

THE ULTIMATE CHEATSHEET FOR YOUR BRAIN

MASTER YOUR MEMORY



"My brain is the only vehicle I'm gonna get in my entire life. I want it to run like a Ferrari... so I'd better give it the best fuel."

- Randy Couture

FOREWORD BY
6-TIME MMA CHAMPION & ACTOR
RANDY COUTURE

NOOBRU APPROVED ACTIONS FOR BETTER FOCUS & MEMORY

Foreword



Everything changed in just 8 seconds.

A lot of people have asked me: what was the best moment of your combat sports career?

To be honest, out of all the questions friends, family, and journalists ask me about my time as a cage fighter - that's probably the easiest one to answer.

It was when I came out of retirement to take on the heavyweight champion at the time. A 6ft 8, 260lb monster who was tearing everyone to pieces. A fighting behemoth in the prime of his career.

He was 30.

I was 43.

The odds weren't exactly in my favour.

People thought I was too old. That this was a reckless idea and I was going to get *seriously* hurt.

The bell rings.

And I remember just stepping in and throwing everything into my very first punch...

The arena erupted.

8 seconds into the very first round...

I knocked this guy right onto his butt.

And went on to dominate the fight for 25 full minutes to reclaim the heavyweight championship for the third time.

You're probably wondering what the heck does this have to do with this guide? Well, it's living proof that you don't have to accept the rules of time.

That no matter where you're at - you can defy the odds.

I've never looked at age the same way a lot of average folks do. I never let it hold me back or doubt myself – And I never let it dictate the rules of my life.

I've always believed that we're nowhere near fulfilling our human potential.

The biggest fear for any contact sport athlete is brain damage. We all saw Muhammed Ali succumb to Parkinson's, and the more recent tragic cases of CTE in Football.

Things like memory decline, Alzheimer's and dementia are widely agreed to be diseases of aging. One of the reasons our brains age is down to 'wear and tear'. So, I've always strongly believed that the best way to counter this is to find ways to buffer against that. I was always extremely cognizant of this while fighting because all the brain trauma can dramatically speed up that detrimental process.

So even back then, I was a keen student of nootropic ingredients and strategies that could protect brain health and improve cognitive faculties.

Fast forward to today and the progress we've made in this field is *nuts*. It really is a crazy time in human existence. A quick google search will show you that we've pretty much already figured out how we can prevent brain degeneration and aging as a whole.

The whole longevity science thing is ready to explode. And we've got solid research now on both mice and human subjects that show we absolutely *can* reverse neurodegeneration and restore brains back to their younger, healthier states.

How? A combination of feeding ourselves with the right clinically-studied ingredients - which is what attracted me to Noobru - and proven lifestyle habits and tools which you'll discover in this ebook.

I had a heart attack in 2019. Me, Randy Couture...for the first time in my life I felt truly vulnerable. This was really a turning point of sorts for me and a wake-up call. Now, more than ever, I really had to pay attention to my health.

To make things scarier, I learned that cardiovascular events are associated with an increased likelihood of Alzheimer's.

So if I wasn't already, that's when I really started to take my brain health seriously.

It's not in my nature to lie down and accept defeat - If it was age, death staring at me on the other side of the cage - you better believe I'd stare right back.

I was always a battle of attrition type of fighter..ready for a long ride...

And this was no different. I knew that fighting back against father time and optimising my brain was going to be a long journey - one I'm still on now.

With this now my top priority, I'm always looking for new loopholes, hacks tips...whatever you wanna call it... to defy aging and keep my brain as young and healthy as possible. I'm super open-minded and will try anything and everything.

So of course when my gym manager, Erik, introduced me to Noobru - I thought why not? There's nothing dangerous in it and if it can keep my brain sharp and protected - even if it's just a tiny bit, then it's worth every penny.

Like I said, I already had some knowledge about nootropics prior to discovering Noobru. In fact, what first attracted me was the Phosphatidylserine. I was actually taking this while fighting because it's been proven to support cognitive regeneration, and memory, and provide optimal protection against brain diseases. So, when I saw it combined this with 10 other well-researched ingredients, I thought this looks pretty cool.

I first took it for my long PFL broadcasts and immediately felt a difference. I was sharper and felt crazy mental clarity. Words were coming faster, I could remember all the fighter's names with ease. This stuff was for real.

Naturally, Noobru became a staple for my brain health. The nootropic vitamins nourish my brain and the longer I use it, the better I feel.

But of course, you can't just sit on your butt all day and think this is gonna give you the brain transformation you're looking for.

You might feel some benefit - but why settle for that?

Why not experience the full potential of Noobu?

At the time of writing this, I'm 59...and I'll bet you I'm fitter, healthier and in better shape mentally and physically than most fellas my age.

And I can honestly say it's because I've always put in the work. All my life, I've done my best to prioritise the pillars of health: nutrition, exercise, sleep and stress.

I've done pretty ok so far, and the reason Noobru has worked so well for me is that I already had those four fundamentals dialled in. The truth is, if your sleep sucks, if you're drinking alcohol, smoking and not eating right, moving right - then supplements aren't going to be much help.

You have to pull all the levers in your control if you want to keep your memory sharp and your brain and body healthy for longer than you ever imagined.

So I want to make you a promise.

No matter who you are. Your age, gender, or your current situation.

If you adhere to the guidance found in this ebook, you'll do more than just enhance your memory. You'll improve all markers of health and longevity. You'll feel better mentally and physically, and dramatically lower your risk for all-cause mortality.

Remember, it's not gonna be quick or easy. We need to be prepared to go the full distance and treat this like a marathon. Take as much as you realistically can from this ebook. And implement as consistently as possible.

And most importantly...don't forget to drink your Noobru.

Cheers!

Randy Couture

- 6x MMA World Champion, Hollywood Actor, Former U.S Army Sergeant and Military Veteran charity founder



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Experience deep sleep → [Try Lucid](#)

Boost physical performance → [Try Pro](#)



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The 4 Levers For Optimising Memory (and overall brain health)

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1. Sleep

1a Why Sleep is Important

Sleep is essential for overall physical and mental health. During sleep, the body works to repair and rejuvenate itself, and the brain consolidates memories and processes information from the day. Adequate sleep is important for maintaining a healthy immune system, regulating hormones, and keeping the heart and blood vessels healthy. Without enough sleep, people may feel tired and have difficulty concentrating, which can affect daily activities such as work, school, and social interactions. Chronic sleep deprivation can lead to a number of serious health problems, including obesity, diabetes, and cardiovascular disease.

And what you need to remember is: the above conditions are all associated with neurodegenerative disease.

1b How Sleep Affects Memory

Sleep plays an important role in memory consolidation, which is the process of transferring information from short-term to long-term memory. Research has shown that during sleep, the brain is actively working to process and organize information learned during the day.

Studies have shown that people who sleep after learning new information tend to perform better on memory tests than those who stay awake.

In particular, during deep sleep, the brain consolidates information and forms new connections between brain cells, helping to strengthen memories and make them more resistant to forgetting. Additionally, sleep is important for spatial learning, it helps people to remember the location of items and how to navigate in space.

A lack of sleep, on the other hand, can affect memory performance, making it harder to remember new information and recall previously learned material. Chronic sleep deprivation has also been linked to an increased risk of developing cognitive decline and dementia.

From an anti-aging and brain longevity perspective - sleep is your secret weapon.

Autophagy is a process by which cells break down and recycle unnecessary or damaged components. It is an important mechanism for maintaining cellular health, and it has been shown to play a role in a wide range of physiological processes, including immune function, metabolism, and aging.

During sleep, autophagy in the brain is increased and this is particularly important for the neurons. During wakefulness, neurons generate waste products, such as proteins that can build up and cause damage if not removed. Autophagy is a process that helps to clear out these waste products and repair the cells. Studies have shown that the levels of an autophagosome marker, LC3-II, increase during sleep, indicating that autophagy is more active during this time.

Additionally, deep sleep, also known as slow-wave sleep, is associated with a higher level of autophagy in the brain. Studies have revealed that this stage of sleep is essential for the clearance of toxic proteins that can accumulate during wakefulness and lead to a host of neurological disorders, including Alzheimer's disease.

In summary, sleep and autophagy in the brain are closely related. During sleep, the brain is working to clear out waste products and repair cells, and this process is particularly active during deep sleep. Adequate sleep is necessary for maintaining the health of the brain and preventing the accumulation of toxic proteins that can lead to neurological disorders

1c How to Optimise Sleep

**Need a little extra help to unwind and experience deep sleep?
Check out Noobru Lucid here → [Try lucid now](#)**

Sleep & Circadian Rhythm

The circadian rhythm is an internal biological process that regulates the sleep-wake cycle and other physiological processes in our body. It is controlled by a small region of the brain called the suprachiasmatic nucleus (SCN) which receives light information from the eyes and synchronizes our internal clock to the 24-hour day-night cycle of the environment.

The circadian rhythm controls the release of hormones such as melatonin, which regulates sleep and wakefulness, and cortisol, which helps to regulate stress and metabolism. The release of these hormones follows a pattern that typically aligns with the day-night cycle, with melatonin levels increasing in the evening to promote sleep and cortisol levels peaking in the morning to help wake us up.

The sleep-wake cycle is also regulated by the circadian rhythm. The body's internal clock sends signals to the brain to promote sleep during the night and wakefulness during the day. When our internal clock is in sync with the environment, we feel alert during the day and sleepy at night. However, if the internal clock is out of sync, we may experience insomnia or other sleep disorders.

Consistency is Key

The key is to avoid disrupting the circadian rhythm. This means your daily habits have to be as consistent as you possibly can; regularity and timing matters. For instance, let's say you usually eat dinner at 6.30 p.m. Then, one evening, you eat at 8.30p.m. This can disrupt your internal clock because the ingestion of food spikes blood sugar and releases hormones that regulate sleep and wakefulness. The idea is to TRAIN your body to anticipate when it is time for bed. Below are the most effective daily habits that support sleep and, as a result, will boost memory function. Understandably, we can't always be perfect. But do try your best to stick to your 'pattern' as much as you can. From when you get sunlight, to when you eat and exercise - your body clock needs familiarity.

Sunlight

Sunlight helps regulate the body's natural sleep-wake cycle, also known as the circadian rhythm. The light-sensitive cells in the eye detect sunlight during the day and send signals to the brain to suppress the production of the sleep hormone melatonin and promote alertness. At night, when there is less sunlight, the brain increases the production of melatonin, which helps promote sleep. On top of this, morning sun exposure has been shown to support everything from mental to

metabolic health. It truly is one of the most important sources of energy and vitality for humans.

There are two times you should get this type of natural light exposure: as soon as possible after waking. Followed by sunset.

The a.m. sunlight is the most crucial of the two. If the sun is out you need only spend anywhere between 2- 10 minutes to trigger the circadian signalling benefits. If it is grey, 30 minutes.

Interestingly, getting outside when the sun is low has additional benefits. At this time, the unique hues and wavelengths emitted activate the neurons in your retina that set your circadian rhythm, signalling the start of melatonin production. The same duration can be applied at this time as you would in the morning (2-30 minutes depending on the weather).

In sum, early morning and sunset light exposure will fine-tune your circadian rhythm for better sleep.

The Enemy of Sleep is all Around You

While the sun is important to optimise your sleep, not all light is created equal. Artificial light emitted from cellphones, laptops, televisions and even household lights are known as blue light.

Exposing yourself to these during the day is fine. However, continuing to sit on your phone or behind a screen will suppress melatonin production.

Therefore, it is important that you limit the amount of artificial light once the sun goes down. If you need to work late, you can download a blue light filter for your phone or laptop.

For laptops: <https://justgetflux.com/>

For cellphones: You can find a free blue light blocking app by simply searching 'blue light app' in the app store.

In addition, try dimming or minimizing the lights in your home. And strictly no screens 60 minutes before bed.

A Word on Caffeine & Alcohol

The fact is, alcohol is not beneficial in any way at all for your brain (and your memory). It is a neurotoxin; the body recognizes it as a poison and will put on hold all other metabolic processes to expel this from your body. With that said, if you want to enjoy a drink from time to time, just be mindful to have your last (and ideally your first!) drink 3 hours before sleeping.

It has long been thought that having a 'night cap' will help you fall asleep. While alcohol may help you fall asleep quicker, the reality is it disrupts several stages. It reduces the amount of time spent in the deeper stages of sleep, such as slow-wave sleep (deep sleep) which is important for physical repair and growth, and for the consolidation of long-term memories. Furthermore, alcohol increases wake up frequency, resulting in a night of 'broken sleep' and feeling groggy the next day.

Regarding caffeine - there is good news. You can keep drinking it. In fact, caffeine has been shown to support short-term and working memory by boosting certain neurotransmitters. It is a nootropic in itself.

Now, for the caveat. Without getting too technical, overconsumption of caffeine will harm your memory. Ideally, to stick the 1-2 cup per day range. And leave 1-2 hours between cups.

You might be one of those individuals who can drink an espresso in the evening and fall asleep without issue. However, like alcohol, having caffeine in your system overnight will disrupt sleep depth and quality.

It is strongly advised to avoid caffeine 10 hours before sleeping. The reason for this is, caffeine has a half-life of around five to six hours. But this means it has a quarter-life of ten to twelve hours. Meaning if you have a coffee at 1 p.m.... come 11 p.m. your body would have the equivalent of a quarter shot of caffeine in your system. So, it is best to ensure you are leaving at least 10 hours so that your body can fully break down and expel the caffeine metabolites.

The final tip worth mentioning is to delay your morning coffee by 90 to 120 minutes after waking (unless you exercise first thing). Doing this will give your brain time to clear out something called adenosine from the brain naturally. These are the receptors that signal feelings of sleepiness. Caffeine works by blocking these receptors, resulting in feeling more awake and alert. If you drink caffeine too soon, your brain won't have time to naturally clear these and understand it is time to be awake and alert. Meaning, when the caffeine starts to wear off in the afternoon, you can experience 'the crash' or wave of sleepiness. Additionally, our stress hormone, cortisol, is highest upon waking. This is an important part of the natural sleep-wake

cycle. Cortisol promotes feelings of alertness. If you drink coffee immediately, this can send cortisol through the roof - resulting in a subsequent crash. In sum, it is important to not disrupt the brain's natural chemical processes that help regulate your circadian rhythm. You can start by delaying your first cup by 15 or 30 minutes. Slowly work your way up to the two-hour mark.

Sleep-enhancing foods (and foods to avoid)

There are certain foods that can promote sleep by helping to regulate the body's internal clock and promoting feelings of drowsiness. Some examples include:

1. **Cherries:** Cherries are a natural source of melatonin, a hormone that promotes feelings of drowsiness. Eating a small portion of cherries before bed can help to promote better sleep.
2. **Bananas:** Bananas are a good source of magnesium and potassium, both of which can help to promote muscle relaxation and calmness. Additionally, they are also a good source of tryptophan, an amino acid that helps produce serotonin, which is a hormone that helps regulate sleep.
3. **Almonds:** Almonds are a good source of magnesium, which can help to promote muscle relaxation and calmness. Additionally, they are also a good source of healthy fats and protein which can help to keep you feeling full and satisfied.
4. **Turkey:** Turkey is a good source of tryptophan, an amino acid that helps produce serotonin, which is a hormone that helps regulate sleep. Chicken is also a good choice.
5. **Complex carbohydrates:** Complex carbohydrates like sweet potato and brown rice are rich in complex carbohydrates which help to increase the level of tryptophan in the brain, which in turn increases the production of serotonin and melatonin.
6. **Chamomile tea:** Chamomile tea is a natural sedative that can help to promote feelings of drowsiness and calmness.
7. **Fatty fish:** Fish such as salmon, sardines, and mackerel are rich in omega-3 fatty acids, which have been shown to improve sleep quality and promote feelings of relaxation.

Remember, eating too close to bedtime will disrupt sleep. Have dinner 2-3 hours before getting into bed. If you do find yourself having to eat late, try to keep it light and opt for choices that are easier to digest. For example, some fatty fish with cooked vegetables and white rice.

Ensure you are eating a meal that contains healthy carbohydrates such as rice or tubers. Carbohydrates release tryptophan and serotonin - neurotransmitters that promote relaxation and sleepiness.

Certain foods should be avoided as these can over-spike insulin or stimulate the nervous system:

- Sugar (small amounts of fruit and honey are fine)
- Spices
- Monosodium Glutamate (MSG)
- Dark chocolate (contains caffeine)

Turn Your Room into a Cool, Dark Cave

A cool room temperature can help to regulate the body's internal temperature, which is important for maintaining deep sleep. Our body temperature naturally drops when we sleep, and a cool room can help to facilitate this process.

A dark room can help to regulate the body's production of melatonin. In addition, try keeping your room a device-free zone. It is important your brain recognizes this important space for sleep and intimacy - nothing else. If you need an alarm, replace your phone with a good old-fashioned alarm clock. Depending on your environment, investing in blackout curtains can stop light from entering the room and wake you up sooner than expected. Otherwise, an eye mask will suffice. If you live in a noisy area and are sensitive, buying some silicone earplugs can help.

Love Evening Television? Do This

Need that buffer between the workday, something to help you switch off from a day of work? Understandable. However, the content you choose to watch can affect sleep. If you are watching a heart-stopping tv series full of twists, turns, explosions and drama - you may actually be stimulating your nervous system.

While reading is by far the most optimal choice, watching 'calming' television is better than a horror movie. A nature documentary gently narrated by the likes of David Attenborough or Morgan Freeman can be a therapeutic way to relax and unwind before bed.

And - if you want to call yourself a 'biohacker' - you can invest in a pair of blue light-blocking glasses. Wearing these while you watch will repel the artificial light that suppresses melatonin.

Exercise

While exercise is a separate chapter, it plays an important role in sleep. The physical exhaustion from the exercise alone can help by simply making you feel more tired and ready for sleep.

However, there are other mechanisms at play.

Regular physical activity can help to regulate the body's circadian rhythm, increase the amount of time spent in deep sleep, reduce stress and anxiety, and regulate optimal body temperature.

For Ease, Follow the 10-3-2-1-0 Rule

The 10-3-2-1-0 rule is a sleep hygiene guideline that helps to create a consistent and healthy sleep schedule. The rule consists of the following five elements:

10 hours before bedtime, avoid caffeine

3 hours before bedtime, consume only water

2 hours before bedtime, stop eating

1 hour before bedtime, no screens

0 is the number of times you will hit the snooze button on your alarm

2. Diet



2a Nutritional Premises For Brain Health

Nutrition plays a critical role in maintaining brain health, including memory function. A diet that is rich in fruits, vegetables, and healthy fats can help support memory and cognitive function.

The unprecedented levels of cognitive decline the world is experiencing can, in large part, be attributed to ultra-processed foods. It is no secret that high in trans fats, added sugars, artificial ingredients and processed foods can contribute to inflammation in the brain and negatively impact memory. They also contribute to metabolic dysfunction and chronic diseases which are strong precursors of cognitive degeneration.

Conversely, whole foods packed with micronutrients have been shown to support brain health and memory. Such as omega-3 fatty acids, vitamin E, and B vitamins, particularly B12 and folate. Antioxidants, such as vitamins C and E, and carotenoids found in fruits and vegetables, may also help protect the brain from damage caused by free radicals.

What you need to know about water

Proper hydration is also important; our brains are made up of mostly water. But there is more to this than just drinking 8 glasses of water per day. Depending on where you reside, the quality of your tap water will vary – so it is worth checking for yourself. In many environments, tap water can contain certain impurities or contaminants that may be harmful to the brain and overall health. For example, exposure to lead, a toxic metal that can leach into tap water from old pipes, has been linked to cognitive impairment and developmental delays in children. Other contaminants such as fluoride, chlorine, and heavy metals, if present in excessive amounts in the water, could also be harmful to the brain. This is why it may be worth investing in a water filtration system for your house, or a tabletop filter to render your drinking water as clean as possible. Additionally, only consume water from glass bottles. Harmful microplastics have been shown to cross the blood-brain barrier and are associated with neurodegeneration.

Electrolytes are Essential

The relationship between electrolytes and brain function is complex, but it is clear that electrolytes play an important role in maintaining proper brain function. Electrolytes are minerals that carry an electric charge and they include sodium, potassium, calcium, and magnesium, among others.

Sometimes, brain fog, tiredness and impaired brain function are a symptom of dehydration and electrolyte imbalances. A good way to avoid this is to drink this simple, homemade morning electrolyte beverage:

- ¼ teaspoon high-quality sea salt
- ¼ teaspoon cream of tartar
- 1/2 a lemon

How Did We Eat Before Cognitive Decline Became Common Place?

Many believe our modern eating habits are largely to blame for driving the epidemic of neurodegenerative disease and cognitive impairment. Resulting in a theory that

we should revert to our ancestors' way of eating to optimise brain health and longevity.

A popular premise is that high-fat, low-carb diets mimic the types of diets that our ancestors likely ate. The idea is that the human body is better adapted to the types of foods that were available during the majority of human evolution, such as meats, fish, eggs, fruits, vegetables, and nuts, rather than the more processed foods that have become common in recent times.

According to this perspective, our ancestors likely ate diets that were high in fat and low in carbohydrates, as carbohydrates were less available in the wild. This is because most of the fruits and vegetables that provided carbohydrates were seasonal, and also, grains were not yet domesticated. Therefore, humans had to rely on hunting and gathering for food, which resulted in a diet that was high in fat and protein from meats and fish, and low in carbohydrates from fruits and vegetables.

Proponents of high-fat, low-carb diets argue that this type of diet is more in line with our evolutionary heritage and can help to improve overall health and well-being. They believe that this type of diet can help to improve weight loss, reduce inflammation, and improve brain health, among other benefits.

It's important to note that this is a controversial topic and there are different opinions on the safety and effectiveness of high-fat, low-carb diets. And also, the diets of our ancestors varied greatly depending on the location and time period, so it's hard to generalize about the type of diet that our ancestors ate.

That being said, there is a large amount of evidence linking higher fat, low carbohydrate or ketogenic diets to improved brain function. And not just enhanced memory and mental clarity, but therapeutic benefits for patients with neurodegenerative diseases and mental disorders like schizophrenia.

High-fat diets have been associated with better brain health because they provide the brain with an important source of energy and support the formation of nerve cell membranes. The brain is composed of about 60% fat and needs a constant supply of healthy fats to function properly.

Healthy fats, such as those found in nuts, seeds, avocados, olive oil and fatty fish, are rich in omega-3 and omega-6 fatty acids, which have been shown to support brain health by reducing inflammation and supporting the formation of nerve cell membranes. They also play a role in the production of neurotransmitters, which are chemicals that help to transmit signals between nerve cells.

In addition, some studies have suggested that a high-fat diet, specifically a ketogenic diet, may be beneficial for people with certain neurological conditions, such as

epilepsy and Alzheimer's disease. This is because a ketogenic diet can help to increase the production of ketones, which are an alternative source of energy for the brain.

However, it's important to note that not all fats are created equal, and it's important to consume the right types of fats. Saturated fats and trans fats, which are commonly found in processed foods, have been linked to inflammation and an increased risk of cognitive decline.

In summary, high-fat diets that include healthy fats like omega-3 and omega-6 fatty acids can support brain health by reducing inflammation and supporting the formation of nerve cell membranes. However, it's important to choose the right types of fats, and it's always a good idea to consult a healthcare professional before making any significant changes to your diet.

It is important to remember that low-carb diets are not the be-all-end-all. And it is still an area of debate whether this type of diet is necessary. Many people thrive on higher carbohydrate diets too - particularly those who are highly active and need the energy source. It is down to individual preference and what you feel works best for you. If you do not have a neurological condition, then there is no need to go full ketogenic to improve memory and brain health.

There is a strong case to be made that the biggest differentiator is the consumption of ultra-processed foods, artificial ingredients, and the introduction of toxins like pesticides into our food system.

Therefore, if all this seems too complicated or daunting, a rule of thumb is to just eliminate these unnatural components from your diet. And eat a variety of nutrient-dense whole foods.

Grains and Gluten

Grains and gluten are found in many foods, including bread, pasta, cereal, and baked goods. Some research suggests that consuming grains and gluten may have negative effects on the brain, particularly in people with certain conditions such as celiac disease or gluten sensitivity.

One theory is that gluten, a protein found in wheat, barley, and rye, can cause inflammation in the brain, particularly in people who have celiac disease or gluten sensitivity. Inflammation in the brain has been linked to a variety of neurological disorders such as depression, anxiety, and cognitive decline.

Another theory is that grains, particularly wheat, contain a protein called glutenin which can be broken down into a peptide called gliadin. This peptide is known to have an effect on the gut-brain axis, by altering the gut microbiome, and by affecting the permeability of the gut lining. This can lead to an increase in the levels of pro-inflammatory cytokines, which can contribute to inflammation in the brain.

Additionally, some research has also suggested that consuming a diet high in refined carbohydrates, such as white bread and pasta, can lead to an increase in blood sugar and insulin levels, which can contribute to inflammation in the brain and may increase the risk of neurological disorders such as Alzheimer's disease.

While everyone is different and you may do just fine eating whole grains, it is worth removing them for 30 days to see how it affects your brain function (and even your digestive health). Try switching from these to rice, fruit, honey, roots and tubers.

Seed Oils: A Potential Culprit

Seed oils were introduced into the human diet in the 20th century.

These oils such as soybean oil and canola oil, are high in omega-6 fatty acids.

Consuming too much omega-6 and not enough omega-3 fatty acids can lead to an imbalance in the body, which has been linked to inflammation and an increased risk of certain diseases, including neurological conditions. Additionally, many seed oils are highly processed and can contain high levels of harmful compounds such as trans fats, which have been linked to an increased risk of heart disease and other health problems.

Fasting and Caloric Restriction

Fasting and caloric restriction (CR) have been studied for their potential benefits on brain health and longevity. The underlying mechanism by which CR and fasting support brain health and longevity are thought to be through the activation of a process called autophagy.

Autophagy is a process by which cells break down and recycle damaged or unnecessary components, including proteins and organelles. When autophagy is activated, it can help to remove harmful molecules and cellular debris that can contribute to inflammation, neurodegeneration, and aging.

CR and fasting have been shown to activate autophagy in the brain. Research in animals has shown that CR and fasting can improve cognitive function and protect against age-related neurological diseases such as Alzheimer's disease and Parkinson's disease.

Fasting also leads to an increase in the production of brain-derived neurotrophic factor (BDNF), a protein that helps to support the growth and survival of brain cells.

This can improve memory and cognitive function, as well as protect the brain against degeneration.

Additionally, calorie restriction also leads to a decrease in oxidative stress and inflammation in the body, which are two factors that contribute to aging and age-related diseases.

It's important to note that while fasting and calorie restriction has been shown to have potential benefits on brain health and longevity in animal studies, more research is needed to understand the effects of these interventions in humans.

Fasting and calorie restriction should not be done without consultation with a healthcare professional, especially for people with certain medical conditions or those who are pregnant or breastfeeding.

In summary, fasting and caloric restriction may support brain health and longevity by activating a process called autophagy, increasing the production of BDNF, and reducing inflammation and oxidative stress.

You can start by playing around with 10-12 hour fasting windows. For example, if you eat your last meal at 7 p.m. you will 'break your fast at 7 a.m. the next day. As you adapt, you can begin to extend your fasting window. The longer you fast, the greater the health benefits. A good practice is to carry out weekly or monthly 24-hour fasts as a means of cellular cleanup. If you do, remember to stay well-hydrated throughout and if you feel unwell, stop. Additionally, the way you break your fast matters. Do this gradually with liquids, such as bone broth, and small amounts of fruit, vegetables, nuts and lean proteins.

However, it is important to note that negative effects begin to occur after the 72-hour mark.

Alternatively, if fasting is too difficult or you have reservations. Simply stick to caloric restriction. Be mindful of portion sizes, remove snacking habits and stop when full.

This Is a Lot to Take In!

Understandably, all this information about eating practices can be overwhelming. In the next chapter, you will find a list titled '11 Diet Rules for Brain Health' for your convenience. Remember, be realistic. Try to incorporate as many of the 10 points as you practically can into your current lifestyle. It is recommended, at the very least, to adopt the fundamentals of eliminating processed foods and consuming high-quality fats. Let intuition and common sense guide you in choosing what you can and cannot sustain.

2b 11 Dietary Rules for Brain Health

The following list has been chronologically numbered in order of importance. You should start with number one, and work your way down the list as far as you can.

11 Dietary Rules for Brain Health

1. Limit or remove ultra-processed foods and refined sugar
2. Prioritise nutrient-dense animal foods (beef, eggs, wild fatty fish, chicken)
3. Consume high-quality fats from plant sources, and low-to-moderate amounts of saturated fats
4. Replace all seed oils with olive and coconut oil, butter, ghee or beef tallow
5. Consume a variety of fruit and vegetables (pesticide/herbicide free)
6. Get the bulk of your carbohydrates from tubers, white rice, fruit, and honey (ideally raw)
7. Limit or remove grains and gluten (bread, pasta, oats etc.)
8. Prioritise gut health foods (bone broth, fermented veg, artichokes etc.)
9. Eat a bowl of dark leafy greens a day
10. Practice caloric restriction
11. Incorporate windows of fasting

Nutrition is a complex topic and everyone is different. It is important to understand that the dietary advice presented is not prescriptive, or exhaustive by any means. These 11 'rules' have been informed by the current scientific evidence available. And distilled to the most basic level to provide a fundamental understanding. There are layers of complexity, nuances and various perspectives around each of these tenets which you should explore for yourself. We always recommend consulting a medical professional and avoiding anything that might trigger potential harm.

2c Eating For Memory

There are several foods that have been shown to have a beneficial effect on memory and cognitive function. Some of the most notable include:

-Fish: Fish, especially fatty fish such as salmon, mackerel, and sardines, are rich in omega-3 fatty acids, which have been linked to a reduced risk of cognitive decline and memory loss.

-Berries: Berries such as blueberries, strawberries, and blackberries contain antioxidants and other compounds that have been shown to improve memory and cognitive function.

- Dark leafy greens: Vegetables such as spinach, kale, and broccoli are high in antioxidants and other beneficial compounds that have been linked to improved memory and cognitive function. In particular, the compounds lutein and zeaxanthin. Studies have shown that lutein and zeaxanthin may help to improve memory and cognitive function. Research has also shown that these may help to reduce the risk of age-related cognitive decline and neurodegenerative diseases such as Alzheimer's. These carotenoids are believed to have neuroprotective effects by reducing inflammation in the brain, and by protecting against the damage caused by free radicals.

-Nuts and seeds: Nuts and seeds such as almonds, walnuts, and flaxseeds are rich in healthy fats, antioxidants, and other beneficial compounds that have been linked to improved memory and cognitive function.

-Eggs: Eggs are a good source of choline a nutrient that is important for brain health and memory function. It is also rich in vitamins B, D and E, as well as omega fatty acids. Some consider it a 'cognitive multivitamin'

-Avocados: Avocados are high in healthy fats, potassium, and other beneficial compounds that have been linked to improved memory and cognitive function.

-Dark chocolate: Dark chocolate is high in cocoa flavonoids, which have been linked to improved cognitive function and memory.

-Beef liver: Considered nature's multivitamin. Beef liver is rich in several micronutrients critical for brain health and a true superfood. If you are not a fan of the taste, consider adding freeze-fried beef liver capsules in replacement of synthetic multivitamins.

- **Red meat:** Red meat is a rich source of nutrients that support fundamental brain health, particularly due to its high levels of iron, zinc, vitamin B12, and protein. Consuming red meat in moderation is considered safe and can be part of a healthy diet.

It's important to remember that a diet that is balanced and varied is the best way to ensure that you are getting all the necessary nutrients for your brain and memory health. Additionally, it's recommended to consult with a healthcare professional if you have any specific questions about your diet.

Foods for Your Gut (And Your Brain)

Research shows that gut health and the microbiome are linked to cognitive health, and has a direct impact on memory. Gut bacteria imbalances can lead to inflammation, which can affect the brain and contribute to memory loss and neurodegeneration. Additionally, a healthy gut microbiome also helps in the production of neurotransmitters such as serotonin, which play a role in regulating mood, sleep, and cognitive function. Therefore, it is important we cultivate our guts with both prebiotic and probiotic bacteria. You can supplement these, or obtain them from natural food sources.

- **Prebiotics:** chicory root, garlic, leek, artichokes, asparagus
- **Probiotics:** kefir, yogurt, kimchi, sauerkraut, miso, tempeh, pickles

Did you know that around 70% of your immune system resides in the gut? And supporting it has a direct impact on brain function. So, eating immune boosting foods is incredibly important too.

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3. Exercise



3a The Exercise-brain health connection

Exercise has been shown to have a positive impact on brain health and memory in several ways.

1. **Increases blood flow to the brain:** Exercise increases blood flow to the brain, which can provide the brain with the oxygen and nutrients it needs to function properly.
2. **Enhances Neuroplasticity:** Exercise can enhance neuroplasticity, which is the brain's ability to change and adapt in response to new information or experiences.
3. **Increases the production of neurotrophic factors:** Exercise increases the production of neurotrophic factors, which are chemicals that support the growth and survival of brain cells.
4. **Reduces inflammation:** Exercise can reduce inflammation in the brain, which is associated with cognitive decline and memory loss.
5. **Improves mood:** Exercise has been shown to improve mood, which can help to reduce stress and anxiety, which can negatively impact cognitive function.

3b What type of exercise is best for brain health?

There is a growing body of research that suggests that different types of exercise can have different effects on brain health. However, overall, regular physical activity, regardless of the type, has been shown to have positive effects on brain health and cognitive function, including memory.

Aerobic exercises, such as running, cycling, swimming, and brisk walking, has been shown to have the most consistent and positive effects on brain health. Aerobic exercise increases blood flow to the brain, which can help to bring oxygen and nutrients to brain cells, and it also promotes the growth of new blood vessels in the brain. It also increases the production of brain-derived neurotrophic factor (BDNF), which is essential for the growth, survival, and maintenance of neurons in the brain. Strength training and resistance exercises, such as weightlifting and bodyweight exercises, have also been shown to have positive effects on brain health, particularly in older adults. Strength training has been shown to improve cognitive function, including memory, by increasing brain volume and neural connections, and by reducing inflammation.

High-intensity interval training (HIIT) has also been shown to improve cognitive function, including memory, by increasing BDNF, promoting neuroplasticity, and by improving glucose metabolism in the brain.

Flexibility and balance exercises, such as yoga and tai chi, have been shown to have positive effects on brain health, particularly in older adults. These exercises can improve cognitive function, including memory, by increasing blood flow to the brain, promoting the growth of new neural connections, and reducing stress and anxiety.

It's important to note that different types of exercise may have different effects on different people, and the best type of exercise for brain health may vary depending on individual needs and preferences. It's always a good idea to consult with a healthcare professional before starting a new exercise program, particularly if you have any health conditions or concerns.

3c How much exercise should I do?

The benefits of exercise on brain health are most pronounced when exercise is performed regularly, and over an extended period of time. Therefore, the answer is: as much as you realistically can, ideally every day. It also goes without saying you

need to choose a form of exercise you enjoy. Otherwise, you will struggle to maintain it.

However, this does not mean you need to perform your primary form of exercise every day. In fact, if you are engaging in particularly rigorous exercise, then rest days in between are important.

If you want to exercise every day without risking injury or burning out your nervous system. Vary between doing high-intensity exercise (sports, weight lifting, HIIT) 2-4 times per week and low intensity exercise on the remaining days (walking, hiking, light cycling etc.).

Ideally, you want to perform 30-60 minutes of exercise every day to stimulate the brain-boosting effects as often as possible.

Walking is an excellent choice. It burns calories, offers similar cardiovascular benefits to running, is easy on the joints and is very sustainable. You can aim for 5000-10000 steps per day as a non-negotiable goal. Your steps can also be spread throughout the day. Ten to thirty minute post-meal walks are ideal as it reduces blood sugar by as much as 22% and helps with the partitioning of nutrients.

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3d Brain Training Exercises

Brain training, also known as cognitive training, can enhance memory by exercising the brain's cognitive abilities through various mental exercises and activities. These activities can include memory games, puzzles, and problem-solving tasks that challenge the brain to remember and recall information. Regularly engaging in these activities can help to improve the brain's ability to process, store, and retrieve information, leading to enhanced memory capabilities. Additionally, brain training can also help to improve overall cognitive function, such as attention, decision-making, and processing speed. In addition, brain training has been shown to promote neuroplasticity and the formation of new brain cells.

There are many different types of brain training exercises and activities that can be used to enhance memory and cognitive function. Some examples include:

1. Memory games: These can include matching games, memory puzzles, and other activities that require the player to remember and recall information.

2. Puzzles: Crosswords, Sudoku, and other types of puzzles can help to improve problem-solving skills and memory recall.
 3. Brainteasers: Riddles, logic problems, and other types of brainteasers can help to improve critical thinking and problem-solving abilities.
 4. Learning a new skill: Learning a new language, musical instrument or any new skill can help to stimulate the brain and improve memory and cognitive function.
 5. Social and cognitively stimulating activities: Engaging in social activities, reading, playing board games, and other mentally stimulating activities can help to keep the brain active and improve memory and cognitive function.
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4. Stress Management



4a Stress is the Number One Killer

One likely contributor to chronic disease and neurodegenerative decline is chronic stress. The way humans live now is more stressful than it has ever been. From financial challenges to social media and hectic polluted cities, our lifestyle is not conducive to longevity. Everything from intense capitalist work culture and societal pressures tax our mental health, and quality of sleep and, as a result, trigger debilitating chronic stress.

Stress can have a negative impact on our health because it triggers the release of certain hormones, such as cortisol and adrenaline, that can cause a variety of physical and mental health problems.

Cortisol is a hormone that is released in response to stress. It plays an important role in the body's stress response by increasing heart rate, blood pressure, and blood sugar levels, and by suppressing the immune system.

However, when cortisol levels are consistently too high, it can have negative effects on the body. Some of the effects of chronic high cortisol levels include:

1. Weight gain: Cortisol can increase appetite, particularly for high-carbohydrate and high-fat foods, and can lead to weight gain, particularly around the

abdominal area.

2. **Insulin resistance:** High cortisol levels can interfere with the body's ability to regulate blood sugar levels, leading to insulin resistance and an increased risk of type 2 diabetes.
3. **Suppressed immune system:** Cortisol suppresses the immune system, and chronic high cortisol levels can lead to a higher risk of infections and illnesses.
4. **Cardiovascular disease:** High cortisol levels can increase heart rate, blood pressure and can contribute to the development of chronic conditions such as heart disease, hypertension, and stroke.
5. **Depression, anxiety, and cognitive impairment:** Cortisol affects the balance of neurotransmitters in the brain, which can lead to mood disorders, anxiety and cognitive impairment.

While the exact mechanisms by which stress contributes to neurodegenerative conditions are not fully understood, these side effects of cortisol dysfunction are strongly associated with an increased likelihood of developing them. Leading researchers to believe that stress plays a role in their development and progression. Stress also leads to inflammation in the brain, which is an underlying driver of disease. And in terms of memory and learning, stress causes damage to the hippocampus – the region responsible for these functions.

4b Proven Strategies to Minimize Stress

The reality is, most of us cannot simply pack it in and move to a remote part of the world. Understandably, there is a lot that is not in our control. But what is in our control is how we react and deal with stressors.

You can implement the following stress-busting strategies to minimize any potential health consequences. It is important to note that the guidelines laid out in the sleep chapter are a huge part of this equation. Sleep and stress go hand-in-hand. If your sleep quality is poor, you will have elevated stress hormones and be ill-equipped to deal with external stress (waking up on the wrong side of the bed as they say).

With that said, here are some strategies to lower your stress levels:

1. Reduce or take days off from caffeine
2. Eating a carbohydrate-rich meal for dinner (releases serotonin, a relaxation hormone)
3. Spend time in nature, get sunlight and practice grounding (connecting your bare feet to the earth)
4. Disconnect from technology in the evenings and for 24 hours on weekends
5. Exercise regularly (even if it is just a 10-minute walk)
6. Incorporate relaxation techniques like breathwork, meditation, or journaling
7. Prioritise social connection
8. Maintain a healthy diet (rich in B vitamins, Vitamin D, and Omega 3 fatty acids)
9. Try aromatherapy using high-quality plant-based essential oils like lavender and chamomile
10. Eliminate alcohol

Environmental Hormesis

This strategy may or may not be for you, but it is worth mentioning. Hormesis is a biological concept that refers to the beneficial effects of low-dose exposure to a stressor. It is believed that exposing the body to small amounts of stress, it can help to improve the body's ability to cope with larger stressors in the future.

When it comes to stress, hormesis can help to improve the body's stress response by increasing the production of stress-related hormones such as cortisol, and by activating the body's repair and recovery mechanisms in response. By exposing the body to small amounts of stress, it can help to strengthen the body's ability to cope with larger stressors in the future.

Exercise and fasting both trigger this process. But, even more, effective are therapeutic strategies of hot and cold exposure.

Research suggests that sauna use may have a beneficial effect on stress and longevity. One theory is that heat exposure in a sauna can stimulate the release of endorphins, which are chemicals in the brain that can help to reduce pain and improve mood. Heat exposure also can lead to an increase in heart rate and blood flow, which can mimic the body's response to exercise and lead to similar stress-relieving benefits. Additionally, sauna use has been found to help lower cortisol levels and support sleep. If you do not have access to a sauna, very hot baths can offer similar effects. Ice baths or cold showers also mimic these benefits.

What is more interesting is, going through the discomfort of a freezing cold shower or boiling hot sauna releases something called dynorphins. These are the opposite of endorphins (your happy hormones) that signal pain and discomfort. The resulting effect is your body becomes more sensitive to the endorphins. Meaning it will take less for you to feel happy.

5. Closing Words (Important)

Any health goal, cognitive or otherwise, is down to consistency and adherence. Remember, not everything offered in this guide will necessarily be practical or work for you. It is so important that you experiment things for yourself - and overtime you will learn what works best for your individual needs and preferences. And most importantly, it takes time. So be patient, and enjoy the process.

It is important to note that the information provided in this ebook is not intended as a substitute for professional medical advice, diagnosis, or treatment. Although what is presented here is based on the current evidence available, you should first seek the advice of your physician or other qualified healthcare provider before implementation. It is not recommended to disregard professional medical advice or delay in seeking it because of something you have read here.

What this ebook provides you with is suggestions for optimizing brain health and is not intended as a treatment or cure for any medical condition. The information contained is intended for educational and informational purposes only.