



CHOLINE BITARTRATE

WHAT IS CHOLINE BITARTRATE?

Choline bitartrate is an essential nutrient needed by the nervous system to produce acetylcholine. Acetylcholine is a neurotransmitter that facilitates the transmission of impulses between neurons. Choline is extremely important in maintaining healthy cell membranes because it produces phosphatidyl choline. It helps in the production of lipotropic agents which inhibit the conversion of carbohydrates to fat and assists in the production of HDL (good) cholesterol. Choline is very helpful in hormone production and in enhancing sexual function, as well as bladder, kidney, pancreatic, testicular, and liver function.

WHY DO WE NEED CHOLINE BITARTRATE?

There are two reasons for the body's need for choline - classified as an essential nutrient in 1998 by the National Academy of Sciences. Number one, choline is required for the synthesis of one of our body's primary neurotransmitters, acetylcholine.

Number two, it is used for the building and maintenance of the body's membranes. Acetylcholine is vital for thought, memory and sleep, and is also involved in the control of movement. The sympathetic and parasympathetic nervous systems are the main driver of the liver, pancreas and adrenal/testicular functions, and are the major regulators of the cardiovascular functions. Uptake of circulating choline decreases with age and choline is essential for nerve structure and function.

FACT: Acetylcholine is a type of compound known as a neurotransmitter. These are chemicals are stored in nerve cells and are involved in transmitting messages between the nerve cells and muscle cells. Acetylcholine is found in nerve endings and is constantly being manufactured and broken down by the body.

CAN WE RECEIVE ENOUGH CHOLINE THROUGH DIET ALONE?

Though choline can be manufactured internally from amino acids methionine and serine, it has been designated an essential nutrient, meaning that it is required by the body but not made in adequate amounts, so we need to get it in our diet. Choline is available in a number of foods, including eggs, fish, legumes, nuts, meats and vegetables- even human breast milk. It is important to supplement our diets with choline since the production of acetylcholine decreases with age.

HOW DOES CHOLINE AFFECT SLEEP?

One of the lesser known functions of acetylcholine is helping to maintain sleep. Acetylcholine controls sensory input, and strengthens the "stimulus barrier," making it possible to sleep through minor noises and other disturbances. As we age, we tend to become light sleepers, and Roex® Choline Bitartrate and Roex® Melatonin can help regulate sleep patterns. The same stimulus barrier also helps us concentrate and solve problems. Too little acetylcholine can lead to irritability and a lack of focus as too many unimportant stimuli bombard us, preventing us from thinking clearly.

HOW DOES CHOLINE AFFECT THE BLADDER?:

The bladder is a muscle which is under cholinergic control. Acetylcholine stimulates a type of receptor in the body called a muscarinic receptor. Stimulation of the muscarinic receptors in muscles leads to a contraction of the muscle. Acetylcholine stimulates the muscle contractions of the bladder and supports healthy urinary function.

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HOW DOES CHOLINE AFFECT CHOLESTEROL LEVELS IN THE BODY:

Choline helps transport cholesterol and fats so they can be used by the body or excreted to maintain healthy cholesterol levels already in the normal range. Strenuous exercise, such as marathon running, can dramatically lower your body's levels of choline. The reason may be due to the need for choline in the metabolism of fats, which increases during exercise.*

WHAT IS CHOLINE'S IMPACT ON THE LIVER:

Choline bitartrate assists in the liver with healthy fat metabolism and is essential for its health, and also the health of the kidneys.*

LIBIDO EFFECTS OF CHOLINE:

Choline is a nutrient that potentially enhances sexuality through its conversion to acetylcholine. The sympathetic and parasympathetic nerves are the main driver of testicular functions - and can help stimulate the libido.*

Choline Bitartrate with Betaine HCL		
Supplement Facts		
Serving Size: 2 Capsules Serving Per Container: 60		
	Amount Per Serving	% DV
Choline Bitartrate	1,000 mg	*
Betaine HCl	500 mg	*
*Daily Value not established		

BETAINE HCL: Roex® superior Choline Bitartrate formula contains 500mg of Betaine HCL, which is critical for the proper digestion and breakdown of proteins, and the emulsification of fats. It also increases the stimulus of smooth muscles, like the muscles of the urethra and bladder.

DIRECTIONS FOR USE: Take two (2) capsules in the morning with breakfast and two (2) capsules with dinner, with a large (8 oz.) glass of water. Do not exceed 7 capsules a day.

Other Ingredients: Vegetable capsules (modified cellulose), silicon dioxide, magnesium stearate and titanium dioxide.

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.