



# JONES™ GABA FACT SHEET



## What is GABA?

GABA (gamma-aminobutyric acid) is a natural calming agent and one of the brain's most important regulators of proper function. GABA is a neurotransmitter, and sufficient amounts are normally produced in the body, but outside factors such as a poor diet and stress may cause the body to produce lower levels.

## Jones GABA contains PharmaGABA. What is PharmaGABA and how is it made?

GABA has been available as a dietary supplement for decades, but until recently it has only been available in the U.S. as chemically produced, synthetic GABA.

PharmaGABA is naturally manufactured from *Lactobacillus hilgardii* – the bacteria used to ferment vegetables in the preparation of the traditional Korean dish known as kimchi. PharmaGABA is manufactured by Pharma Foods International Co. LTD., of Kyoto, Japan. Jones GABA uses 150mg of PharmaGABA per can, and is the first company to deliver GABA to the U.S. in liquid form.



## Production of PharmaGABA

Glutamic Acid, Glucose,  
Yeast Extract & other ingredients

↓  
**Fermentation**

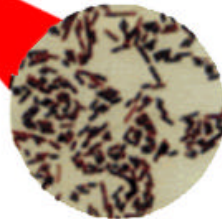
↓  
**Sterilization**

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**Filtration**

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**Spray Drying**

↓  
**PharmaGABA80**

*Lactobacillus  
hilgardii* K-3



**The process:** *Lactobacillus hilgardii*, the same bacteria used in Kimchi, is fed a nutrient rich broth. The bacteria naturally produces GABA and secretes it into the medium. The medium is then filtered and the GABA separated.

## GABA and PharmaGABA?

Studies with synthetic GABA have indicated it has little, if any benefit. In contrast, detailed experiments with PharmaGABA have demonstrated significant and measurable anti-stress effects. In addition, PharmaGABA is the only form of GABA that has achieved generally recognized as safe status by the FDA (GRAS) in the United States.

## What are the benefits of using PharmaGABA?

PharmaGABA improves brain function, especially related to concentration and memory. Additionally, it has been found to play a role in:

- Stabilizing blood pressure
- Improving liver function and alcohol metabolism
- Improving renal (kidney) function
- Reducing symptoms associated with ADHD
- Curbing anxiety
- Offsetting stress-induced immune suppression

**What are some of the anti-stress effects of PharmaGABA?**

Research from Japan has shown that PharmaGABA increases the production of alpha brain waves and reduce the production of beta brain waves. A strong presence of alpha brain waves is similar to the state achieved through meditation, characterized by intense relaxation and greater mental focus. Beta waves are associated with nervousness, scattered thoughts and hyperactivity. PharmaGABA has shown measurable reductions in biological stress markers such as cortisol and immunoglobulin in human studies. Subjects reported enhanced feelings of calmness and improved sleep quality.

**Will the effect differ by weight of the consumer?**

No, the effect is essentially the same in all consumers and variations would be based on brain chemistry versus physiological characteristics.

**Are there any decreases in efficacy of PharmaGABA over time? Does your body get used to new levels?**

No, there has not been shown to be a decreased efficacy over time with the use of PharmaGABA.

**Would the effect of GABA be amplified with drinking several cans of Jones GABA over the course of the day? Is GABA absorbed and retained by the body for a period of time?**

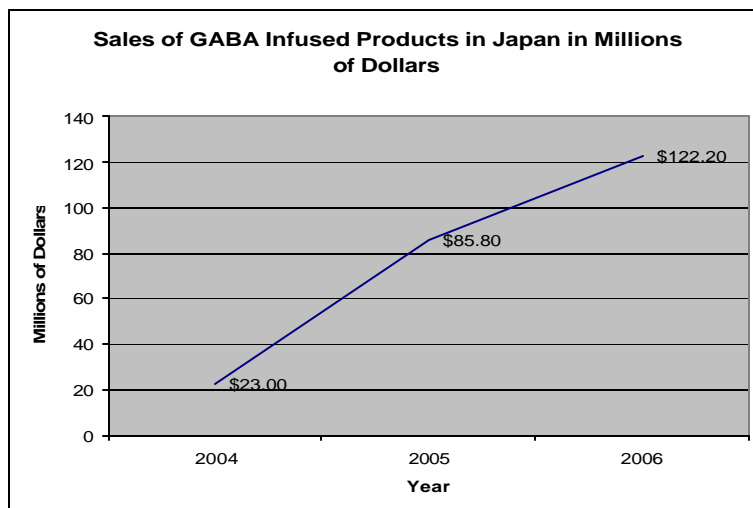
No, the effect would not be amplified. GABA is absorbed and retained for up to 5 hours of increased alpha wave activity.

**What types of products in Japan contain PharmaGABA?**

PharmaGABA is approved for use in Japan as an aid to conquer stress and improve general well-being. It is most commonly found in chocolate and coffee, as it is particularly helpful in counteracting the effects of caffeine. It has also been used in sports drinks, waters, candy and even sausage.

**How has GABA been adopted by Japanese consumers?**

Sales of GABA infused products started at a robust \$23 million in 2004, the year it obtained Foods of Specified Health Use (FOSHU) status. Sales rapidly jumped, as shown in the graph below, and continue to increase by a projected %15 per year.



### **Are there any side effects or drug interactions with PharmaGABA?**

There have been no reports of any side effects or drug interactions with PharmaGABA

### **Who would particularly benefit from PharmaGABA?**

- Individuals working in high-stress environments
- Individuals feeling overwhelmed or overcommitted
- Individuals seeking increased concentration levels
- Students wanting to increase their learning aptitude and retention
- Individuals who participate in mental activities
  - IE: Video games, Chess, Puzzles and Logic games
- Athletes and weightlifters
- Individuals with ADHD and anxiety symptoms

### **When are the best times to use PharmaGABA?**

- Mid-day when energy levels are low
- In the evening to improve quality of sleep
- Situations involving high stress, extreme anxieties, phobias and fears

## **Jones GABA and Fair Trade**

### **What does it mean to be a Fair Trade Certified Product?**

The Fair Trade Certified™ label guarantees consumers that strict economic, social and environmental criteria were met in the production and trade of an agricultural product. Fair Trade Certification empowers farmers and farm workers to lift themselves out of poverty by investing in their farms and communities, protecting the environment, and developing the business skills necessary to compete in the global marketplace. Fair Trade principles include fair prices, fair labor conditions, direct trade, democratic and transparent organizations, community development and environmental sustainability.

### **What qualifies Jones GABA as a Fair Trade Product?**

Jones GABA uses Fair Trade Certified natural white or black tea from brewed tea leaves in all four GABA tea-juice blends.

### **Where can I get more information on Fair Trade products?**

For more on Fair Trade Certification and products please visit [www.fairtradecertified.org](http://www.fairtradecertified.org).

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