

Same topic as the one from the trailer. “Smart” drugs, to make people get access to 100% of their brain capacities.

These substances have become very popular, everybody is talking about them or wants to use them.

Brain-boosting substances are all the rage, whether they work or not

Some doubts remain, though: are these products really efficient? Besides, are they really safe to use?

# **Read the entire article and identify the following names and why they are mentioned:**

- **Bella Hadid**
- **Joe Rogan**
- **Alpha Brain**
- **Onnit**
- **Unilever**
- **Reckitt Benckiser**
- **Neuriva**
- **Polaris**

## Read the entire article and identify the following names and why they are mentioned:

- **Bella Hadid:** a supermodel who launched her own brand of boosters / nootropic supplements
- **Joe Rogan:** an “alpha-male” podcast host who endorses another brand of boosters
- **Alpha Brain:** the brand advertised by Joe Rogan
- **Onnit:** the company that makes Alpha Brain and which was actually co-founded by Rogan
- **Unilever:** a consumer-goods conglomerate that bought Onnit in 2021
- **Reckitt Benckiser:** another company that sells its own booster
- **Neuriva:** another booster available on the market
- **Polaris:** a research firm that comments on the success of nootropics

# Nootropic Ads

Compare these ads (using the comparative form, try to vary the adjectives you use) and conclude by saying which one is the most effective according to you (using the superlative form).









# HIGHLY EFFECTIVE SUPPLEMENTS

Brainwave Nootropics® provides a premium, highly effective, balanced-dose blend of ingredients that contribute to:-

- Optimum Mental Performance
- Cognitive & Psychological Function
- Immune System Support

Helping you to manage the daily pressures and stresses of life





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Quick, simple and  
**EFFECTIVE**

💧 **200mg Caffeine**

Regular Strength  
5-hour ENERGY® shots  
contain about as much  
caffeine as a cup of the  
leading premium coffee.







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**Alpha BRAIN**

COMPLETE EARTH GROWN NOOTROPIC

100% Alpha GPC & AC-11



**JONES**

NOOTROPIC BEVERAGE

TYSON'S PUNCH

DIETARY SUPPLEMENT

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Quick, simple and **EFFECTIVE**

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**5-hour ENERGY**

**REGULAR STRENGTH**

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Vitamins • Nutrients

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