

PRODUCT REPORT

AmeriLean



BIG FAT DEAL

Let's face it. If you're reading this report, you're probably already fairly health-savvy. You're concerned with and knowledgeable about your body and your health. You already know that a diet low in processed foods and refined sugars, combined with a regimen of regular exercise and supplementation with high quality natural products, is key to increasing and maintaining good health and a good quality of life.

You also already know that lowering your body fat can - and does -- have positive health impacts. For many of us, that is the first thing our doctor tells us when we go in for a check-up. "You need to lose weight. You need to start exercising regularly."

While body fat in and of itself is not a bad thing, an excessive amount of body fat has been tied to a whole host of unhealthy conditions, ranging from decreased mobility to heart disease and even cancer. Some studies show cancer causing agents are actually stored in excess body fat.

In fact, the actual usefulness of body fat is quite limited in scope. Energy storage is the primary use, but most of us in the U.S. today hopefully are not facing famine conditions in the immediate future, so there is little need to store a lot of extra energy as fat.

A LEAN, MEAN HUMAN MACHINE

Our bodies, however, are more than just fat. We are also made up of muscles, organs, bone, connective tissue, and water. The sum of our body weight minus the fat is our lean body mass. It is in the lean body mass that we find the important functioning parts of our body.

The benefits of increasing lean body mass seem pretty much self-

evident. Since muscle tissue is much more metabolically active than fat tissue, more muscles mean we burn energy from food more efficiently and reduce the amount of energy our bodies store as fat - our baseline metabolism speeds up. As we use more energy more efficiently, our energy level in general increases. And since lean body mass takes up less volume than body fat, we, in turn, appear slimmer and more defined as we increase our lean body mass in relation to overall body composition.

So, we look better, we feel better, and we function better with less body fat and more lean body mass. That much seems clear.

What you may not know is increasing your lean body mass may reduce your risk for disease and even premature death. For example, an excess of abdominal fat has been shown to increase a person's risk for developing cardiovascular disease. Decreasing the fat mass, thereby increasing lean body mass, can cut down your risk.

A high concentration of fat in the abdominal area is also strongly linked to conditions that lead to the development of type 2 diabetes, high blood pressure, and even high cholesterol.

HELP IS AT HAND

We know the benefits of increasing lean body mass, but just like losing weight, actually doing it, is often a lot more difficult than believing we need to do it. A new high quality nutritional supplement from Healing America may just be the key you're looking for to helping get that process started. AmeriLean contains natural ingredients that have been shown to increase lean body mass, reduce fat mass, stimulate energy use, and assist with the more efficient metabolism of blood glucose.

THE NUMBERS

- 1 pound of muscle is about 22% smaller in size than 1 pound of fat
- Men average 23% body fat, while women average 32%
- Lean tissue burns up to 25 times more calories at rest than fat tissue
- It is estimated that over 2/3 of Americans have excess body fat
- About 25% of all heart and blood vessel problems are associated with obesity

Taken daily, AmeriLean can help you achieve a leaner, healthier body. Let's look at the key ingredients:

Forslean (Coleus Forskohli Extract 10%)

Coleus forskohli, a member of the mint family native to India, is the only known plant source of forskolin, an activator of adenylate cyclase. Adenylate cyclase is involved in the production of cAMP or cyclic adenosine monophosphate (often called a "second messenger" because it stimulates the action of "primary messengers" responsible for essential metabolic processes).

One of these essential processes is the body's thermogenic (or heat producing) response to food. What this means for you is that the cAMP production stimulated by the Forslean actually speeds up metabolism and increases fat utilization. And that means a leaner body mass over time. Controlled clinical trials have conclusively demonstrated that regular consumption of Forslean actually increases lean body mass and decreases fat mass.

Additionally, laboratory tests indicate Forslean actually helps reduce the amount of food we eat, thereby assisting with weight loss. In a study on lab mice, after three weeks on Forslean, the mice were eating half the amount of food they had been eating before they started.

Additional benefits of the forskolin in Forslean include lowering blood pressure and the regulation of insulin secretion.

Theobromine

The word theobromine means "food of the gods," so that should give you some indication of its value to good health. Theobromine is related to caffeine, but it actually has different effects on the body. For one, the mild stimulant effect of theobromine on the body is more long-lasting. It is this stimulation that raises resting metabolism and thus creates an overall increase in calorie burning. Also, theobromine actually relaxes smooth muscle tissue. This effect helps theobromine reduce high blood pressure and open bronchial passages.

Theobromine has a mood-elevating effect, and with this feel-good impact, as well as its function as a diuretic and mild stimulant, it seems theobromine is, indeed, the food of the gods.

L-Theanine

For thousands of years, tea - in all its forms - has been used around the world to protect against and lessen the effects of various ailments. While the numerous compounds in tea have been analyzed and tested in all types of situations, there is a compound found in green tea that has become increasingly interesting to health practitioners. It's called theanine, and it makes up about half the dry protein weight of green tea. Theanine offsets the stimulating effects of the caffeine in green tea. It also alters levels of the important mood-regulating neurotransmitters dopamine and serotonin. The smooth muscle relaxing effects of theanine can help reduce high blood pressure.

Theanine plays a role in the battle for body fat reduction as well. This unique amino acid helps lower our stress levels, which, in turn, lowers our cortisol production. Cortisol is our primary stress hormone - the "fight or flight" hormone - that, in small quantities, helps ensure the survival of humanity. Basically, it speeds up the metabolism of carbohydrates and fat to produce quick energy for our fight or flight. However, in large quantities (produced by stress over a long period of time) it actually works against us, because the increased metabolism makes us hungry, and the hungrier we are, the more we tend to eat - that's why many of us eat when we are stressed out by work or other life issues.

Also, when there is stress without a need for "fight or flight" (the usual circumstance in today's world), cortisol causes deposition of extra calories as fat, which could be mobilized for use later should an actual "fight or flight" situation arise. Unfortunately, this type of situation is rare for us, so the fat stays and we pack on even more over time if stress levels remain high. Theanine reduces stress and therefore cortisol levels, and thus helps reduce the amount of fat accumulation.

Aztec Cocoa Extract

Here's the moment you've been waiting for much of your life: Chocolate may indeed help with weight loss! In fact, recent studies show natural cocoa is bursting with all sorts of healthful ingredients, from vitamins and amino acids, to anti-aging components and powerful antioxidants. Components in chocolate help elevate our mood, promote heart and bone health, and increase energy through its mild stimulant effect. Now that doesn't mean you should go out and buy a bag of your favorite candy bars for lunch - the refined sugars and extra fat would certainly go far toward counteracting the more healthful aspects of chocolate. Instead, seek out these healthful benefits in the Aztec cocoa extract in AmeriLean, which is made from the defatted, natural derivative of the seeds of the cacao plant.

Chromium

Chromium is an essential trace mineral that aids in glucose metabolism, regulation of insulin levels, and the maintenance of healthy cholesterol levels. It is commonly found in such foods as meats, whole grains, cheese, mushrooms, prunes, nuts, and asparagus.

Chromium deficiency disturbs normal insulin function. In fact, chromium is necessary for the proper action of insulin at cellular receptor sites. By increasing insulin sensitivity, it prevents accumulation of excess amounts of insulin in blood and body fluids, which increases hunger and sugar cravings, promotes fat storage, and reduces use of stored fat for energy.

Vanadium

Named for the Norse goddess of youth and beauty, Vanadium is a trace mineral that plays a role in the metabolism of carbohydrates, cholesterol, and blood lipids. Vanadium can be found in seafood, mushrooms, certain cereals, and soybeans.

Vanadium helps regulate blood sugar levels, as it mimics the effects of insulin on the body. Some studies suggest it also helps in the formation of bones, teeth, and cartilage.

Apple Cider Vinegar Extract

Vinegar is one of those common substances that have been used for a variety of purposes for thousands of years. Among its health benefits are mobilization of stored fat for energy use, a reduction in LDL or "bad" cholesterol, regulation of water content in cells, stabilization of blood sugar levels, and helping reduce arthritis pain. Apple cider vinegar is a good diuretic, yet it also contains high levels of potassium to help maintain vital electrolyte levels. Apple cider vinegar boosts the liver's detoxification activity and helps with the digestion of rich, fatty, greasy foods, breaking them down into more absorbable forms.

TAKING THE FIRST STEP

Reducing body fat and increasing lean body mass is a good first step toward achieving optimal health, increasing longevity, and even improving self-image. Our bodies were not meant to deal with excessive amounts of fat. Rather than us using the fat for our essential energy needs and daily functioning, these days, it seems the fat is using us - as a storage bin. We don't need to carry around the 30, 50, or even 100 pounds or more of body fat nearly two-thirds of American adults live with. We don't need to add to the daily barrage of carcinogens our bodies are exposed to. We don't need to make our hearts work any harder than they need to.

Leaner bodies are healthier bodies. Leaner bodies are stronger bodies. And the first step toward remodeling your own body into a leaner, meaner being is to shed excess fat. AmeriLean from Healing America can help you take that first step. And, as part of a regimen of healthier eating and regular exercise, it can do wonders to improve your quality of life today and for years to come.

CAUTIONS:

These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease, but rather is a dietary supplement intended solely for nutritional support. Consult with your doctor before use, especially if you are currently taking prescription medications for blood pressure control or blood thinners.

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