

Healing **HA** America

## PRODUCT REPORT

# AmeriSlim



### THE DIET DEBACLE

Raise your hand if you've ever been on a diet.

You can all put your hands down, now. The truth is, most - if not all - of you reading this report have been on or may still be on some form of a diet in a seemingly never-ending quest to lose weight. Do we lack in willpower? Not really. Most of us have lost and regained tens or hundreds of pounds over the course of our lifetimes. Are we lacking knowledge? Nope. We all know how to lose weight - just eat less and exercise more.

So what seems to be the problem? Why are two-thirds of American adults overweight or obese?

Well, part of the problem may lie in the thinking behind what can be termed the Great American Diet Debacle. We are taught that dieting is equivalent to denial. And denial is something that will eventually be rewarded by a return of the very things we were denying ourselves.

We believe that if we can quit eating pizza and drinking soda for four or five months, we can lose some of those extra pounds, then once we've lost the extra weight, we can resume our normal eating patterns. The trouble with that is, our eating patterns today are not normal. As soon as we return to our so-called normal eating, we start gaining back the weight. In fact, studies show 90 percent of all dieters regain some or all of the weight they have lost.

### EASE OF ACCESS

To put it simply, we are blessed in this country to be surrounded by a 24-hour-a-day supply of inexpensive, easily accessible, nutritionally bankrupt food. All we have to do to get what we want to eat when we want it is pick up the phone, press a few buttons on the microwave, or tear open a cellophane package containing something sweet, salty, tangy, crunchy, and nutritionally worthless. And in our increasingly busy and complex lives, that ease and simplicity are just too irresistible to pass up.

### THE NUMBERS

- Each year, we spend over \$40 billion dollars on diet-related products
- Over 30 percent of Americans remain obese
- The average American consumes about 11 pounds of chocolate per year

We know how to eat healthier. Fresh foods - unprocessed and unrefined -- are the best. We know to avoid excessive amounts of sugar and sodium added to our food. But generally, going to the market, purchasing fresh foods, bringing them home, and then preparing them seems not worth the struggle.

### A SVELTER, SLIMMER START

The solution to the American obesity problem is by no means a simple one. We didn't get to this point overnight, and the solution is not an easy or quick one either. There's no magic weight-loss pill out there. The fat isn't just going to disappear. But we can start taking positive steps toward healthier eating, resulting in healthier weight levels that will only lead to a longer life of better quality. Regular exercise and good food choices are two keys. And reducing the amount of food we eat is tantamount to success.

Aye, there's the rub, as Shakespeare so aptly noted. How do we keep ourselves from overeating when the food is so easy to get to? AmeriSlim from Healing America is specifically formulated to help with this. The unique blend of quality natural ingredients from the cutting edge of weight loss science and supplementation, ingredients like hoodia gordonii that naturally and effectively keeps our appetites in check, makes AmeriSlim a logical first step toward achieving a svelter, slimmer you. Plus, the ingredients in AmeriSlim aid mightily in that goal by re-setting our metabolic switches and getting our metabolism back on track with fat burning. Let's examine the ingredients in detail:

#### Hoodia Gordonii

In the heat of the African Kalahari Desert, you may come across a homely plant that resembles a cactus. If you do, you may have, in fact, come upon one of the best-kept secrets in natural appetite control - hoodia gordonii. Of course, the

indigenous San bushmen of the region have known the secret for many years - they actually chewed the plant to stave off hunger during long hunting trips.

But hoodia gordonii's appetite suppressing characteristics are now beginning to take the diet and weight loss world by storm. The P57 molecule in hoodia gordonii actually tricks the brain into thinking it's full. The "I'm full" signals it sends to the brain are similar to the signals glucose sends, only they are thousands of times stronger. People who have used it report they simply are not hungry, and often have to make a conscious effort to eat at appropriate times. When they do eat, it is with a greatly reduced appetite.

In addition to its appetite suppressing effects, hoodia gordonii increases our sense of well-being and boosts energy levels.

### **Green Tea Extract**

Green tea is second only to water in its ranking among the most commonly ingested drinks in the world today (no, it's not that super-caffeinated diet soda you're so fond of!). It has been used medicinally for centuries in India and China. Green tea is full of potent antioxidants that help offset the injurious nature of life in today's toxic environment.

Green tea extracts have also been shown to promote weight loss, to help lower cholesterol, and to increase immune function. One recent study even showed people using a green tea extract supplement actually burned more fat calories than those taking a placebo in the study. The scientists in that study concluded that green tea extract plays a role in fat oxidation beyond what its stimulant content would account for.

### **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 AmeriSlim, 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.

## WEIGHING IN WITH A WIN-WIN

The road to long-term and maintainable weight loss begins today. It begins here with the help of nutritional supplements that help our bodies re-establish the natural order of things as they were intended from the beginning.

Dieting doesn't mean denial. It isn't a punishment for our misbehavior. Dieting is a mechanism by which we can begin to regain our optimal health and functioning. AmeriSlim from Healing America contains the kind of high-quality, cutting-edge ingredients that can help make your dream of a leaner, healthier, more energetic, happier life a reality. The ingredients in AmeriSlim can help you reduce the quantity of food you consume and to metabolize the food you do eat more efficiently. It really is weighing in with a win-win.

## 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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