

SERENOTENE™

Rewire Your Brain
for Better Sleep... Naturally

by
cannÖGen

Delivering Innovations in
Nature, Science & Medicine for
Breakthroughs in Your Health



THE PROBLEM

- Nearly **40-70 million Americans** are affected by ongoing **sleep issues** every year. Sleep makes up nearly one-third of our entire lives, yet it eludes so many of us.
- We live in a non-stop world. There is an overload of information and **our brains are working overtime** to process all of the incoming data at lightning speed.
- The **problem lies in the after-effects** of all this “over processing.”
- Our brains are left in a **state of *hyperarousal***, which can lead to high levels of anxiety, stress and even depression.
- ALL of this **interferes with SLEEP**.





WHY OUR BRAINS NEED SLEEP

- Our brain is wired for sleep. It is a natural and required functional state. That's because **all parts of the sleep cycle** focus on resting and resetting different parts our bodies and regulating brain function.
- There are two different types of sleep:
 - **Non-REM ("quiet sleep"):**
Resets the **body**, repairs and rebuilds muscles, tissues and bones, strengthens the immune system.
 - **REM ("active sleep"):**
Processes memories, helps regulate emotions, **resets the brain**.

WHY OUR BRAINS NEED SLEEP

- When we cannot fall into either of these states of sleep, we are preventing our brain from **getting the proper time our brains need to rest, repair and process information.**
- Because so many people with sleep issues are operating from a state of hyperarousal, **it may feel nearly impossible to shut down the anxiety, stress and worries of the day.**
- This is what prevents the brain from falling into its desired and natural sleep state.





THE SOLUTION:

SERENOTENE™

- SERENOTENE™ enables the brain to do what should **come naturally** – to “sleep like a baby.”
- SERENOTENE™ actively relaxes you - **providing calming effects for high levels of anxiety**, worry and “over thinking.”
- By removing these obstacles to sleep, SERENOTENE™ **helps make your brain “happy,”** in a sense, rewiring it for better sleep, **naturally**. So, you can fall asleep quickly and sleep soundly!
- Its unique formulation **supports the natural rhythm of non-REM and REM sleep cycles** for optimal brain rest and repair.
- Not only does SERENOTENE™ improve sleep quality, but it **also enhances your focus, alertness, and energy levels** both on waking and throughout the next day.
- Bonus: there is no next day **“hangover”**, fogginess or grogginess.

SERENOTENE™'S SLEEP-PROMOTING COMPLEX

L-THEANINE — An antioxidant abundantly found in both green tea and black tea



- z Elevates levels of **GABA**, serotonin and dopamine - calming, feel good brain chemicals.
- z Reduces levels of “excitatory” brain chemicals.
- z Improves relaxation and **relieve an overactive mind**.
- z Helps **increase sleep duration** and sleep efficiency throughout night.
- z Enhances **recovery** from exhaustion.
- z Promotes **refreshed awakening**.

SERENOTENE™'S SLEEP-PROMOTING COMPLEX

MELATONIN — A naturally occurring sleep hormone



- z Maintains the body's circadian rhythm - our 24/7 "internal clock".
- z We attribute **our sleep-wake cycle** to this process.
- z Melatonin levels decrease with age - which contributes to sleep disorders.
- z Alleviates difficulties falling and staying asleep.
- z Speeds up the transition to sleep.
- z Enhances the duration of sleep.
- z Improves sleep quality.

SERENOTENE™'S SLEEP-PROMOTING COMPLEX



MAGNESIUM — An essential mineral for the body's normal functioning

- z Magnesium deficiency is common among adults.
- z Most men and women do not get enough from their daily diet.
- z Proper supplementation is key.
- z Helps control your body's stress-response system - hormones that elevate or diminish stress.
- z Plays a role in supporting deep, restorative sleep.
- z Bolsters healthy levels of GABA - a sleep-promoting neurotransmitter.
- z Relieves symptoms of anxiety and depression.
- z Stabilizes mood.

CANNABICORE™

A SUPER SLEEP PROMOTING CBD COMPLEX

SERENOTENE™'s powerful and propriety blend of most bioavailable full plant Natural Hemp Extract containing **CBD enhanced with BCP** (Beta-Caryophyllene).

FULL SPECTRUM HEMP EXTRACT WITH CBD:

- Modulates cannabinoid CB-1 receptors to **enhance natural sleep pathways**.
- Demonstrates the **unique ability to reduce fear & anxiety** - major contributors to sleep disorders.
- Improves REM sleep cycles.
- Accelerates **the speed of falling asleep**.





CANNABICORE™

A SUPER SLEEP PROMOTING CBD COMPLEX

BETA-CARYOPHYLLENE (BCP):

- Our BCP activates cannabinoid CB-2 receptors to **enhance relaxation**.
- Works specifically with CB-2 receptors to **decrease inflammation** and help support a healthy nervous system.
- Influences the **release of dopamine** – the “feel good” neurotransmitter.
- May improve metabolism, digestion and gut function.

CANNABICORE™ combines these “super sister” compounds to give you more than double the effect of sleep-promoting and health-enhancing benefits.

THE SERENOTENE™ STORY

As a young resident at the University of Minnesota, one of the largest organ transplant surgical programs in the world, **Dr. Larry McCleary learned early on the importance of sleep** and its impact on performance. For the most part, his schedule left Dr. McCleary so bone-tired that getting to sleep was never a problem. Yet, he discovered the true value of restful sleep one day when he literally fell asleep standing up! Lesson learned: **sleep is vital to normal human functioning.**

However, it wasn't until **later in life that sleep issues began to plague Dr. McCleary.** He started waking up in the middle of the night with a mind that “wouldn't shut off”. With a hundred things to check off his “to do” list, oftentimes after waking at 3 am, he'd simply get up and start working because he couldn't get back to sleep. Dr. McCleary noticed that if this happened a few days in a row, it dramatically impacted his brain function - or as he says, **“it felt like I was thinking through wax paper.”**

As a practicing surgeon, Dr. McCleary was aware of the existing supplement and pharmaceutical solutions. Understanding that these options were primarily sedatives, which have addictive properties and can be responsible for a next-day “hangover effect” or grogginess, **Dr. McCleary was motivated to design a solution rooted in biology, not in sedation.**

THE SERENOTENE™ STORY

Through his research, **Dr. McCleary discovered scientifically backed ingredients** that have been shown study-after-study to relax the brain and promote healthy sleep cycles. Additionally, he became inspired and intrigued by the emerging research on the **benefits of cannabinoids from the hemp plant**. By **formulating a unique combination of cannabinoids** that he dubbed **CANNABICORE™**, Dr. McCleary developed a proprietary formulation of cutting-edge ingredients alongside clinically proven ones to create the **breakthrough sleep solution – SERENOTENE™**.

Based on Dr. McCleary's personal and test group results, the **positive feedback has been overwhelming**. Participants reported *falling asleep quickly, better quality of sleep, ability to go to and stay asleep, feeling relaxed before bedtime, reduction in “racing” mind, less aches and pains, as well as no “hangover” effect*.

Finally, there is a sleep solution that **helps soothe an anxious mind while enhancing overall sleep quality** - not by knocking you out, but by relaxing the mind and allowing it to **ease into restorative sleep cycles naturally**.

DR. LARRY McCLEARY



Dr. Larry McCleary is a board-certified neurosurgeon, whose credentials include:

- Rufus Choate scholar & graduate in Physics at Dartmouth
- Graduated 1st in medical school class
- Residency in Neurosurgery at NY University – Bellevue Medical Center
- Former Head of Neurosurgery at Denver Children's Hospital
- Co-founder, President of Shining Stars Foundation (provides year-round programs for children with cancer)
- Author of The Brain Trust Program, Feed Your Brain, Lose Your Belly, and The Fracture Cure (2019)

WHAT SERENOTENE™ USERS SAY

- “Definitely more restful and restorative sleep. I **love** that I am finally getting a restful night sleep and waking up energized.” – Michelle B., 33
- “I haven’t slept in years. I’ve had health issues that would wake me up in the middle of the night. **This was a blessing.**” – Clement K., 71
- “Balanced sleep. **Waking up really refreshed** in the morning.” – Linda L., 50
- “I woke up having a lot more peace and freedom and **feeling like stress was processed in my sleep.** I felt like it was a secret weapon.” – Lindsey L., 33





WHAT SERENOTENE™ USERS SAY

- “I had a serious sleep problem. I had two children that never slept. It created a sleep disturbance for me. **Not only did I stay asleep, my sleep was deeper.**” – Tricia Z., 48
- “I felt like I had less anxiety in the evening about ‘I need to go to bed’. I could stay up until midnight if I wanted because **I knew I was going to sleep solid.**” – Tracy S., 58
- “When I took SERENOTENE™, I felt more relaxed the day afterwards. And, **the quality of my sleep improved tremendously.**” – Chelsea M., 27

OVERVIEW

SERENOTENE™ PRODUCT INTEGRITY:

- z Doctor-Formulated
- z Safe, Scientifically Backed
- z No Artificial Chemicals or Flavors
- z No Chemical Preservatives
- z Non-GMO
- z Non-sedative
- z Non-habit forming
- z Drug-free

OVERVIEW

SERENOTENE™

BENEFITS:

- z Enables you to **fall asleep quickly**
- z Promotes sound **sleep throughout the night**
- z **Soothes** a racing, overactive, anxious mind
- z Encourages a “**pre-bedtime**” state of relaxation
- z Enhances **easy, restful, uninterrupted sleep**
- z Improves overall **sleep quality**
- z Supports **a healthy response to stress**
- z Boosts next day **energy, focus, alertness**
- z No “**hangover**” effect