
- ✓ Stimulate neurogenesis
- ✓ Promote survival of brain cells:
 - ✓ Enhance communications between multiple brain cells in different parts
 - ✓ Antioxidant properties – flavonoids
- ✓ Provide “feel good” chemicals – serotonin & dopamine
- ✓ Positive effect on emotional stress

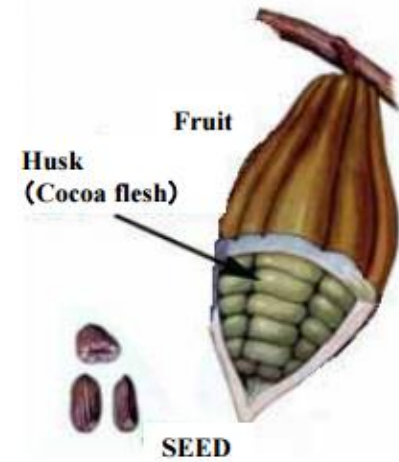


Fig 1. Cacao Fruit & its components

Childhood stress and your child's brain!

Early stress takes its toll on the brain in multiple ways:

- Brain cells killers
- Inhibit the birth of new brain cells
- “network” of brains cell get disconnected



Translation:

Brains under chronic stress will have difficulties in learning new things and committing new material to memory.

THANK YOU!