

APLGO Product Q & A and Sales Call - BRN
With Julia Flynn Werre and Mary Esther Gilbert, MSc HN, BSc NSP
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1. What did you discover about BRN that surprised YOU personally during your research?

For years, I did not advocate coffee drinking, but with recent scientific findings, I found that the green coffee bean had so much more to offer compared to the roasted bean, which health benefits become quite diminished in the high heat process.

- That although the coffee bean itself contains the stimulant, caffeine, it actually helps prevent atherosclerosis or hardening of the arteries.
- That the green coffee bean contains vitamin P, also known as bioflavonoids or rutin, which helps prevent oxidative or degenerative damage in the body's cells and therefore tissues.
- That young (green) coffee beans help the liver more efficiently metabolize fats.

2. Why does BRN seem to affect some people emotionally, not just mentally?

- The green coffee bean contains various fatty acids, natural waxes, and sterols—all precursors to the production of different hormones that are synthesized and secreted by the glands in the brain, which regulate moods.
- Green coffee beans contain a high concentration of chlorogenic acid, found to help attenuate stress and lower anxiety as well as influencing cognitive ability or improving thinking and reasoning.
- As the plant constituents work to influence the release of stress, the heightened responses as the result of the various phytonutrient influences on the brain and the lowering of stress hormones may trigger emotions (Gilbert, 2024).
- The chlorogenic acid and caffeine naturally boost dopamine levels which enhance mood by having mild stimulant effects on the gut-brain axis (vagus nerve) regulation (Nabavi, 2017).

3. Which ingredient synergy inside BRN do you think people underestimate the most?

- In terms of synergy, the botanicals in BRN not only aid in improving brain function, its phytochemical constituents control the effects of stress by **attenuating stress responses while protecting blood vessels, heart and kidneys.**
- BRN is more than something to ingest for alertness, staying awake, or energizing mental workloads, especially since all body systems are interdependent.
- To understand synergy, one must think of parts, when taken together, produce a greater effect as a whole, or synergy makes a collective stronger than its separated components.

“The whole is greater than the sum of its parts.” Aristotle, 4th Century BC, 2,370 Years Ago

Appreciating the Synergistic Effects of BRN

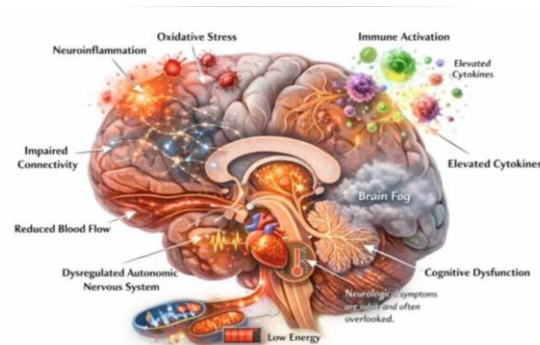


Botanicals and Their Phytochemical Constituents	Functional Attributes
Asparagus root – asparagines.	Improve heart function, blood pressure.
Bilberry – anthocyanins.	Prevent atherosclerosis, improve vision, promote stabilization of genetic codes in DNA.
Green coffee bean - caffeic acid.	Increases capillary strength and permeability, assists thyroid function.
Turmeric root - curcumin	Aids immune system during psychological stress, prevents cardiac injury.
Damiana leaf - flavonoids, phenolics, terpenoids	Maintain biochemical homeostasis during high emotional stress.
Ginger - saponins, ginsenosides, choline.	Rid the body of toxic wastes, prevents intestinal parasites, support brain, nerve, muscle movements.
Ginkgo leaf - Ginsenosides, flavonoids, terpenoids.	Protect structure and function of nerve and brain cells, improve memory, reduce anxiety, normalize sleep.
Asian ginseng (<i>Panax</i>) - ginsenosides, saponins.	Anti-fatigue, anti-stress, improve cell-to-cell nerve signaling for improved alertness, anti-depressant effects.
Green tea – catechins, flavonoids.	Help prevent heart, brain, and blood vessel diseases, and tumors.
Magnolia vine - terpenoids, lignans, phenolic acids	Enhance immunity, physical muscle strength, lung capacity, mental performance, help adaptation to overexertion and mental strain.
Siberian ginseng (<i>Eleutherococcus</i>) - eleutherosides, phenolics, triterpenes, anthocyanins	Accelerate metabolism, convert fat molecules for energy production, prevent degenerative effects from stress.
Water hyssop leaf - acetylcholine (neurotransmitter)	Improves memory, cognition, anxiety, has restorative effects in liver, spleen, and digestive disorders.

(Gilbert, 2024).

4. What happens at the cellular level that makes some people describe BRN as “clarity” instead of “energy”?

- **Clarity** – the optimal electrical transmissions or transfer of information between all cells resulting in cognitive precision and efficient information processing without mental foginess.
 - This cellular communication is successful when there are no blockages in those transmissions that send and receive messages.
 - Toxins, poor eliminative or detoxification processes, fatigue, sleep deprivation, stress, nutrient deficiencies, are examples that interfere with clear thinking.
 - Mind clarity results from efficient production of energy in every cell mitochondria.
 - Nutrient deficiencies diminish energy production capacity and therefore brain capability.



- **Energy** – produced through metabolism; i.e., when as a result of digestion, food molecules are reduced to simpler components in order to be absorbed into our cells.
 - This process actually uses energy to produce fuel, making avoiding energy deficits critical for maintaining good health, and more critically, promoting healing and health recovery.
 - In complete and biologically correct daily nourishment, our cells ultimately receive a range of essential amino acids, fatty acids, glucose, vitamins, minerals, water, oxygen, and the release of critical phytonutrients.
 - All nutrient complexes extracted from foods are sparked into action by light-energy-active foods that have stored sunlight in the form of biophotons. How this happens:
 - The sun constantly emits massive amounts of electrons into space, along with protons and other ions.
 - Nutrients are activated by enzymes, which are sparked into action by photons (units of light) received from sunlight.
 - Biophotons are captured by and stored in plant cells through the process of photosynthesis.

- Stored light energy in living cells are active in their exchange of electrons, which move molecules to do cellular work.
- Humans rely on plant stored energy indirectly by consuming such live foods, allowing the transfer of their active energy that enables our cells to drive active oxygen, nutrients, and water into our own cells, perpetuating our aliveness.

Biophotons in Plant Cells



Photo: <https://www.snexplores.org/article/explainer-how-photosynthesis-works>

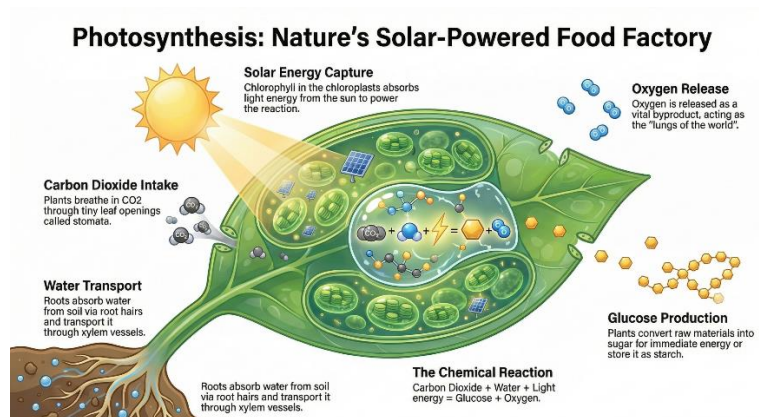


Photo: <https://shikshanation.com/blog/photosynthesis-the-amazing-process-that-keeps-our-world-alive/>

- Humans also derive energy through a sunlight absorption process in the eyes and skin.

5. What are people misunderstanding most about brain health? Exposes:

- It is important to know the **difference between stimulants and true energy-providing nutrients**:
 - Ingesting abnormally high levels of **inflammatory stimulants** temporarily overstimulate or cause the rapid firing of neurons in the brain and nervous system, which **deplete the body's stored and circulating, vital nutrients**.
 - Stimulants cause the body to quickly attempt to rid itself of the perceived danger as soon as possible through its detoxification organs and channels.
 - Providing **real energy-producing nutrients are the only way to ultimately produce the units of energy (ATP) that fuel the life-promoting work of every cell**.

- The brain consumes 20% of the body's energy. Fueling the brain properly requires:
 - A regular supply of oxygen (breathing), glucose (from reduced carbohydrates), and water (H₂O).
 - When carbohydrates are unavailable or **when blood sugar levels are low**:
 - The **liver converts stored or dietary fats to ketones** that can be directly used to fuel the brain and other cells.
 - **Protein from dietary or body protein tissues** can be converted to glucose via the process of gluconeogenesis.
 - However, dipping into the body's own protein tissues causes a **protein deficit** in the body, affecting organ and immune functions, and reducing net energy levels.
 - Breaking down protein into chemical messengers consisting of amino acids and neurotransmitters is also what keeps the brain charging, which very process indirectly supports the system's reliance on glucose for this cellular work.
 - The amino acid **tyrosine** triggers the brain to produce the neurotransmitters **dopamine and norepinephrine**, which help drive alertness, mental focus, and motivation.
 - The amino acid **tryptophan** is a building block for the hormone and neurotransmitter **serotonin**, which helps regulate mood, sleep, and healthy stress reactions.
 - **Amino acids** repair and maintain brain neurons for effective communication and staving off mental fatigue.
 - **Glucose** is required for mitochondrial energy production and producing ATP, the unit of cellular fuel.
 - **Protein** reduced to amino acids in digestion is the foundation upon which the body builds all biochemicals and new proteins needed in all tissues (Institute, 1999) (Faria-Pereira, 2022).

6. What connection do you personally see between nutrition and consciousness?

- The transformations I have witnessed in people's improved physical health correlated with such changes as:
 - Broadened perspectives.
 - Improved self-esteem, self-worth, self-image.
 - Improved relationships, interactions.
 - Life goals, plans, ambitions, follow-through.
 - Enhanced spiritual fulfillment—an awakening to one's higher human potential.

- Although scientific research is limited in bridging the gap between nourishment and human consciousness, there is extensive research about the positive connections between physical brain health, neurobiology, and functional nutrition.

This question can lead to personal quests in studies about self-awareness, self-development that edges on spirituality and esotericism (philosophical, hidden or obscure knowledge).

Scientific research defines self-awareness as a complex cognitive trait that may encompass metacognition, psychology, neuroscience, and evolutionary biology.

The scientific exploration of human potential and consciousness spans various established journals in neuroscience, quantum consciousness, and parapsychology:

- **Frontiers in Human Neuroscience** - a premier open-access journal covering neurobiological mechanisms, neural correlates of perception, and altered states. [[1](#), [2](#), [3](#)]
- [Journal of Consciousness Studies](#): - A multidisciplinary, peer-reviewed journal bridging hard sciences, philosophy, and psychology. [[1](#), [2](#), [3](#), [4](#)]
- [Journal of Consciousness Exploration & Research](#): Focuses explicitly on the intersection of consciousness, cognition, and human potential, including parapsychology and theoretical models of the mind. [[1](#), [2](#), [3](#)]

7. What did you realize about the human body AFTER studying APLgo that changed your entire worldview?

Back in the 70's when I began my studies on nutrition and physiology, I discovered a whole new, stunning micro universe that confirmed my belief in intelligent design, and opened a whole new perspective on how I wanted to live my life—in total health vibrancy, free of diseased conditions for respecting my inner ecology—my inner universe. I gained a new reverence for the gift of life.

I had been researching and writing about the beneficial properties of the plant kingdom years before I was introduced to the APLGO formulations. Therefore, I was already familiar with how these botanicals and their phytochemical compounds worked in the body.

Producing educational materials about the scientific research on the beneficial properties of the world's botanicals is always ongoing, always exciting.

As scientists continually discover new health attributes of the plant kingdom, there is always something new to learn, which continually increases human knowledge about how the amazing body works.

Sharing this ever-expanding, health-saving knowledge is critical for the thriving of humanity. Every sovereign human being must have this knowledge.

It is a mission I am compelled to do, for the sake of preserving the DNA of our and all species, humanity's future, and for the true health of all generations to come.

8. Who is BRN for? When do you like to use it?

- Any adult who wishes to maintain the full functions of their brain, nervous system, and provide the body with true, clean energy-producing nutrients without synthetic chemical stimulants can try the BRN.
- It should be noted that the array of other plant phytochemical complexes in the formulation are very beneficial for the brain, nerve, and other organ functions.

9. How does BRN contain coffee bean extract without caffeine?

- The amount of caffeine in BRN is in such minute amounts that it doesn't even warrant listing it on the product label.
- Caffeine is naturally occurring in the young green coffee bean and in the green tea, each of which contain much less than the mature coffee bean and a cup of black tea, respectively.
- Green coffee beans (unroasted) and roasted coffee beans contain the same amount of caffeine by weight.
- Some supplement products contain specific phytochemical extracts; APLGO drops however, contain extracts of the whole plant, which ensure phytochemical balance, mitigating or counteracting the effects of caffeine as a stimulant on the nervous system.
- Understanding the caffeine molecule:
 - Like any other nutrient molecule that enters our cells, our DNA decides how to utilize the caffeine molecule, especially in synergy with the vast amount of other nutrients in BRN that enter the body's cells at the same time.
 - The liver converts the caffeine molecule into three entirely new substances:
 - Paraxanthine - breaks down fats and increases muscle energy.
 - Theobromine - dilates blood vessels, increasing nutrients and oxygen flow to the brain.
 - Theophylline - relaxes and dilates the airways.
 - The byproducts produced as a result of these processes are further broken down and flushed out through the urine.

Bonus Tidbit – Protecting Our DNA

APLGO drops contain the micro-sized plant components that have been found to prevent damage to our own DNA.

BRN plant cell components are ready to be used to immediately perform the cellular work of maintenance, repair, rebuilding, regenerating and correcting damaged gene sequences among the body's operating instructions.

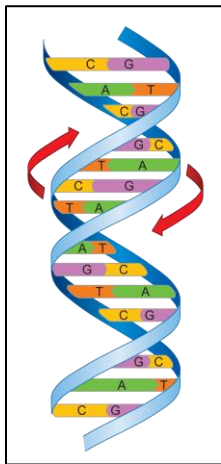
Like plant DNA, human cells get repaired and maintained by building their own nucleotides, and cutting out and replacing damaged gene sequences in various ways.

In the digestive tract, food DNA gets unraveled or shredded into the **individual nucleotides: adenine (A), guanine (G), cytosine (C), thymine (T)**, and ribose sugars.

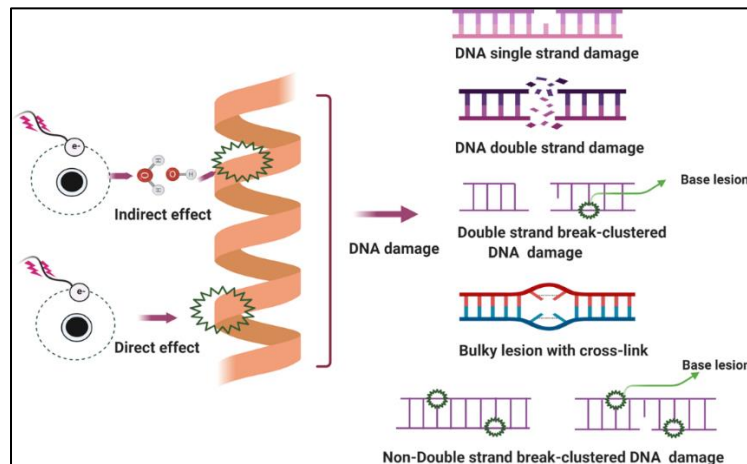
Because of the Acumulit SA technology, the APLGO drops contain the nucleotides of the botanicals' DNA, ready to be easily absorbed into the bloodstream and brought to the body's cells.

The body absorbs the individual plant nucleotides, utilizing them to create new DNA fragments (proteins) to build and repair the body's own DNA, according to its own instructions.

Nucleotides (A, G, C, T)



Types of DNA Damage—How DNA Is Repaired



Images: <https://www.ck12.org/book/human-biology-lives-of-cells/section/5.1/> <https://www.nature.com/articles/s41392-021-00648-7>

Although some plant and animal gene sequences are the same as some gene sequences in human DNA, it is the individual nucleotides that are used to build and maintain our unique, correct gene sequences.

When we ingest and absorb plant DNA, whole gene sequences specific to a plant cannot be integrated into our own DNA or genome. Even if some microscopic food fragments may end up in the bloodstream, those genes do not provide instructions to alter our own genetic identity (Spisák, 201).

BRN
Five Sales Takeaways

- The green coffee bean has many health benefits compared to its roasted version, which is diminished by heat.
 - The BRN has a wide array of botanicals that support proper brain and nervous system functioning that are not stimulants.
 - BRN's botanicals contain phytonutrients found to aid immunity, regulate hormones that affect moods, thinking, cognition, memory, and protect brain and nerve communications.
 - BRN's antioxidant phytochemical compounds are known to protect DNA from damage and facilitate its repair.
 - BRN replaces health-damaging stimulants with clean energy-producing nutrients.
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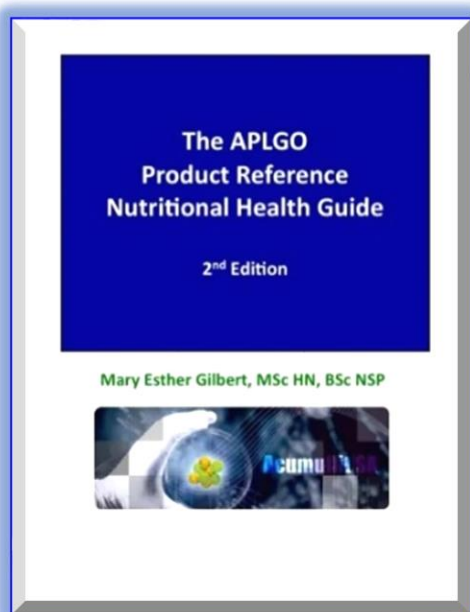
APLGO Product Reference Nutritional Health Guide 2nd Edition

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