



**Australian Government**  
**Department of Health**  
Therapeutic Goods Administration

## Public Summary

**Summary for ARTG Entry:** 231823 KeenMind

**ARTG entry for** Medicine Listed  
**Sponsor** SFI Australasia  
**Postal Address** PO Box 1027, CROWS NEST, NSW, 1585  
Australia  
**ARTG Start Date** 15/12/2014  
**Product Category** Medicine  
**Status** Active  
**Approval Area** Listed Medicines

### Conditions

Colouring agents used in listed medicine for ingestion, other than those listed for export only under section 25 of the Act, shall be only those included in the list of 'Colourings permitted in medicines for oral use'.

The sponsor shall keep records relating to this listed medicine as are necessary to: (a) Expedite recall if necessary of any batch of the listed medicine, (b) Identify the manufacturer(s) of each batch of the listed medicine. Where any part of or step in manufacture in Australia of the listed medicine is sub-contracted to a third party who is not the sponsor, copies of relevant Good Manufacturing Practice agreements relation to such manufacture shall be kept.

The sponsor shall retain records of the distribution of the listed medicine for a period of five years and shall provide the records or copies of the records to the Complementary Medicines Branch, Therapeutic Goods Administration, upon request.

The sponsor of the listed medicine must not, by any means, intentionally or recklessly advertise the medicine for an indication other than those accepted in relation to the inclusion of the medicine in the Register.

All reports of adverse reactions or similar experiences associated with the use or administration of the listed medicine shall be notified to the Head, Office of Product Review, Therapeutic Goods Administration, as soon as practicable after the sponsor of the goods becomes aware of those reports. Sponsors of listed medicines must retain records of such reports for a period of not less than 18 months from the day the Head, Office of Product Review is notified of the report or reports.

The sponsor shall not supply the listed medicine after the expiry date of the goods.

Where a listed medicine is distributed overseas as well as in Australia, product recall or any other regulatory action taken in relation to the medicine outside Australia which has or may have relevance to the quality, safety or efficacy of the goods distributed in Australia, must be notified to the National Manager Therapeutic Goods Administration, immediately the action or information is known to the sponsor.

### Products

#### 1 . KeenMind

Product Type	Effective Date
Single Medicine Product	18/10/2019

### Permitted Indications

Antioxidant/Reduce free radicals formed in the body  
Helps reduce/decrease free radical damage to body cells  
Traditionally used in Ayurvedic medicine to medhya/brain tonic/improve memory and cognition  
Traditionally used in Ayurvedic medicine to maintain/support cardiovascular system health  
Traditionally used in Ayurvedic medicine to adaptogen/Help body adapt to stress  
Relieve irritability  
Soothe/calm nerves  
Decrease/reduce/relieve symptoms of stress  
Decrease/reduce/relieve nervous tension/unrest  
Decrease/reduce/relieve symptoms of mild anxiety  
Helps enhance/improve/promote/increase attention span  
Decrease/reduce mental/cognitive fatigue  
Maintain/support mental concentration/focus/clarity  
Enhance/improve/promote/increase cognitive performance  
Enhance/improve/promote/increase mental endurance/stamina  
Maintain/support mental endurance/stamina  
Maintain/support cognitive function/mental function  
Traditionally used in Ayurvedic medicine to maintain/support learning and information processing  
Maintain/support learning and information processing

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Traditionally used in Ayurvedic medicine to enhance/improve/promote learning ability/function

Enhance/improve/promote learning ability/function

Enhance/improve/promote/increase mental alertness/wakefulness

Enhance/improve/promote/increase memory/recall

Maintain/support memory/mental recall

Enhance/improve/promote/increase short term memory

Maintain/support general mental wellbeing

Maintain/support brain function

Maintain/support brain health

Traditionally used in Ayurvedic medicine to nerve tonic

Helps enhance/promote healthy nerve conduction/transmission/neurotransmission

#### Indication Requirements

Label statement: If symptoms persist, talk to your health professional.

Product presentation must not imply or refer to mental illnesses, disorders or conditions.

Product presentation must only refer to mild anxiety.

If Ayurvedic terminology is used on medicine label, label statement: Talk to a Ayurvedic practitioner/health professional if you are unsure if this medicine is right for you.

Product presentation must not imply or refer to serious cardiovascular conditions.

#### Standard Indications

No Standard Indications included on Record

#### Specific Indications

No Specific Indications included on Record

#### Warnings

No Warnings included on Record

#### Additional Product information

#### Pack Size/Poison information

##### Pack Size

##### Poison Schedule

#### Components

##### 1 . Formulation 1

**Dosage Form** Capsule, hard

**Route of Administration** Oral

##### Visual Identification

#### Active Ingredients

**Bacopa monnieri whole plant Extract dry concentrate** **160 mg**

Equivalent: Bacopa monnieri (Dry) 2.16 g

#### Other Ingredients (Excipients)

calcium hydrogen phosphate

chlorophyllin-copper complex

colloidal anhydrous silica

hypromellose

magnesium stearate

microcrystalline cellulose

purified talc

titanium dioxide