

The differences between newly launched cGPMAX® Pure and existing product Paediatric Support

New Product - cGPMAX® Pure



This product has been recently launched to replace the original Brain Health 40mcg (with no Bacopa) that was being used by families with older children. cGPMAX® Pure is designed for children aged over 5 years and for adults who prefer a single active ingredient product.

Like Paediatric Support, the active ingredient is cGP, but each capsule delivers 40mcg of cGP per capsule – providing twice as much cGP as Paediatric Support, hence why suitable for older children.

Pure uses less excipients (non-active ingredients). Pure only has acacia gum and maltodextrin, which are preferred by many people.

Pure also has less blackcurrant in the powder. Because of this, the flavour is more mild (less tarty / sour) and the powder is a lighter colour meaning easier to conceal in food and drink for those who remove the powder from the capsules for their children.

Existing Product – cGPMAX® Paediatric Support



This product will remain on the market and is most suitable for children under the age of 5 years old due to delivering a lower dose of 20 mcg cGP in every capsule.

This product uses more blackcurrant in the active ingredient. The difference is due to advancements made in our manufacturing processes to deliver a standardized dose of natural cGP, not the quality. The cGP concentration however is lower at 20mcg per capsule. Blackcurrant also has recognised standalone health benefits.

Summary comparison between products

	Paediatric Support	Pure
cGP per capsule	20 mcg	40 mcg
Active ingredient amount	310mg	100mg
Carriers	Tricalcium phosphate/ Acacia Gum / Maltodextrin	Acacia Gum/ Maltodextrin
Colour Profile	Dark purple powder	Pale pink
Flavour Profile	Strong tarty taste	Mild taste
Water Soluble	Yes	Yes
Capsules	Gelatine hard shell	Gelatine hard shell

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The cGP Lab Ltd
 300 Richmond Road, Grey Lynn
 Auckland, NEW ZEALAND
 Email: operations@thecgplab.com

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Pricing

- Both products are **\$69.00 NZD** (including NZ tax) or **\$60.00 (excluding NZ tax) for international customers**. Each bottle contains 30 capsules.

Purchase Options	Pricing (excl. tax)	
	Paediatric Support	Pure
Single bottle	\$60.00	\$60.00
Subscription – save 15% 3 bottles delivered quarterly	\$153.00	\$153.00

NB: these prices may vary as they may be subject to tax and currency variation. Freight is also charged for all international orders.

Special discount for children suffering from developmental disorders.

We offer families ordering cGPMAX® Pure or Paediatric Support **on subscription** an additional 5% discount. Simply enter the discount code **SUB-DD** at the checkout or add to your existing subscription. This discount is eligible for subscriptions only. Using this discount code provides 20% off the price compared to purchasing 3 individual bottles.

Using this discount also means that you are on the correct database to receive information that is relevant to you.

Need help?

- We have FAQ's available on our website www.cgpmx.com.
- Please e-mail info@cgpmx.com with any questions.

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