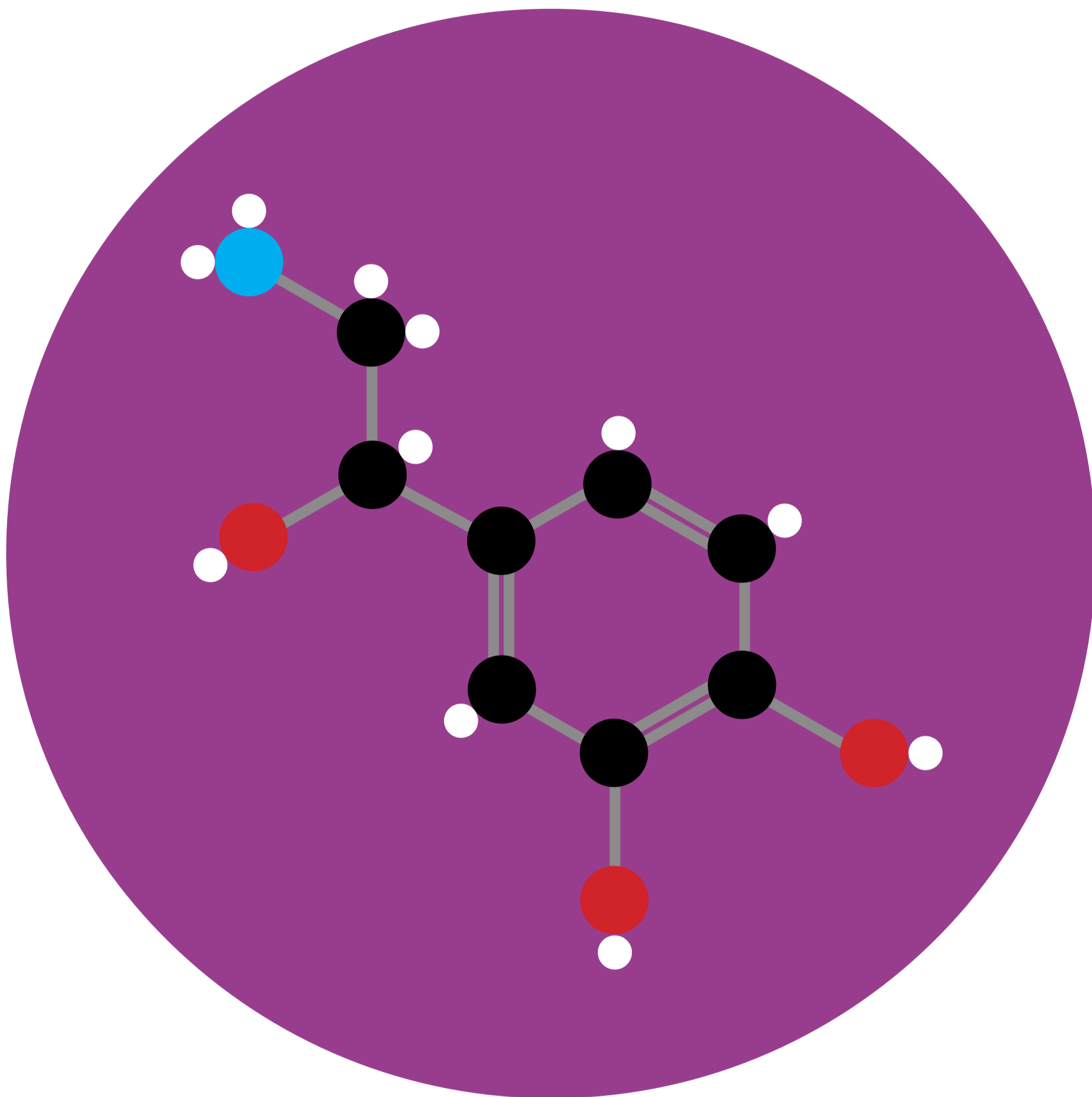


NORADRENALINE

THE CONCENTRATION NEUROTRANSMITTER



Noradrenaline, also known as norepinephrine, is a neurotransmitter that affects attention & responding actions in the brain. Alongside adrenaline, it is also involved in the 'fight or flight' response. Its effect in the body is to contract blood vessels to increase blood flow. Patients diagnosed with ADHD will often be prescribed drugs designed to help increase levels of noradrenaline in the brain.