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Raymond F. Saleeby, Jr  
President

# Saleeby & Associates, Inc.

## Research: Discovery of a Promising Product

**CHOLINE,**  
the **ESSENTIAL NUTRIENT**  
*no one talks about*

During my discussion with the Chief Financial Officer of a very attractive investment (which I cannot disclose the company name due to compliance reasons), I learned about a fascinating product called choline. This product could become mainstream and boost the company's profit but more importantly, it claims to have strong health attributes that can potentially help most people.

Choline was first discovered over a century ago and in 1998 was recognized as an essential nutrient by the Institute of Medicine (IOM). Yet many people have never heard about it despite the FDA claiming 90% of Americans are not getting enough of this nutrient. "A growing body of compelling scientific evidence points to the importance of choline in maintaining a healthy mind and body. Choline plays a unique role in maintaining a healthy liver by facilitating the transport of fats out of the liver for conversion to energy. In the brain, choline supports lifelong memory function and recent research suggests that it may lead to improved academic performance among young children and teens. More information may be found at the Choline Information Council ([www.cholinecouncil.com](http://www.cholinecouncil.com))."¹



When talking with the CFO, he mentioned that choline was traditionally a nutrient used in animal feed but is now used by many companies in prenatal vitamins and milk to increase brain function. It is also used by Athletes for body building and delaying fatigue in endurance sports as well as pregnant women to prevent neural tube defects in babies and in infant formula. Although there is no clinical evidence, choline has been used effectively in mice to help prevent and slow the progression of Alzheimer's and dementia. While it can potentially help prevent memory loss, there are many more uses for it. Yet most people don't recognize the name despite the major beneficial health attributes. Nevertheless, you should always check with your doctor before trying any new supplements to obtain professional advice and ensure it doesn't conflict with any current medications.

Optimistically Yours,

Raymond F. Saleeby  
President

## Did You Know?

Here's the salary breakdown for Stanford's class of 2019, including the industries that are paying its MBA grads the most

<https://www.businessinsider.com/the-starting-salaries-stanford-2019-mba-graduates-2019-12>

The hiring policy at McKinsey, one of the world's most elite management consultancies, is defined by one thing: Harvard

<https://www.businessinsider.com/mckinsey-hiring-policy-2013-9>

The travel industry's new fix for jet lag

<https://www.nytimes.com/2019/11/21/travel/jet-lag.html>

How Bill Gates described the internet to David Letterman in 1995: 'It's wild what's going on'

<https://www.cnn.com/2019/12/08/how-bill-gates-described-the-internet-to-david-letterman-in-1995.html>

The next time you trade in your car, it could be for a phone

<https://www.wsj.com/articles/the-next-time-you-trade-in-your-car-it-could-be-for-a-phone-11574445677>

5 Things I wish I knew before buying my first home in my 20s

<https://www.forbes.com/sites/financialfinesse/2017/05/21/5-things-i-wish-i-knew-before-buying-my-first-home-in-my-20s/#3851b8394b8a>

The machines are learning, and so are the students

<https://www.nytimes.com/2019/12/18/education/artificial-intelligence-tutors-teachers.html>

50 maps that explain how America lives, spends, and believed at the end of the 2010s

<https://www.businessinsider.com/50-maps-that-explain-how-america-lives-spends-and-believes-2019-6>

11 mind-blowing facts about Texas' economy

<https://markets.businessinsider.com/commodities/news/texas-economy-facts-2019-4-1028127171#texas-produces-almost-40-of-america-s-oil>

Five tips for living longer in 2020

<https://www.nytimes.com/2019/12/23/well/live/five-tips-for-living-longer-in-2020.html>

A sleep reset for the New Year

<https://www.nytimes.com/2019/12/24/well/mind/a-sleep-reset-for-the-new-year.html>

What we learned in 2019: Health and Medicine

<https://www.nytimes.com/2019/12/23/health/what-we-learned-2019.html>

I'm a neurosurgeon, and the best morning routine I've found consists of just 3 simple steps

<https://www.businessinsider.com/the-best-morning-routine-neurosurgeon-2018-6>

Richard Branson on the 'million-dollar lesson they don't teach in business school' – and 12 other secrets from highly successful people

<https://www.businessinsider.com/ridiculously-successful-people-like-richard-branson-do-daily-2019-4>

## Did You Know?

Your 2020 guide to social security benefits

<https://www.fool.com/retirement/2020/01/01/your-2020-guide-to-social-security-benefits.aspx>

The tech that will invade our lives in 2020

<https://www.nytimes.com/2020/01/01/technology/personaltech/tech-trends-2020.html>

Your 2020 guide to tax deductions

<https://www.fool.com/taxes/2020/01/25/your-2020-guide-to-tax-deductions.aspx>

Why Manhattan's skyscrapers are empty

<https://www.theatlantic.com/ideas/archive/2020/01/american-housing-has-gone-insane/605005/>

Millionaires are happier than the average person, but it's not because of how much leisure time they have – it's because of how they spend it

<https://www.businessinsider.com/millionaires-happier-active-leisure-time-wealth-building-2019-12>

12 timeless lessons from the 1937 classic 'How to Win Friends and Influence People,' the book Warren Buffett says transformed his life

<https://www.businessinsider.com/lessons-from-how-to-win-friends-and-influence-people-2015-4>

The world's 2,153 billionaires are richer than 4.6 billion people, says Oxfam

<https://www.bloomberg.com/news/articles/2020-01-20/2-153-billionaires-are-richer-than-60-of-the-world-says-oxfam>

Dinner bell vs. Doorbell: When mom and dad cook, the kids send for DoorDash

<https://www.wsj.com/articles/dinner-bell-vs-doorbell-when-mom-and-dad-cook-the-kids-send-for-door-dash-11578502404>

New law expands uses for 529 college savings accounts

<https://www.nytimes.com/2020/01/10/your-money/529-college-savings-accounts.html>

## Footnote

1. Druke, Tom. (23 May 2016). "Balchem welcomes FDA announcement of new daily value for Choline." GlobeNews-wire. Retrieved from <https://www.globenewswire.com/news-release/2016/05/23/842474/0/en/Balchem-Welcomes-FDA-Announcement-of-New-Daily-Value-for-Choline.html> 30 Jan 2020

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### Disclaimer

- Past performance is not a guarantee of future results.
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