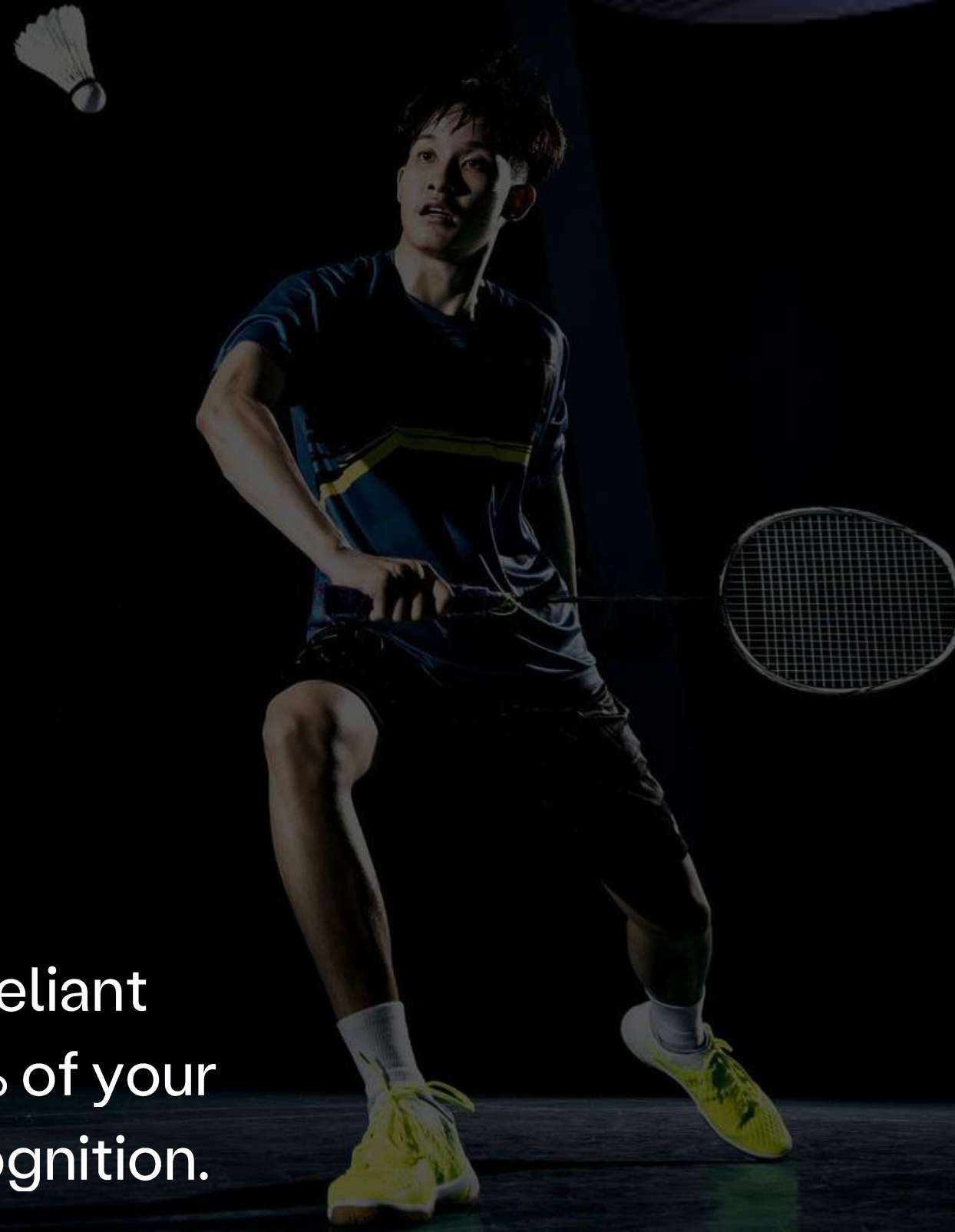
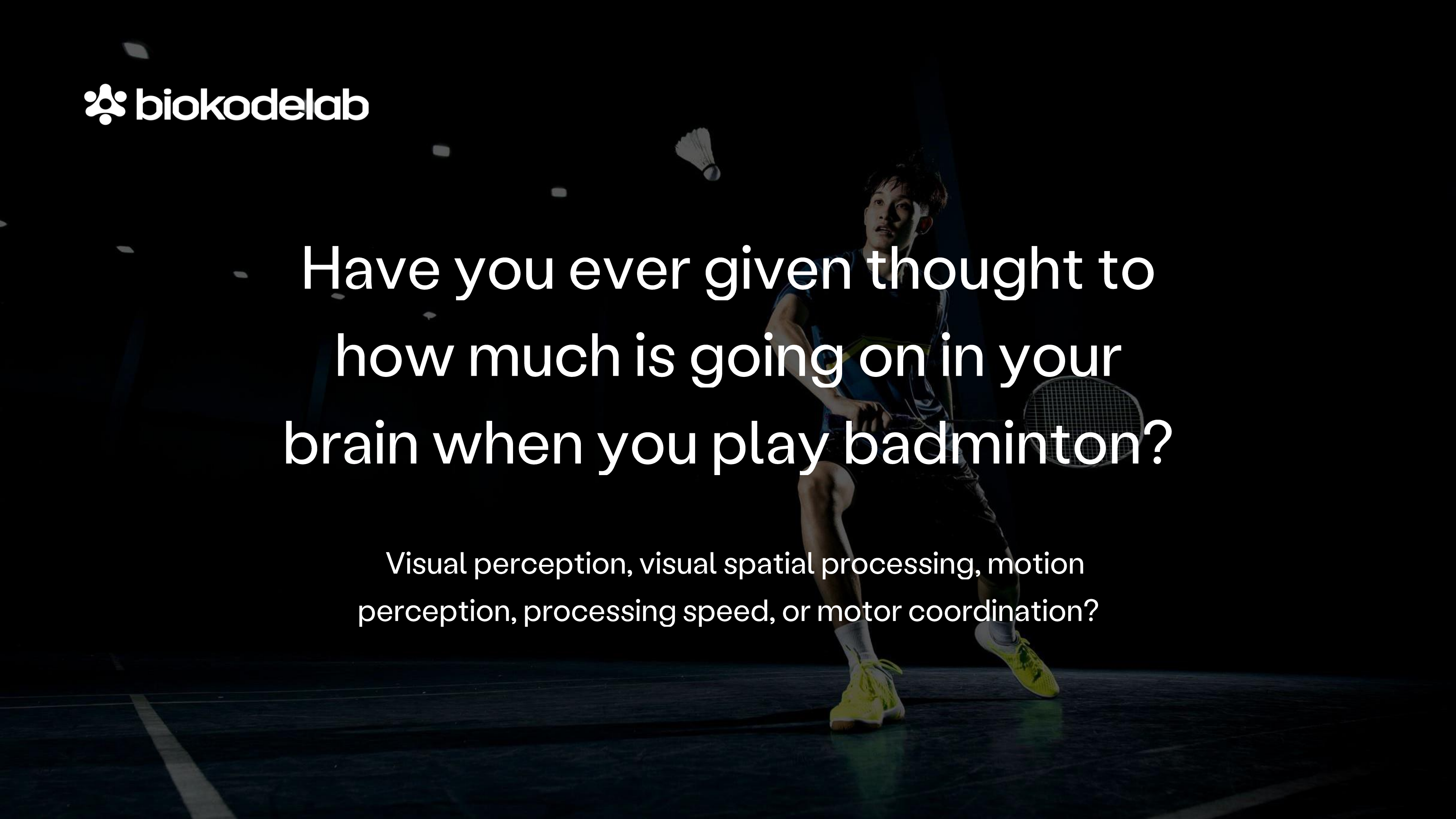




# 8-Week Cognitive Challenge

Badminton is one of the most cognitively reliant sports in the world. It's estimated that 40% of your performance outcome is reliant on your cognition.



A background image of a badminton player in a blue and black outfit, holding a racket, with a shuttlecock in the air. The scene is dimly lit, focusing on the player and the shuttlecock.

Have you ever given thought to  
how much is going on in your  
brain when you play badminton?

Visual perception, visual spatial processing, motion  
perception, processing speed, or motor coordination?



# The Science Behind Our Story

- Founded in New Zealand, the BioKodeLab brings together the world's leading minds, organisations, technology, science and natural ingredients to solve this problem of mass cognitive degradation caused by 21st century lifestyle.
- BioKodeLab sources cutting edge science and trends from the Fonterra Research and Development Centre (FRDC) in New Zealand. It's one of the largest food science research facilities in the world, which is home to more than 300 researchers, engineers and scientists from 40 countries.
- Collectively there are more than 130 PhDs/Masters degrees and more than 4500 combined years of experience in food science, research and development.





# Biokodelab Focus

Mental clarity and alertness, cognitive function

- BioKodeLab Focus has passed HASTA supplement screening test for WADA prohibited substances.
- Every ingredient in BioKodeLab is natural - yes, even the sweeteners.

## Mental & Cognitive

- Help support brain and nervous system function.
- Help support cognitive and mental performance.
- Support mental clarity by helping to combat “brain fog.”

## Energy & Stress Support

- Essential B group vitamins to support:
- Nervous system during time of stress.
- Energy support.

## Vision and Macular Health

- Bundle with Vitamin A, Riboflavin, Lutein and Zeaxanthin, this formulation is designed to support eye and macular health, and healthy vision.





# Noticeable Benefits

- Sleep support
- Mood management
- Focus & mental clarity
- Help redness and itchiness of your eye
- Manage light sensitivity
- Help neck strain
- Badminton performance



# Don't just take our word for it...

- I was able to stay focused and concentrate during the match and at the same time kept calm. – A. Pak, NZ Badminton Elite Athlete
- I have definitely felt taking the focus has given me improved concentration, less brain fog and the ability to be more focused for longer periods. – K. McManaway, Key Account Manager, Adidas NZ
- I liked being able to notice the results really quickly when I first started it and not having tired feeling eyes and also having deeper sleep. – C. Singham, University of Auckland Student
- I feel as though my ability to focus and concentrate for long periods of time has definitely improved over the past month, I have been achieving more at work during the day. – R. Blackwell, Accountant, Fisher & Paykel



# BioKodeLab 8-Week Cognitive Challenge

## What do you have to lose?

- Sampling starts Monday 21 February and ends Friday 22nd April
- Links will be sent to your email.

### STEP 1

- Register for the 8-Week Cognitive Challenge.
- Complete the Health Questionnaire.
- Take your “before” Cognitive test. Do this at a computer and set aside 30 mins.

### STEP 2

- Take the product each day for 8 weeks.
- Pro Tip: Set a daily alarm or reminder to take BioKodeLab.
- We’ll send you a survey on day 30.

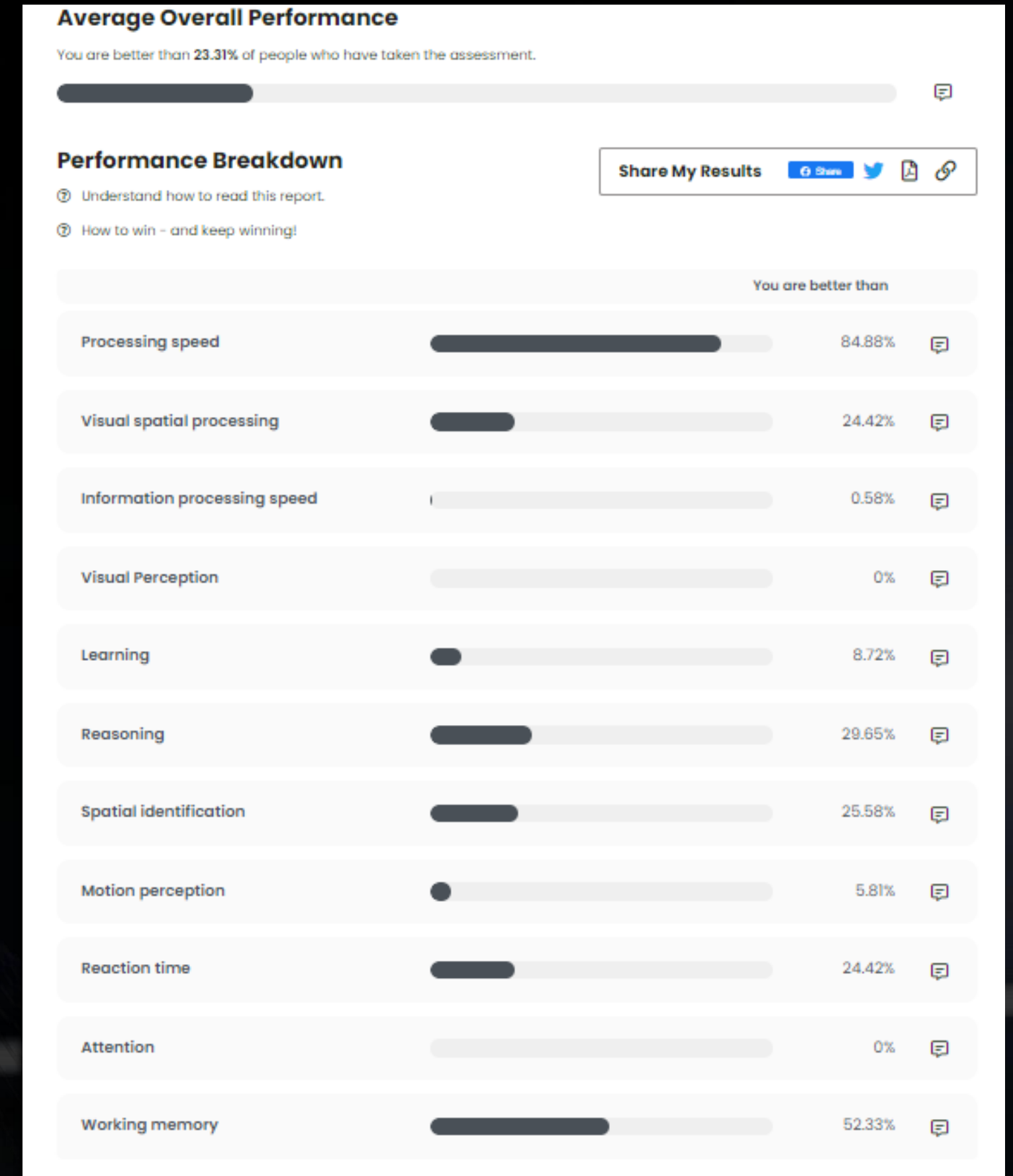
### STEP 3

- Take your “after” cognitive test. This link will be sent to you on day 60.
- Complete the 60-day survey.



# Measuring Success

- Samplers will measure their cognitive skills before and after the challenge using the eSports Assessment Lab (EAL) - U.S. military use many of the same assessments.
- Testing will take approximately 30 minutes and will need to be conducted using a computer.



Example  
Report



# Taking Biokodelab



- Take 2x heaped tablespoons and mix with cold water.
- Take it at the start of every day.
- If you miss a day - take a double dose the next day split between the morning and evening.
- Wash your drink bottle to remove leftover residue which is caused by the high quality natural ingredients.



# Any Questions?

**Participation:** Please only begin the 8-Week Challenge trial if you are fully committed to completion. However, participation is voluntary, and you are welcome to opt-out at any time.

**Information policy:** by participating in this sample group, we have your approval to use your data in an aggregate form to show improvements to endorse the impact of biokodelab. Your personal information will never be shared.

If you have any questions email: [jasonb@biokodelab.com](mailto:jasonb@biokodelab.com)