

Irvingia Plus™ Fat Burner

The first and only product in South Africa to combat leptin resistance, the main cause of difficulty in losing weight

Assists with weight loss by boosting sensitivity to leptin, a fat burning and appetite suppressing hormone.

The main reason people find weight loss difficult is because **overweight people develop a resistance to leptin, the fat burning and appetite suppressing hormone.** In fact, the fatter you become, the more leptin-resistant you will become also, and the more difficult it will be to lose weight.

Clinical evidence reveals that a specific extract from the seed of the *Irvingia gabonensis* fruit stimulates fat loss, by improving leptin resistance, whilst at the same time promoting healthy cholesterol and blood sugar levels¹.

How does Irvingia work?

Irvingia helps maintain healthy body weight in four ways:

1. It promotes the **breakdown of fat** in fat cells and signals to the brain to **turn-off the hunger messages**, therefore reversing leptin resistance⁴.
2. Adiponectin is an important hormone that helps **support insulin sensitivity**, large fat cells produce less adiponectin. Irvingia increases adiponectin levels².
3. It **inhibits the enzyme responsible for converting glucose to fat** in the body³.
4. It **reduces carbohydrate absorption** by inhibiting the amylase enzyme, responsible for breaking down carbohydrates in the digestive tract¹.

Other ingredients: natural bile acids, zinc and chromium polynicotinate

Research shows that like Irvingia, bile acids also help restore the body's sensitivity to leptin. Zinc enhances the function of weight loss hormones, whilst chromium polynicotinate improves the sensitivity of the body to these hormones, especially insulin. Chromium polynicotinate may also help reduce carbohydrate cravings.

Who needs Irvingia Plus™ Fat Burner?

Obese people, overweight people finding weight loss difficult, diabetics not losing weight, people suffering from metabolic syndrome (insulin resistance).

Composition:

Each capsule contains:

Irvingia extract	150mg
Bile acids	150mg
Zinc	8mg
Chromium polynicotinate	200µg

Dosage: Take 1-2 capsules twice daily on an empty stomach, do not exceed the recommended dosage unless on the advice of a healthcare provider.

Restoring leptin and insulin sensitivity takes some time. Therefore it may take 8-12 weeks before effects begin to be noticed.

References:

1. Ngondi, J.L., Oben, J.E., Minka, S.R. The effect of Irvingia gabonensis seeds on body weight and blood lipids of obese subjects in Cameroon. *Lipids in Health and Disease* 2005, 4:12.
2. Oben, J.E., Ngondi, J.L., Blum, K. Inhibition of Irvingia gabonensis seed extract (OB131) on adipogenesis as mediated via down regulation of the PPARgamma and Leptin genes and up-regulation of the adiponectin gene. *Lipids in Health and Disease* 2008, 7:44.
3. Wise, L.S., Green, H. Participation of one isozyme of cytosolic glycerophosphate dehydrogenase in the adipose conversion of 3T3 cells. *J Biol Chem.* 1979 Jan 25;254(2):273-5.
4. Qi, Y., Takahashi, N., Hileman, S.M., et al. Adiponectin acts in the brain to decrease body weight. *Nat Med.* 2004 May; 10(5):524-9.



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The most significant Irvingia study

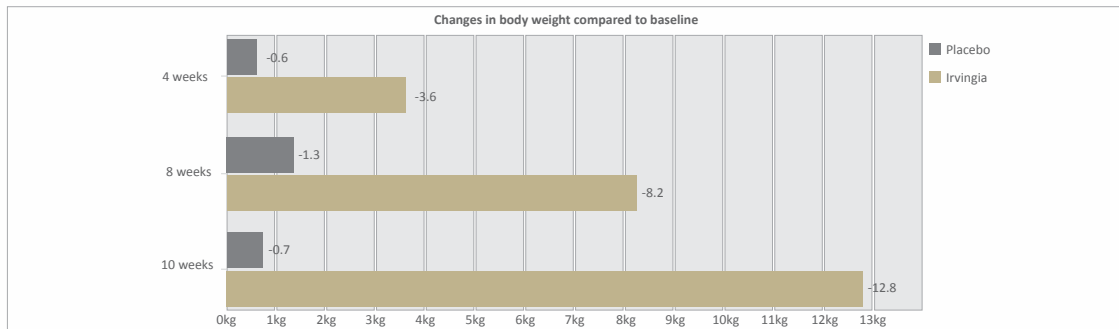
A study on 102 overweight and obese participants was conducted over a 10-week period. The participants were instructed to maintain their same diet and exercise patterns. They were randomly divided in two groups, one that received Irvingia extract (150 mg twice daily), and the other was given a placebo.

Body weight and the following blood levels were measured at baseline:

1. Leptin
2. Total Cholesterol, LDL and HDL
3. C-reactive protein
4. Fasting glucose
5. Adiponectin

The table below shows the weight loss effects measured at three different times during the 10-week study: The Irvingia group lost 12.8kg, whereas the placebo group lost almost no weight.

	BASELINE WEIGHT	4 WEEKS	8 WEEKS	10 WEEKS
Irvingia group	97.9kg	94.3kg	89.7kg	85.1kg
Placebo group	96.4kg	95.8kg	95.1kg	95.7kg

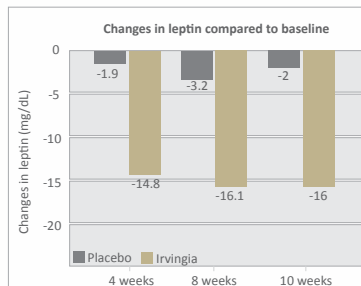
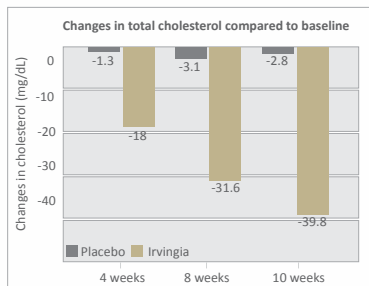
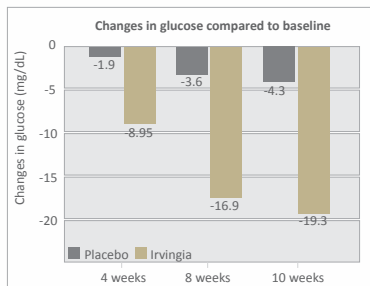


The table below shows the results from the blood measurements, with significant effects after ten weeks:

	GLUCOSE	CHOLESTEROL	LDL	CRP*	ADIPONECTIN	LEPTIN
Irvingia group	-22%	-26%	-27%	-52%	+160%	-49%**
Placebo group	-5.2%	-1.9%	-4.8%	-1%	+23%	-9%

*C-reactive protein

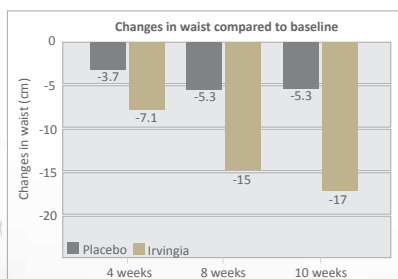
**Reduced blood levels of leptin indicate it is binding to leptin receptor sites on cells and performing its weight control function.



The results indicate that there are specific processes involved which are responsible for the significant weight loss in the participants who received Irvingia. These blood measurement results also highlight the protection against diabetes and vascular disease that Irvingia offers, beyond weight loss benefits.

When assessing body composition in the participants, the results at 10 weeks are as follows:

	WAIST REDUCTION	FAT LOSS
Irvingia group	16.2%	18.4%
Placebo group	5.0%	5.7%



Reference:

Ngondi, J.L., Etoundi, B.C., Nyangono, C.B., Mbofung, C.M.F., Oben, J.E. IGOB131, a novel seed extract of the West African plant Irvingia gabonensis, significantly reduces body weight and improves metabolic parameters in overweight humans in a randomized double-blind placebo controlled investigation. *Lipids in Health and Disease* 2009, 8:7.

This study clearly indicates that Irvingia causes significant improvements in body composition and reductions in blood measurements of cardiovascular and diabetes risk.



CHOLESTEROL
 Irvingia Plus™ Fat Burner

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