



AXIA
COGNITIVE™

DAILY RESEARCH SERIES

THE BODY'S FREQUENCY

HOW THE GUT
COMMUNICATES
WITH THE MIND

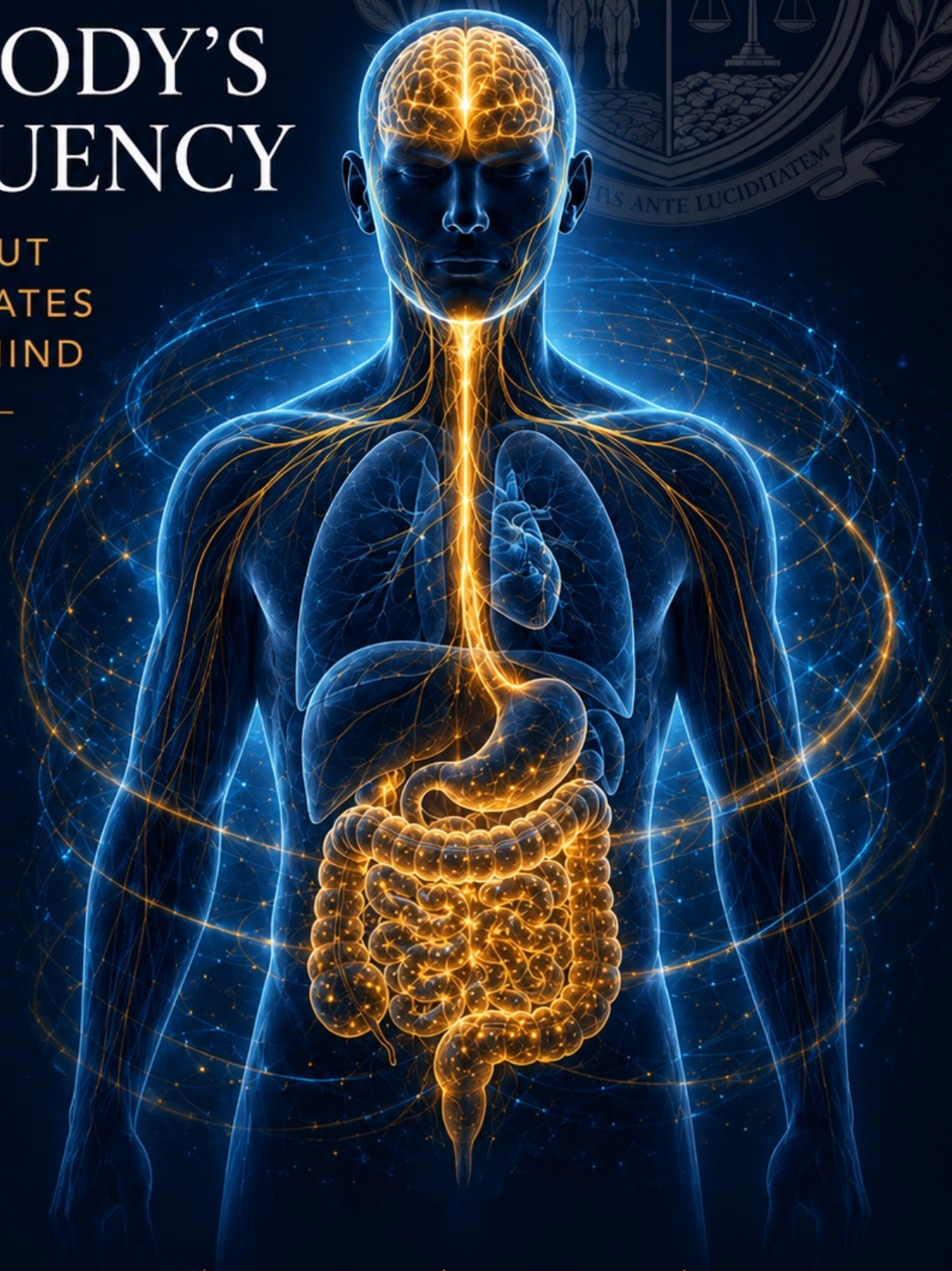
STABILITAS
ANTE
LUCIDITATEM™
STABILITY
BEFORE CLARITY.

Every second,
your body is
communicating.

Through electrical impulses,
hormones, immune signals,
neurotransmitters and the
trillions of microorganisms
living within your gut.

This internal conversation
shapes your thoughts,
emotions, energy and
ability to perform.

Understand the signal.
Support the system.
Elevate the mind.



HYDRATION



MICROBIOME



NUTRITION



COGNITION



RESILIENCE



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SERIES

THE GUT IS LISTENING

Your gut and brain are in constant communication. This dialogue influences your mood, focus, energy, stress response and long-term cognitive resilience.

The gut contains over 100 million neurons, forming the enteric nervous system—often called the body's second brain. It communicates with your brain through multiple pathways, every moment of every day.

THE KEY PATHWAYS



THE VAGUS NERVE

The main information superhighway between gut and brain. It carries signals in both directions.



HORMONES

Gut hormones regulate appetite, motivation, stress, mood and metabolism.



IMMUNE SIGNALS

Cytokines and immune messengers influence brain function and behaviour.



MICROBIAL METABOLITES

Short-chain fatty acids, tryptophan metabolites and other compounds produced by gut bacteria influence neurotransmitters and brain health.



BLOOD GLUCOSE REGULATION

Stable glucose levels support steady energy, focus and emotional balance.



ELECTROLYTE BALANCE

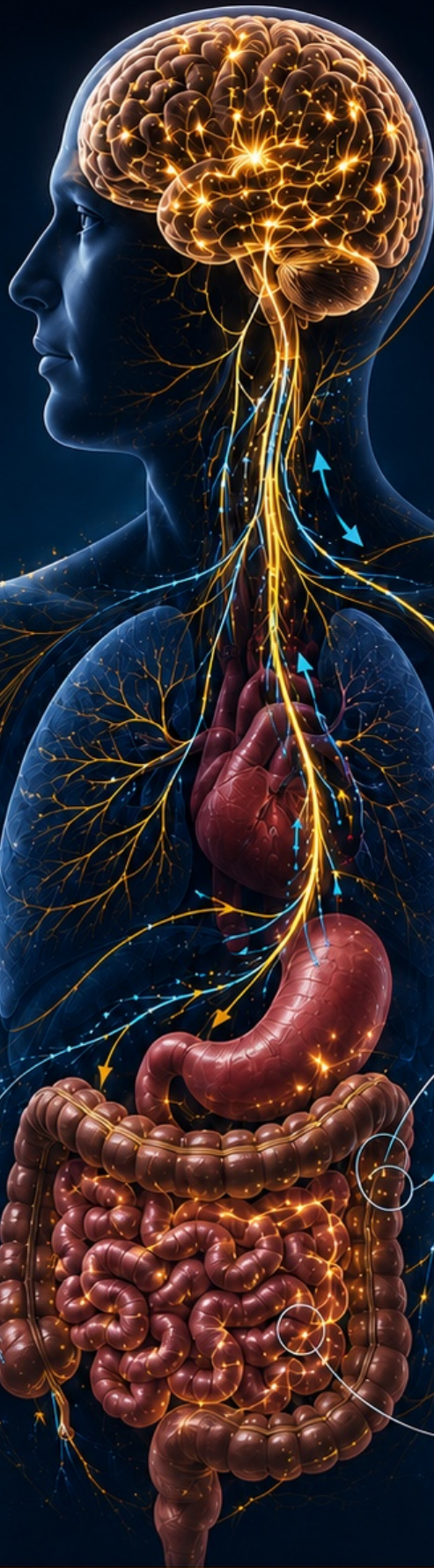
Sodium, potassium, magnesium and other minerals influence nerve function, hydration and cognition.



INFLAMMATORY SIGNALS

Chronic inflammation disrupts communication and impairs cognitive performance.

Every choice you make sends a signal.
Every habit you build shapes the conversation.
Every day you have the power to strengthen the connection.



BRAIN

Processes signals that influence thoughts, emotions and behaviour.

VAGUS NERVE

Primary communication highway between the gut and brain.



GUT MICROBIOME

Trillions of microorganisms producing compounds that influence brain chemistry and immunity.

GUT

The enteric nervous system senses, decides and communicates with the brain.



A TWO-WAY CONVERSATION

The gut sends information to the brain.
The brain sends information to the gut.
This dynamic loop shapes your biology, decisions and daily experience.



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THE GUT–BRAIN CONVERSATION

A TWO-WAY SYSTEM THAT SHAPES EVERY PART OF YOU.

Your gut and brain are in constant communication through the gut–brain axis.

Billions of signals travel along neural, hormonal, immune and chemical pathways in both directions.

This conversation influences your mood, thoughts, immunity, metabolism, sleep and long-term health.

A healthy dialogue creates a healthier you.

THE MAIN COMMUNICATION ROUTES



THE VAGUS NERVE

The superhighway between gut and brain. Carries sensory, motor and inflammatory signals in both directions.



NEUROTRANSMITTERS

Gut cells produce over 90% of the body's serotonin and significant amounts of dopamine and GABA.



IMMUNE SIGNALS

The gut houses ~70% of immune cells. It sends cytokines and immune messengers that influence brain function.



MICROBIOME METABOLITES

Short-chain fatty acids, tryptophan metabolites and other compounds influence brain chemistry, inflammation and the gut barrier.



HORMONES

Hormones such as cortisol, ghrelin, leptin and insulin connect gut and brain, influencing appetite, stress and energy.

WHEN THE GUT IS IN BALANCE, THE BRAIN RECEIVES CLEAR, CONSISTENT AND SUPPORTIVE SIGNALS. WHEN THE GUT IS OUT OF BALANCE, THE NOISE GETS LOUDER. THE QUALITY OF THE CONVERSATION DETERMINES THE QUALITY OF YOUR LIFE.



BRAIN TO GUT

The brain sends signals that affect digestion, gut motility, secretion, immune responses and microbiome balance.

GUT TO BRAIN

The gut sends signals that influence mood, cognition, stress response, sleep, appetite and decision-making.



A DYNAMIC, CONTINUOUS LOOP

- ✓ Information flows in both directions.
- ✓ The balance of this system changes every day.
- ✓ Your lifestyle choices influence the quality of the dialogue.
- ✓ Small daily rituals create long-term change.



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BUILDING A BETTER SIGNAL

Support the systems that
communicate with the brain.

The brain is constantly sending and receiving signals. Every thought, feeling, decision and movement depends on communication between the brain and the body.

The gut plays a central role in this process. It contains over 199 million neurons, forming a network that influences mood, immunity, motivation and even clarity.

A well-supported gut creates clearer, more consistent signals to the brain.
A supported brain creates better outcomes every day.

THE KEY PATHWAYS



HYDRATION AND ELECTROLYTES

Water and electrolytes support fluid balance and optimal cellular signalling.



POLYPHENOL-RICH BOTANICALS

Plant compounds work as prebiotics and antioxidants that support gut and brain communication.



ESSENTIAL MICRO-NUTRIENTS

Vitamins and minerals support neurotransmitter synthesis and cognitive function.



ADAPTOGENS

Adaptogens promote resilience to stress and support emotional balance and focus.



LIFESTYLE AND RITUALS

Sleep, movement and mindful habits reinforce and protect the quality of the signals every day.

Instead of stimulating the brain, AXIA Cognitive™ helps support the systems that build and maintain strong, stable communication.



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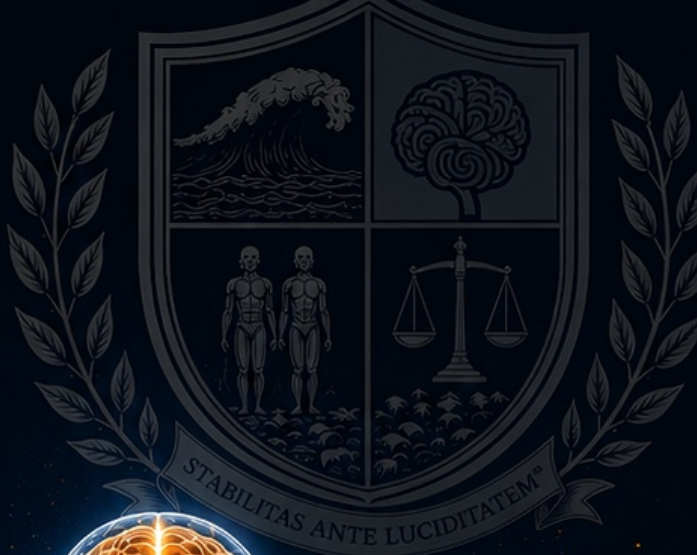


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TUNING THE BODY'S INTERNAL SIGNALS

SMALL DAILY RITUALS.
LASTING BIOLOGICAL CHANGE.

Your body is constantly adapting.

Every glass of water.

Every meal.

Every night's sleep.

Every period of movement.

Every moment of stress.

Each sends information through your nervous system, your hormones, your immune system and your gut microbiome.

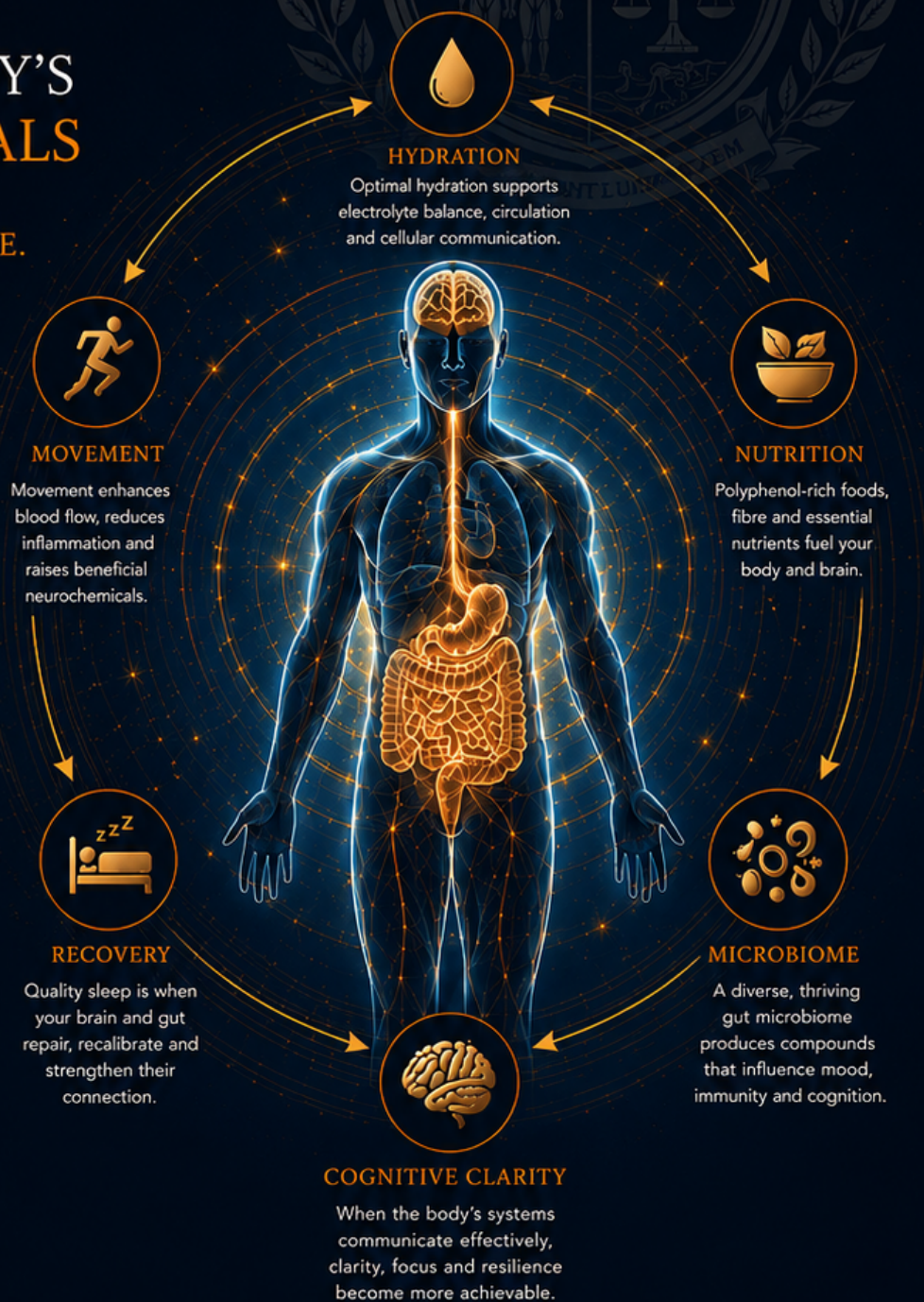
These repeated signals shape the biological environment in which your brain must operate.

The aim is not to achieve perfection.

The aim is to improve the quality of the signals your body receives every day.

THE AXIA COGNITIVE™ DAILY SIGNAL FRAMEWORK

- 1 HYDRATE**
Begin each day by restoring fluid and electrolyte balance.
- 2 NOURISH**
Consume polyphenol-rich foods, fibre and essential nutrients.
- 3 SUPPORT THE MICROBIOME**
Feed beneficial bacteria with prebiotic foods and fermented products.
- 4 MOVE**
Physical activity improves circulation, metabolism and the release of signalling molecules that benefit the brain.
- 5 RECOVER**
Quality sleep allows the brain and gut to repair, communicate and reset for the following day.
- 6 REPEAT**
Health is not created by a single decision. It is built through thousands of biological conversations repeated over time.



CLOSING STATEMENT

AXIA COGNITIVE™ WAS CREATED AROUND A SIMPLE BELIEF:

SUPPORT THE BODY'S COMMUNICATION SYSTEMS FIRST.

WHEN BIOLOGICAL SYSTEMS BECOME MORE STABLE,
CLEARER THINKING, EMOTIONAL RESILIENCE AND BETTER DECISION-MAKING BECOME MORE ACHIEVABLE.

THE CONVERSATION BETWEEN THE GUT AND THE MIND NEVER STOPS.

THE QUESTION IS:

WHAT SIGNALS ARE YOU SENDING TODAY?



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