



International Brain Wave Institute

For Neurotherapy and Education

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I have long questioned the efficiency of hard pills as many do not dissolve as noted in past studies relating to vitamin products. Therefore, I favored gel caps as they had a greater dissolve rate over hard pills. Recently, I began watching the liquid vitamin products but was unable to find any studies relating to their content or effectiveness.

My particular interest is the affect of Passion 4 Life liquid vitamins and minerals on the functionality of the brain.

Passion 4 Life had the greatest number of amino acids, essential to proper brain function with a greater number of ingredients and more milligrams per ingredient than those offered by other vitamin manufacturers. Therefore, I opened a dialogue with the founder and creator of Passion 4 Life. I learned that the founder, Charles Van Kessler included 175 vitamins, minerals and amino acids. This high number is meaningful because many vitamins will not work without the support of the appropriate amino acids and minerals.

After reviewing the ingredient list and comparing the list to essential brain function requirements, I moved to find if the amounts included in the formula would promote increased productivity or improved mental health and stability of the individual.

I approached Mr. Van Kessler to obtain permission to perform a limited double blind study to see if the content in the Passion 4 Life Vitamins could make a difference.

Mr. Van Kessler granted permission for the Passion 4 Life study and provided us with a placebo and the actual Passion 4 Life product. The bottles were not labeled.

I had the study conducted by a non bias third party, Anthony F. Mullen, Ph.D.who is dual board certified and highly qualified to perform such a study. Dr Mullen serves as Senior Administrator, CEO of Kinston Medical Center in Kinston, North Carolina.

I asked Dr. Mullen to seek the cooperation of twelve individuals to take part in the study. To make sure the participants followed recommended dosage requirements, each was given a one week supply of the product.

I wanted non biased information from the participants; therefore, instead of having a control group and a study group, I elected to start each of the participants on the real vitamin product.

Following the consumption of the real product for a period of three weeks, we would give the placebo for the same three week period. This would give us the ability to measure results or see if the participant was able to notice a change in the way they perceive their state of mind as measured by a ten scale utilizing the AmPDC Cognitive Measurement Scales.

A score of one for the week indicates superior negative feelings that include; feeling jittery, ill, fatigued or other major indications such as depressive feelings. The AmPDC Scales range from a low of 1 to a high of 10. A score of one indicates a very low or depletion of energy, cognitive skills etc. A score of ten indicates maximized energy, cognitive ability, mood and productivity. A score of five is a neutral score, neither good nor bad.

I wanted to know how long it took for the participant to notice the results (positive or negative) and if the results were lasting.

Diet was not a consideration because ones ability to follow a diet is out of the control of a vitamin manufacturer. Passion 4 Life is not in a position to recommend diet modification therefore; we did not consider this element in the program.

To measure achievement, we grouped the participants' results in the following categories. They are; Energy, Cognitive, Stress, Social and Productivity.

Each client was to be given a seven day supply. This would encourage participants to return each week to give us their results and receive a new 7 day supply of Passion 4 Life.

Participants were either referred or volunteered through local programs such as local clinics, doctors and schools.

Dr. Mullen was selected to run the program due to his qualifications and commitment to the program. Dr. Mullen's qualifications are as follows;

- Fellow - American College of Healthcare Executives (highest credential for Healthcare CEO's)
- Diplomat - American College of Medical Practice Executives so I am double board certified in Healthcare Management
- North Carolina Community Health Center Association- Member of the Board of Directors-Past Vice President of the Board of Directors
- National Association of Community Health Centers-Member
- North Carolina Hospital Association- Past President-District 6
- Jones International University-Faculty for MBA and Nursing programs
- Past President- Rotary International- Windsor, North Carolina
- Past President-Chamber of Commerce- Windsor, North Carolina

Dr. Mullen would report his findings to me. I would then interview the participant and record the findings for Passion 4 Life.

The participants were not paid for their participation and their total confidentiality was assured.

The results had to be measurable and quantifiable. Therefore, I used the AmPDC Cognitive Measurement Scales. These scales monitor

1. how long it takes one to think a thought and react to it.

- a. This process involves utilizing visual response, neuromuscular response, information input and memory retrieval.

2. Comprehension of new information

- a. The participant is exposed to written and separated information, pictures and animated graphics. The participant is given a specified time to review the information then the computer screen is redirected to a location that asks particular information from the previous screen. The participant receives a score based upon their ability to recall the information from the previous computer screen.

The AmPDC Cognitive Measurement Scales measure errors of omission and errors of commission. The test is usually completed within five minutes and allows for an immediate score.

We monitored the following: Energy, Cognitive, Stress, Social and Productivity.

Energy: A common use for vitamins is to improve energy levels. I wanted to know if Passion 4 Life liquid vitamins could produce a measurable, quantifiable boost in energy without upward energy spikes and the energy depletions following the spike.

Cognitive: Cognitive scales help us measure productivity of an individual. When an individual is lacking essential vitamins, minerals and amino acids in their diet, productivity is severely limited. To determine the effectiveness of Passion 4 Life liquid vitamins, we measured this skill at the onset and each week thereafter for the duration of the study.

Stress: When an individual is stressed, outer manifestations and indications are fatigue and reduced productivity. These are measured utilizing a combination of the AmPDC Cognitive Measurement Scales. Stress related productivity scores were taken at the onset of the program and monitored each week of the program. Does Passion 4 Life Liquid Vitamins lower stress levels? I wanted to see if Passion 4 Life vitamins could reduce stress levels and therefore, I included this portion into the study.

Productivity: Productivity in school, the workplace or at home is affected by energy levels, cognitive and / or mental alertness weighted by stress levels. The AmPDC Cognitive Measurement Scales help us with this measurement.

A benefit to taking a vitamin is to improve energy, reduce stress, become more mentally alert and improve productivity. Does Passion 4 Life offer this benefit?

Test results are as follows;

Subject 1

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	4	4	4	4	4
2 > R	7	5	4	5	5
3 > R	7	8	8	8	8
4 > R	7	10	10	10	10
5 < P	3	2	2	2	0
6 < P	1	1	1	1	1
7 < P	*	*	*	*	*

Energy levels were sub normal at the onset. The first week, energy levels increased 3 points and maintained through week four. The first week using the placebo energy scores dropped below the onset until the subject complained all energy was gone.

Subject 1's cognitive abilities improved each week and peaked at week 4. A sharp decline was experienced the first week on the placebo. Compatible scores were evident in Stress, Social and Productivity.

Subject 1 was very vocal stating they would no longer take the product until they received the original product they had taken at the beginning of the program that had them feeling so great.

Subject 2

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	3	4	4	5	4
2 > R	5	6	5	5	5
3 > R	6	7	6	6	6
4 > R	7	8	8	7	8
5 < P	6	5	6	6	7
6 < P	5	4	4	5	5
7 < P	*	*	*	*	*

Subject 2 scored below normal in all monitored areas with the exception of Social which measured at neutral. By the end of **week one**, all scores were at benchmark with the exception of **Cognitive** which increased 2 points in one week. **Week three** all scores had improved, especially in **Energy** (up 3 points) with productivity and stress levels improving by 2 points.

Decline was evident at the onset of the placebo by Subject 2 and they dropped out of the program at that time.

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Subject 3

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	3	4	2	5	5
2 > R	5	5	4	4	7
3 > R	6	7	5	6	6
4 > R	7	8	5	7	7
5 < P	7	8	5	6	6
6 < P	5	6	4	4	5
7 < P	*	*	*	*	*

Subject 3 scored substantially below neutral in Energy and Stress. They showed strong signs of energy recovery in **week 2** and 3 increasing their scores by 4 points at **week 5**. Cognitive skill's doubled by **week 5** and encouraging improvements in Social and Productivity.

Decline was evident at the onset of the placebo by Subject 3 and they dropped out of the program at that time.

Subject

4

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	4	3	3	5	6
2 > R	4	4	4	4	6
3 > R	*	*	*	*	*
4 > R	*	*	*	*	*
5 < P	*	*	*	*	*
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 4 carried neutral scores in Social and up one in productivity. Subject 1 is a high school student experiencing limited energy, lack of motivation and stressed about school and very passive. **First and second week results** showed little change in the subjects scores. We experienced difficulties getting Subject 4 return the second week. His scores were slightly above his first week scores.

Subject 4 dropped out of the program during week three.

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Subject 5

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	7	4	4	7	6
2 > R	7	6	6	6	6
3 > R	7	8	7	8	7
4 > R	7	8	5	6	6
5 < P	7	8	5	6	6
6 < P	6	6	5	6	6
7 < P	*	*	*	*	*

Subject 5 is a highly energetic sales lady and maintained her high energy levels throughout the program. Subject 5's cognitive levels doubled by week three and maintained into the first week of the placebo. Stress levels improved week two and three and declined with the placebo. Social skills and productivity seemed to maintain.

Subject 5 noticed drops in energy and cognitive skills by week six and dropped out of the program.

Subject 6

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	5	7	5	7	7
2 > R	5	8	6	7	6
3 > R	6	8	7	7	6
4 > R	6	8	7	7	7
5 < P	6	8	7	7	6
6 < P	5	7	5	7	5
7 < P	4	7	7	6	4

Subject 6 showed minor improvements in energy, cognitive and stress reduction throughout the entire program. Subject 6 declined during the placebo usage and stated they had to work harder to maintain their expectations however they could not maintain the levels of productivity during the placebo period.

Subject 7

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	5	5	5	4	6
2 > R	4	5	4	6	5
3 > R	5	6	5	7	6
4 > R	6	7	6	7	7
5 < P	7	6	4	7	6
6 < P	5	4	4	5	5
7 < P	*	*	*	*	*

Subject 7 started neutral in energy, cognitive and stress, below neutral in social and one above in productivity. Week 1 through 5 energy levels increased two points while cognitive skills improved by three points. All other areas remained consistent until the placebo started. At that time, all areas showed decline.

Decline was evident at the onset of the placebo by Subject 7 and they dropped out of the program at that time.

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Subject 8

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	5	5	4	4	5
2 > R	*	*	*	*	*
3 > R	*	*	*	*	*
4 > R	*	*	*	*	*
5 < P	*	*	*	*	*
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 8 carried neutral scores in energy, cognitive and productivity and below neutral in stress and social. Subject 8 did dropped out of the program following week one. There are no further scores on this subject 8.

Subject 9

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	6	6	5	4	4
2 > R	6	6	5	6	6
3 > R	7	7	5	7	7
4 > R	8	7	5	7	7
5 < P	8	5	5	7	6
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 9 improved two points in energy between weeks one and four. Cognitive skills became sharper week two. Social skills and productivity improved 3 points between week one and three. These averages maintained until the placebo. Noticeable declines in cognitive skills and productivity were evident the first week of the placebo and the subject dropped out of the program.

Subject 10

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	3	4	2	2	3
2 > R	4	4	5	4	5
3 > R	6	5	5	6	6
4 > R	6	6	6	5	6
5 < P	5	5	5	5	5
6 < P	3	5	2	2	4
7 < P	*	*	*	*	*

Subject 10 showed signs of deep energy depletion, high stress, limited productivity and social skills at the onset of the program. Energy levels doubled and maintained until the placebo was introduced. The Stress levels greatly reduced while productivity doubled during weeks 1 and 3. Social skills tripled. There is a strong correlation in the improvements of each of the measurable topics.

The subject notices strong declines during the placebo and dropped out of the program.

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Subject 11

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	6	5	6	7	5
2 > R	6	6	5	6	6
3 > R	6	6	5	7	6
4 > R	6	6	5	8	6
5 < P	5	5	5	8	6
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 11 showed minimal improvement during weeks 1 and 2. Week 3, social skills increased by 2 points while Subject 1 took on additional stress. Scores remained consistent until the beginning of the placebo at such time, the party dropped out of the program.

Subject 12

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	6	5	4	6	6
2 > R	5	5	5	5	6
3 > R	5	5	5	5	6
4 > R	*	*	*	*	*
5 < P	*	*	*	*	*
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 12 Subject was very reluctant to come in for testing and new product. Subjects scores remained consistent although the subject showed a total lack of interest in participation and dropped out after three sporadic visits.

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Subject 13

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	9	4	4	3	4
2 > R	9	5	5	5	5
3 > R	9	5	4	4	4
4 > R	9	5	4	4	5
5 < P	9	4	3	3	5
6 < P	9	4	3	3	4
7 < P	*	*	*	*	*

Subject 13 is a high energy, active high school senior. Although the subject completed six weeks of the program, little change is evident, although scores did diminish during the placebo period. He noticed the change stating sluggishness and mental fatigue after the introduction of the placebo. The subject dropped out of the program in week seven.

Week	Energy	Cognitive	Stress	Social	Productivity
1 > R	5	4	4	5	4
2 > R	*	*	*	*	*
3 > R	*	*	*	*	*
4 > R	*	*	*	*	*
5 < P	*	*	*	*	*
6 < P	*	*	*	*	*
7 < P	*	*	*	*	*

Subject 14 asked to be excused because of difficulty obtaining a ride to the test center each week.

Please see the end result information on the next page

Ending results are as follows:

Dividing the test into two parts; before placebo and after placebo results were quite transparent. Four dropped out of the study, two stated they lacked the time to devote to checking in once per week. Two dropped out due to lack of interest.

Nine participants dropped out following the first week of the placebo citing reduced energy and feeling lethargic.

Of the participants,
Before placebo, energy of the participants increased 36% overall. During the placebo, Energy gains reduced by 61.11% .
Cognitive rates increased 45.6% before placebo. A cognitive rate gain reduced by 77% after the placebo was introduced.

Stress reduction improved 65%. Stress reduction gains were reduced by 85% during the placebo.

Productivity increased 91% however the gains were reduced by 58% during the placebo.

The results were measured by the AmPDC Cognitive Measurement Scales as explained earlier in this report.

This concludes our study.

Sincerely,

Dennis Maness