

Genius Consciousness: TEN Ingredient Nootropic Takes Living to the Next Level

written by Mike Roberto | March 7, 2018

The Genius Brand's takeover of Amazon has been swift, and it's been strong. Hitting the underserved demographic with open-labeled, dye-free, naturally flavored and naturally sweetened supplements using mostly trademarked ingredients, Genius has taught a new generation of consumers to #SupplementSmarter.



The Genius Brand *finally* has a nootropic! After waiting on something new – and that something was *Dynamine* – Genius Consciousness has arisen!

But something was always a bit “off” about The Genius Brand's portfolio of goods. It's not what was *in* the products, but instead, what was *missing*:

Where's the Genius Nootropic?!

For over a year, The Genius Brand had no nootropic!

Sure, there were well-dosed focus boosters in their supplements such as Genius Pre, and Genius Joy (Mike's favorite product in the line) could be considered a nootropic in its own right... but we found it crazy that a brand with the name *Genius* in it didn't have a true nootropic!

Well say no more, because Genius Brand fans are now ready to achieve a higher state of clarity than ever before, with **Genius Consciousness**.

This stimulant-based powdered nootropic supplement has moderate amounts of energy (100mg caffeine + 50mg Dynamine) and a high number of nootropic

ingredients (ten of em!)... yet no artificial flavors, dyes, or fake sweeteners – as we've come to expect.

Below you can sign up for PricePLOW's Genius Brand coupons and news alerts, then let's get on to our enlightenment:

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Genius Consciousness Ingredients – Kitchen Sink Time!

Here we go, *ten* ingredients per 5.3g scoop! As you can see in the label below, Genius is showing both 30 *half-scoop* servings and 15 *full-scoop* servings.

Since most people will full-scoop it (each *full* scoop has **100mg caffeine**), we're calling this a **15-serving container**, unless you want a bit less energy, like that of a diet soda.

- **Acetyl L-Carnitine HCl (1g)**

Supplement Facts		
Serving Size:	1/2 Scoop (2.6 Grams)	1 Scoop (5.3 Grams)
Servings Per Container:	30	15
Amount Per Serving	% Daily Value	% Daily Value
Acetyl-L-Carnitine HCl	500mg **	1g **
Lion's Mane (Hericium erinaceus) [Fruit Body] Powder	500mg **	1g **
AlphaSize® (as 50% Alpha-GPC)	300mg **	600mg **
L-Tyrosine	250mg **	500mg **
Methylphenylpiperazine (as Dynamine® 40% tasteless [1 Scoop Yielding 50mg, 1/2 Scoop Yielding 25mg])	62.5mg **	125mg **
Caffeine (from Coffea arabica [Bean])	50mg **	100mg **
SerinAid® (as 50% Phosphatidylserine)	50mg **	100mg **
NeuroFactor™ (Coffea arabica [Fruit] Extract)	50mg **	100mg **
AstraGin™ (Panax notoginseng [root] Extract and Astragalus membranaceus [root] Extract)	25mg **	50mg **
Huperzia serrata [Whole Plant] (Standardized to 1% Huperzine-A)	5mg **	10mg **

**Daily Value not established.

Let's get ready to rock – *ten* ingredients incoming!!


Acetyl L-Carnitine, also known as *ALCAR*, is the preferred form of the amino acid L-Carnitine if you're looking to enhance focus, so we're off to a great start.

ALCAR is the bioavailable form that crosses the blood-brain barrier more easily,[1] and that's why it's preferred in nootropics. This provides various cognitive benefits such as boosted focus and memory retention/recall.[2] There's even some neuroprotection[3,4] if you've been going to too many Iron Maiden concerts.

One gram is typically where we start enjoying ALCAR, and that's exactly what we have here in the full scoop dose.

GENIUS CONSCIOUSNESS

50
Milligrams




100% natural ingredient shown to support the absorption of many essential life and health nutrients, such as amino acids and vitamins into human cells.

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L-Tyrosine	250mg **	500mg **
Methylphenylpiridine (as Dynamine® 40% tasteless [1 Scoop Yielding 50mg, 1/2 Scoop Yielding 25mg])	62.5mg **	125mg **
Caffeine (from <i>Coffea arabica</i> [Bean])	50mg **	100mg **
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AstraGin™ (<i>Panax notoginseng</i> [root] Extract and <i>Astragalus membranaceus</i> [root] Extract)	25mg **	50mg **
<i>Huperzia serrata</i> [Whole Plant] (Standardized to 1% Huperzine-A)	5mg **	10mg **


**Daily Value not established.

100
Milligrams




Maintains and improves mental performance, can help improve mood, and can help with lowering both physical and psychological stress.

100
Milligrams




NEUROFACTOR
Aids neuron development and repair and protects against neuro-degeneration. Significantly increases levels of brain-derived neurotrophic factor, also known as BDNF.

125
Milligrams



DYNAMINE™
Amplifies feelings of energy, mood and focus by activating dopamine receptors and other key neurotransmitters, inhibiting adenosine receptors, all without elevating heart rate or blood pressure.

600
Milligrams



AlphaSize
Alpha-GPC (Phosphatidylcholine)
Considered to be one of the most effective brain nutrients in the world, and is used widely in clinical settings around the world involving memory. It has been shown to significantly increase acetylcholine (AC) levels in the brain.

AWAKEN YOUR MIND

We always like these ingredient label "helpers" from Genius, so here it is in all its glory without the label cropped

Lion's Mane Powder (1g)

Known as *Hericium Erinaceus*, **Lion's Mane** is a potent mushroom that's been popping up all over the nootropic scene, and for good reason too!

The reason this old-world extract has come back to life in the supplement scene is because research is showing that it increases **Nerve Growth Factor (NGF)** in the brain as well as memory, recall, and cognitive function.[5,6,7]



The good news? A full gram is a *monster dose* compared to everything out there we've seen (short of getting raw Lion's Mane powder yourself).

The bad news? We don't know the *beta-glucan* content inside, and that's where the 'magic' seems to be. Beta-glucans are the polysaccharides in the mushroom that are responsible for many of its nootropic benefits.

But still... a whole gram? No matter what, we're thinking this is going to yield some amazing effects.

In fact, if you've been interested in Lion's Mane and want a little bit of energy to go along with it, this might be exactly what you've looking for, without even reading the rest! Yet we still have eight more ingredients to go. Meanwhile, you can learn more about this unique mushroom in our in-depth article, **Lion's Mane: The Nerve Growth Nootropic Mushroom**.

- **AlphaSize Alpha-GPC 50% (600mg yielding 300mg Alpha-GPC)**

-



Did you know that 600mg daily of Alpha GPC significantly improves leg strength?!

One of the two top forms of choline on the market, **Alpha-GPC** (short for *Alpha-Glycerol Phosphoryl Choline*) is popular because it's highly bioavailable and many users can “feel” it working. Reason being, it enhances the synthesis and release of *acetylcholine*, [8,9] and we all know acetylcholine as the “learning neurotransmitter”.

This gets users a more “active” focus, and there’s even other benefits when weight training with it, although that’s not necessary the goal of Genius Consciousness (yet it can be used for exercise no doubt!)

ELEVATE PERSPECTIVE



Most all nootropics on the market today overpromise and under deliver. Hidden behind proprietary blends and inferior ingredients, they opt for pseudoscience and stretch their unproven claims. Consciousness has raised the bar with break-through neuroscience, unconfined to a capsule. Our formulation goes above & beyond with at minimum 2x the active ingredients of the leading competitor.

DIFFERENTIATORS	GENIUS CONSCIOUSNESS	LEADING COMPETITOR #1	LEADING COMPETITOR #2	LEADING COMPETITOR #3
LABEL TRANSPARENCY	100% TRANSPARENT	❌ PROPRIETARY	❌ NO	❌ NO
ALPHA-GPC	300MG	❌ PROPRIETARY	N/A	❌ PROPRIETARY
TOTAL DOSAGE	3.330MG	1.11MG	1.11MG	1.11MG
TRADEMARKED INGREDIENTS?	3	N/A	1	N/A
CAFFEINE PER SERVING	0MG	N/A	❌ PROPRIETARY	❌ PROPRIETARY
ALL NATURAL INGREDIENTS?	✔️ YES	✔️ YES	❌ PROPRIETARY	❌ NO
BEST OVERALL POTENCY & VALUE?	✔️ YES	❌ NO	❌ NO	❌ NO

Taking nootropic transparency to a whole new level on Amazon

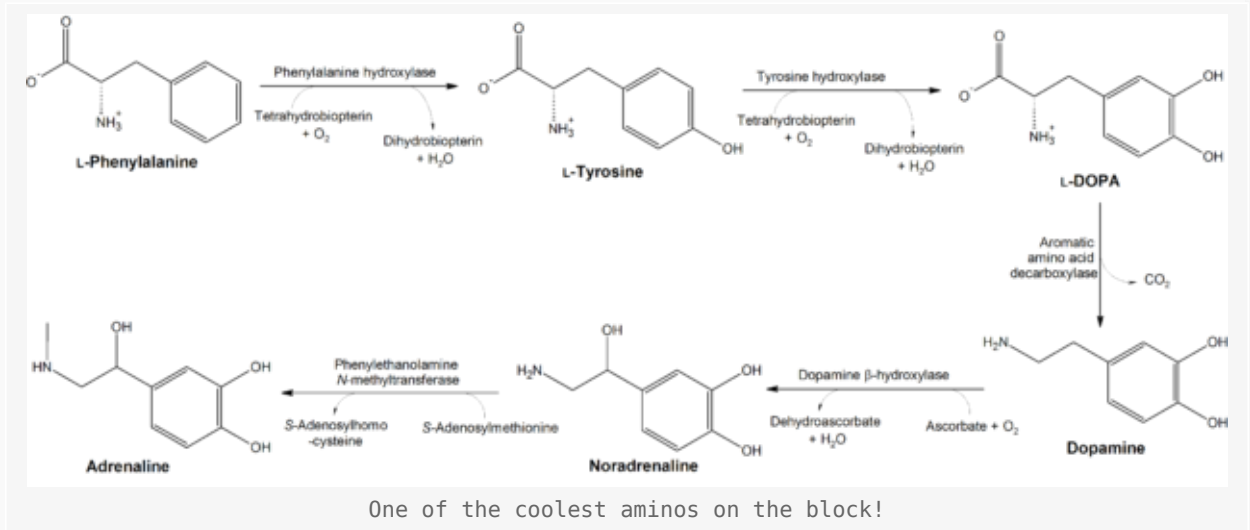
AlphaSize is the trademarked form of Alpha GPC from Chemi Nutra, and we always like to call attention to the fact that 600mg of the material yields 300mg actual Alpha-Glycerol Phosphoryl Choline. Straight Alpha GPC is a soupy, sticky mess, so you need to bind it to something like silica – and some labels don’t state this. Anyone using AlphaSize *does* need to mention the 50%, and that’s one of the benefits when Genius uses several trademarked ingredients.

- **L-Tyrosine (500mg)**

Next up is yet another popular focus booster, L-Tyrosine. So far we’ve worked

on a few mechanisms (such as NGF and acetylcholine above), but we haven't yet boosted *dopamine*. L-Tyrosine accomplishes that feat.

This amino acid is used for the production of three important neurotransmitters: adrenaline, noradrenaline, and dopamine.[10,11] With these catecholamines, users experience increased focus, alertness, and mood.

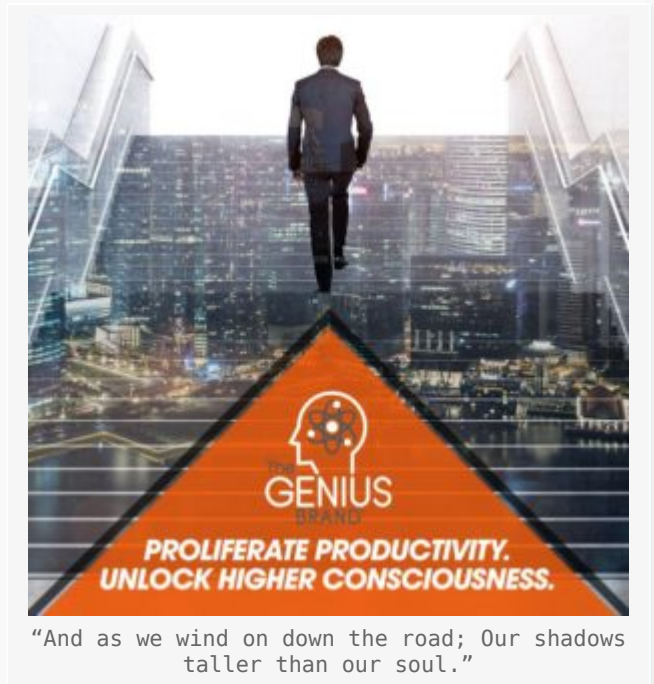


We often discuss that L-Tyrosine is our preferred form of tyrosine (over NALT), and 500mg is where users start feeling it a bit, although it won't be as potent as the above ingredients.

- **Caffeine (100mg)**

Coming from *Coffea arabica*, **Caffeine** is the main energy workhorse of Genius Consciousness. These days, 100mg is a small dose, equivalent of a small cup of coffee or two diet sodas.

At this point, you should know what caffeine does for you. If you want to add more, you can always add Genius Caffeine.



While there's a ton of research on caffeine, lower doses like 100mg haven't been shown by researchers to do as much (performance-wise) as some of the higher doses – yet many people don't *want* those higher doses. Typically it's the higher doses (starting at say 200mg) that get all the research.

So overall, we have it here for a bit of wakefulness, but if you need more, you'll need to add it yourself. Just don't think that you need to add more right off the bat, all of the nootropics above and below make it so that you don't have to rely solely on caffeine.

- **SerinAid (as 50% Phosphatidylserine) (100mg)**

Another ingredient we're excited to see in more nootropics, **SerinAid** is the premier form of *phosphatidylserine* (PS), also developed by *Chemi Nutra*. Note that this is 50% PS by weight, and that's a good thing given that we've seen it as low as 10%. So you're getting 50mg total PS here.

On to the ingredient itself, phosphatidylserine is a fat-soluble amino acid found naturally in the brain. Research studies have shown it aids cognitive function and can even improve mood, while slowing cognitive decline in the elderly.[12] There are some anti-stress benefits as well.[13]

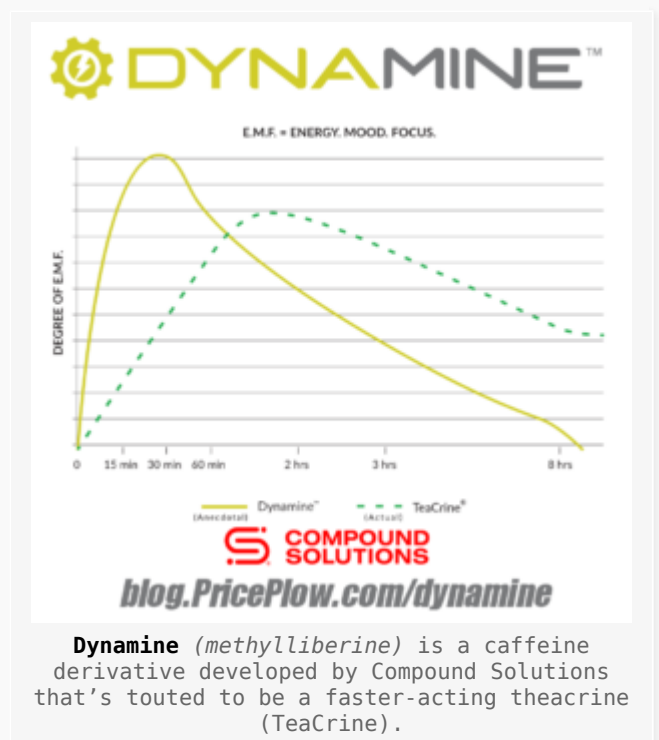
- **NeuroFactor (100mg)**

NeuroFactor is a patented extract the coffee bean fruit (shown as *Coffea arabica* [Fruit] Extract on the label). It's developed by FutureCeuticals and research has shown it to increase BDNF (Brain-Derived Neurotrophic Factor) levels by 143% in humans![14,15]

This is important because BDNF is essential in neuron development and repair. This protein works in the brain and nervous system for those roles, and also protects against neurodegeneration, helping with “neuronal survival”.[16] This then supports learning, memory, energy metabolism, mood, and general alertness.

- **Methyliberine (as Dynamine 40% Tasteless) (125mg yielding 50mg methyliberine)**

Yessir, another new supplement with *Dynamine* from Compound Solutions!



The good news is that this fantastic new “stimulant booster” has upped the feel-good stimulant game in 2018. It works similarly to Theacrine, but much faster and a bit stronger since it crosses the blood brain barrier more easily. These are both known as *methylurates* that are strictly “neuro-activating” but don’t affect heart rate or blood pressure, which many will enjoy in a nootropic.

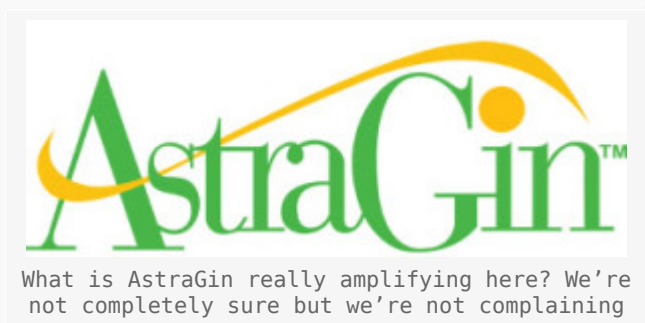
It’s hypothesized that **Methyliberine** mildly inhibits adenosine receptor activity, thus providing stimulation (for comparison, caffeine binds to and *blocks* adenosine receptors), and this provides a minor “cognitive tickle” in the brain.

As you’ll see in our quote from Genius below, this ingredient is what really got them to make a nootropic – they were looking for something different, and after trying it, we can agree with them that Dynamine does the trick!

This isn't too insane of a dose – **50mg** after you get the 'tasteless' parts out of the way, which could be good or bad news depending on your outlook. If you're conservative with new ingredients – especially stimulatory ones – you might love to try Genius Consciousness to get your feet wet. 50mg is strong enough that we believe you'd feel it if you're well-connected.

- **AstraGin (50mg)**

Now it's time to amplify and extend! **AstraGin** is the patented combination of *panax ginseng* and *astragalus membranaceus* from NuLivScience that's used to increase amino uptake.[17]



Sometimes this makes sense in supplements, sometimes it does not. But since many of the ingredients here are indeed aminos, theoretically it may help a bit, although we're uncertain if it's ever been studied with the amino acids here in Genius Consciousness *specifically*. With that disclaimed, we'll basically never turn it down though!

Finally, one last nootropic:

- **Huperzia Serrata [Whole Plant] Standardized to 1% Huperzine-A) (10mg resulting in 100mcg Huperzine A)**

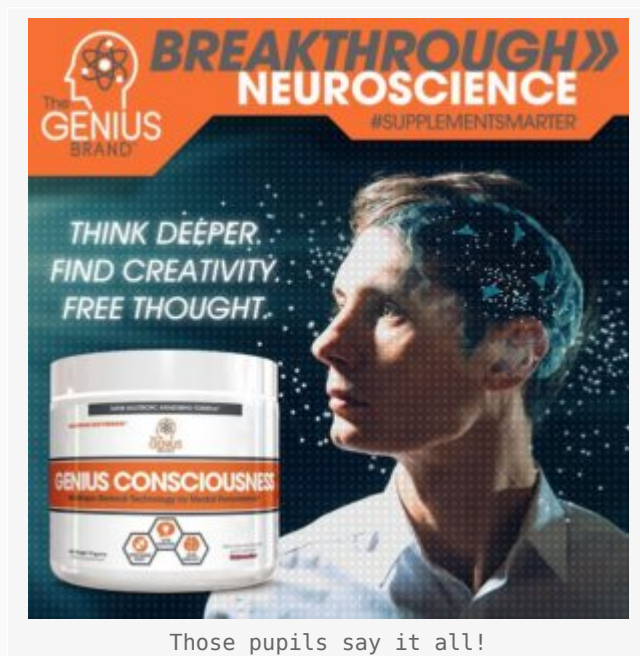
You weren't just going to squander all of that enhanced acetylcholine from the Alpha-GPC, were you? Hell no, you're going to further prolong it by using **Huperzine A** to stop the acetylcholine stopper!

A bit more scientifically, huperzine-A inhibits *acetylcholinesterase*, which is the enzyme that degrades acetylcholine.[18] Combined with Alpha-GPC above, and things start to become clearer... or more *conscious* if you're into The Genius Brand lingo!

Meanwhile, Huperzine A has other neuroprotective effects,[19] and can even *generate* brain cells via neurogeneration![20] What a great way to finish!

Our Genius Consciousness Analysis

As with anything we write about here, it's going to come down to value. At a first glance, the whole 30-half-scoop / 15-servings thing was offputting. But then the formula started to become clear – there is a clear case for trying this:



- You're ready to jump on the Lion's Mane train – the huge dose is what will carry the long-term effectiveness of Genius Consciousness
- You're interested in Dynamine, but are a bit more conservative and aren't going to jump in at stronger 100-200mg doses like we did.
- You need a little something in the evening, and those 'toxic' diet sodas just don't cut it anymore.
- You like tons of different nootropic ingredients – a "kitchen sink", if you will – but don't feel like messing with nearly a dozen pills and powders throughout the course of a day.

Every ingredient here has good use, and most of them are well-dosed. If you were to put this stack together yourself, you'd be popping pills and spilling powders all morning long! So Genius did that part for you, and now you can get a well-rounded memory/focus/energy aid *without* going insane...

The Extras

As always with The Genius Brand, you won't see any artificial colors, flavors, or sweeteners in here.

Per the image, the product is launching with **watermelon** flavor, but we're not

sure of any others, so sign up for alerts below!

What took Genius so long?!

So we had to ask – what took The Genius Brand so long to come out with a nootropic?! Here's what they had to say:

LOL... Trust me, I thought the same thing every day. We didn't launch with a nootropic as our first product (Burn & Caffeine were) but I thought about pretty much daily from there on out.

The problem was, I didn't see anything on the market to really set it apart. Burn has a strong nootropic profile in its own right so we just decided to put it on hold until something "game changing" came along and then at the Olympia when we got some of the first Dynamine samples from Compound Solutions, I knew it was time to finally move!

We wanted to create something that lives up the name Genius. We wanted to cover all of the basis of general brain function and then give the product some actual kick that you feel a difference with the 1st time you take it.

– Team Genius

Achieve another state of consciousness – with Genius Consciousness

And finally, The Genius Brand has a *nootropic!*

They've once again put together a well-dosed formula, full of trademarked ingredients that are mostly well-dosed, especially if you don't want the stim-effect to be too strong.



The Genius Brand is a new company dedicated to providing high-quality, clinically dosed products using research-backed ingredients. Click the image to see all Genius Supps!

In a market where the most intense nootropic users enjoy concocting their own homemade stacks, it gets to a point where you start to love all kinds of ingredients, but *stop* loving all of the tinkering, weighing, and pill swallowing. With ten ingredients here, it's best to leave it to the pros, who can put it all together in a single tub and keep the fillers to a minimum and the genius state of mind to a maximum.

Long story short, everything inside Genius Consciousness looks good and even fresh to us – but the only drawback is that we'd tear through this tub in two weeks or even less, and likely be left wanting more.

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