product summary

Approximately 2.25 billion cups of coffee are consumed around the world every day, with about two-thirds of the people in the U.S.A. drinking at least one cup per day.

Coffee, and caffeine in particular, is estimated to be the most-used antioxidant in the western hemisphere. Research has found coffee consumption to be linked to lowered risk of diabetes, liver disease, dementia, and some cancers.

Now you can rise and shine every day with Nova Smart Coffee, our premium, 100% organic, fair trade Arabica Coffee from Brazil with a rich, smooth flavor and a natural low acidity. Nova is enhanced with ayurvedic botanical nootropics and adaptogens that may improve cognitive function, memory, motivation, and creativity.

Ashwagandha, one of the main ingredients in Nova, is an ancient medicinal herb that’s been used for over 3,000 years to relieve stress, increase energy levels, and improve concentration. Research studies have shown Ashwagandha can boost brain function, lower blood sugar and cortisol levels, and help fight symptoms of anxiety and depression. Many of Ashwagandha’s health benefits are attributed to its high concentration of withanolides, which have been scientifically shown to fight inflammation and tumor growth.

NOVA is the perfect addition to your daily routine for staying alert, focused, and jitter-free!

ingredient highlights

• **Mucuna Pruriens**: Also known as Velvet Bean, Mucuna Pruriens has both neuroprotective effects and antioxidant properties. It naturally contains high levels of Levodopa, or L-dopa, which plays an important role in behavior, sleep, mood, memory, and learning. Studies show that Mucuna Pruriens may be as effective as Parkinson’s medications at boosting dopamine levels.

• **Gotu Kola**: Often called the “herb of longevity”, studies have shown Gotu Kola may help boost cognitive function, enhance memory and nerve function, reduce anxiety and stress, and may act as an antidepressant. Additionally, research from 2001 found that Gotu Kola can reduce problems with fluid retention, ankle swelling, and circulation.

• **Docosahexaenoic Acid (DHA)**: A crucial omega fatty acid for the healthy structure and function of the brain. DHA supports both brain function and eye health. Studies have shown DHA may be effective at increasing the body’s omega-3 index, decreasing triglycerides, and improving cholesterol profiles.