**AOR CODE: AOR04265**

**Premium**

**Cogni-Q**

**For Mitochondrial Function and Cognitive Support**

- Powerful antioxidant formula with PQQ and CoQ10
- Promotes cellular health, nerve health, and energy production
- Improves memory and cognition
- Clinically studied combination and dose

**Gluten Free  Vegan  Non-GMO**

Brain Health  Cellular Health  Neurological Health

**AOR Code**
AOR04265

**Variant**
30 VEVI-CAPS

**Details**
Oxidative stress and mitochondrial damage have been implicated in age-related cognitive decline and many chronic diseases. CogniQ™ contains a high dose of the well-known antioxidant Coenzyme Q10 along with Pyrroloquinoline Quinone (PQQ), a recently discovered B-vitamin-like nutrient. PQQ and CoQ10 have been studied in combination and were shown to improve memory and cognition in elderly subjects after just 3 months. They have also been shown to reduce neurodegeneration thanks to their antioxidant functions, their ability to reduce mitochondrial damage, and their involvement in cellular energy production. PQQ has shown the unique ability to signal and activate the generation of new mitochondria, an action that no other nutrient can do.

AOR’s CogniQ is a powerful formula for those who are concerned with supporting a healthy aging brain, protecting their cognitive health, healing the brain after injury and providing the body and brain with antioxidant protection in just 1 capsule a day.

**Label Info**

**Discussion**
Cogni-Q provides pyrroloquinoline quinone (PQQ), a B vitamin like nutrient, and coenzyme Q10 (CoQ10) as antioxidants for protection against oxidative stress and for the maintenance of good
health.

**Product Variation**

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<tr>
<th>Product Code</th>
<th>Size</th>
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<tr>
<td>AOR04265</td>
<td>30 VEGI-CAPS</td>
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**Supplements Facts**

<table>
<thead>
<tr>
<th>Serving Size: 1 Capsule</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Pyrroloquinoline Quinone†</td>
<td>20 mg</td>
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<tr>
<td>Coenzyme Q10</td>
<td>300 mg</td>
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†disodium salt.

Non-medical ingredients:

dibasic calcium phosphate, silicon dioxide, microcrystalline cellulose, sodium stearyl fumarate. Capsule: hypromellose.

** Guarantees  

AOR™ guarantees that all ingredients have been declared on the label. Contains no wheat, gluten, corn, nuts, peanuts, sesame seeds, sulphites, mustard, soy, dairy, eggs, fish, shellfish or any animal byproduct.

**Adult Dosage**

Take 1 capsule per day with food, or as directed by a qualified health care practitioner.

**Cautions**

Do not use if pregnant or breastfeeding. Consult a health care practitioner prior to use if you are taking blood thinners or blood pressure medication, or for use beyond 12 weeks. May cause cold, abdominal symptoms, headache, fatigue and diarrhea.

**Source**

Pharmaceutical synthesis

**Main Application**

Mitochondrial function

Cognitive support

Antioxidant

**Disclaimer**
The information and product descriptions appearing on this website are for information purposes only, and are not intended to provide or replace medical advice to individuals from a qualified health care professional. Consult with your physician if you have any health concerns, and before initiating any new diet, exercise, supplement, or other lifestyle changes.

Research

Background

Why PQQ Is Being Called ‘A New Vitamin’

A vitamin, by definition, is a substance that is required by the body to carry out essential biochemical functions, and for the most part cannot be produced endogenously and must be obtained from the diet or supplements. PQQ’s potential status as a vitamin (a B-vitamin to be precise) is based on its function and structure. It is structurally a quinone, similar to coenzyme Q10. Its discoverers have proposed that it is a B-vitamin due to the fact that it is water soluble, it plays a role in the metabolism of the essential amino acid lysine, which helps form collagen (essential to all connective tissues) and aids in the production of hormones & enzymes. However, PQQ’s potential benefits are certainly not limited to enhancing the body’s ability to process lysine.

Research

A Synergistic Combination

Japanese researchers have studied the effects of the PQQ in combination with CoQ10. Both PQQ and CoQ10 are powerful antioxidants. PQQ’s ability to inhibit free radical damage have been shown in recent studies to be accentuated by CoQ10. This should come as no surprise given that CoQ10 by itself has been shown to be a powerful mitochondrial protector.

One study administered 20 mg of PQQ and 300 mg of CoQ10 per day. No adverse effects were linked to the supplementation and the results showed that PQQ had a more beneficial effect with the addition of CoQ10.

In-vitro data has revealed that PQQ was more than 30 times more effective than Vitamin C or E in this capacity. Previous trials have also showed that co-administration of CoQ10 with other substances capable of reducing mitochondrial oxidative stress such as alpha lipoic acid or vitamin E was more effective than administration of CoQ10 by itself. Another important function of CoQ10 is its important antioxidant role in the mitochondrial production of cellular energy pathways throughout the body.

Market Trends

PQQ is a valuable antioxidant, one which is becoming increasingly popular on the supplement market. Taking it in combination with Co-Q10 has proven to offer even more benefits than taking it alone. Some of the reasons that people are interested in taking this supplement are for the purposes of promoting the formation and protection of the mitochondria in each cell, and to function as an
antioxidant which acts as a free radical scavenger in the body.

While the debate to officially classify Pyrroloquinoline Quinone (PQQ) as a B-complex vitamin goes on within lofty administrative and scientific circles, the technology to utilize PQQ in effective quantities not practically obtained from foods is already here. The impression PQQ has made in such a short period of time may prove to be a very promising harbinger of things to come.

**AOR Advantage**

PQQ is an essential nutrient, meaning that your body cannot produce it on its own and it must therefore be obtained from diet or supplements. More recent research indicates that PQQ’s unique nutritional profile provides antioxidant protection alone and even more so in combination with Co-Q10. AOR’s formula combines both of these outstanding antioxidants in clinically studied combined doses in order to offer excellent antioxidant activity.

**References**


Nakano M, Ubukata K, Yamamoto T, Yamaguchi H. Effect of Pyrroloquinoline Quinone (PQQ) on Mental Status of Middle-Aged and Elderly Persons.

Scanlon J M; Aizenman E; Reynolds I J. Effects of pyrroloquinoline quinone on glutamate-induced production of reactive oxygen species in neurons. European journal of pharmacology 1997;326(1):67-74


**Abstract**
Dietary pyrroloquinoline quinone (PQQ) alters indicators of inflammation and mitochondrial-related metabolism in human subjects.


**Harris CB, Chowanadisai W, Mishchuk DO, Satre MA, Slupsky CM, Rucker RB.**

Pyrroloquinoline quinone (PQQ) influences energy-related metabolism and neurologic functions in animals. The mechanism of action involves interactions with cell signaling pathways and mitochondrial function. However, little is known about the response to PQQ in humans. Using a crossover study design, 10 subjects (5 females, 5 males) ingested PQQ added to a fruit-flavored drink in two separate studies. In study 1, PQQ was given in a single dose (0.2 mg PQQ/kg). Multiple measurements of plasma and urine PQQ levels and changes in antioxidant potential [based on total peroxyl radical-trapping potential and thiobarbituric acid reactive product (TBAR) assays] were made throughout the period of 48 h. In study 2, PQQ was administered as a daily dose (0.3 mg PQQ/kg). After 76 h, measurements included indices of inflammation [plasma C-reactive protein, interleukin (IL)-6 levels], standard clinical indices (e.g., cholesterol, glucose, high-density lipoprotein, low-density lipoprotein, triglycerides, etc.) and (1)H-nuclear magnetic resonance estimates of urinary metabolites related in part to oxidative metabolism. The standard clinical indices were normal and not altered by PQQ supplementation. However, dietary PQQ exposure (Study 1) resulted in apparent changes in antioxidant potential based on malonaldehyde-related TBAR assessments. In Study 2, PQQ supplementation resulted in significant decreases in the levels of plasma C-reactive protein, IL-6 and urinary methylated amines such as trimethylamine N-oxide, and changes in urinary metabolites consistent with enhanced mitochondria-related functions. The data are among the first to link systemic effects of PQQ in animals to corresponding effects in humans.