



ZOTRIM...MORE THAN JUST A SLIMMING PILL

Look Better, Think Better, Perform Better!

Long established to be an effective supplement to aid weight loss and weight management by helping users eat less, Zotrim's unique combination of plant extracts also offer significant benefits which help to make it a useful lifestyle supplement, as well as a slimming aid.

Carrying excess weight brings a host of issues that can compound weight-related problems, like lack of energy, tiredness and low motivation. *Guarana*, used traditionally in Brazil as a stimulating drink, contains caffeine and related components (sometimes called guaranine) that boost energy. Whilst a whole day's dose only contains the equivalent of one cup of coffee, Zotrim can help boost flagging energy levels as well as mental ability – ideal if you are also exercising to help shed the pounds! *Guarana* also has a thermogenic effect, helping the body to burn more calories. *Yerba Mate*, another plant used traditionally in South America, for tea-like drinks, has a similar effect. Containing the same caffeine components found in coffee and chocolate, it is a stimulant that can help boost energy to increase activity levels.

Being overweight can also lead to a drop in libido. *Damiana*, another key plant extract in Zotrim, is a native aphrodisiac in South and Central America. It is also known as an invigorator as well as helping with impotency and frigidity in both men and women!

Zotrim has also been added to *Zipp Slenderize* - a new well-being juice drink comprised of natural juices and of course, Zotrim!

Jacob Bruun-Jensen, Founder and CEO of Infuzions, the creator of the drink Zipp Slenderize said, 'We chose the Zotrim formulation for our Zipp Slenderize products because it is made of natural plant extracts, has real

scientific evidence for supporting weight loss and weight management and our drinks would complement Zotrim tablets as part of a diet”.

Zotrim, £21.95 for one month’s supply, is available from Boots, Tesco, Superdrug, Waitrose, Sainsbury’s, Lloyd’s pharmacy, Holland & Barrett and good health food stores. Mail order direct from Nature’s Remedies on 0845 345 0724. For more information visit www.zotrim.com

ENDS

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Note to editor:

The Science Behind Zotrim – An Overview

Zotrim has been independently investigated in five studies. In summary, the 223 subjects that Zotrim lost an average of 0.7kg per each 10-day period. In the key study¹ 47 overweight subjects took either Zotrim or a placebo for 45 days. Those taking Zotrim lost an average of 5.1kg (11.2lbs) compared to just 0.3kg (0.7lbs) with the placebo.

In three further ‘open label’ studies, average losses were:

- 2.3kg over 28 days in 48 subjects wishing to lose weight²
- 1.8kg in weight and 4.3 cm in waistline over 28 days in 56 overweight women³
- 2.3kg in weight and 3.6 cm in waistline over 42 days in 73 overweight healthcare professionals⁴

Initial evidence for an effect of Zotrim was on slowing the rate of stomach emptying. Using ultrasound studies with subjects who drank 400ml apple juice, the stomach emptied much more slowly (average 58 minutes) after taking one dose of Zotrim compared to then taking a placebo tablet (emptying in 38 minutes). This was supported by a study with 20 subjects, 10 of which took Zotrim and 10 took a placebo for 20 days⁵ Perception of fullness occurred much sooner when taking Zotrim – the average time to perceived fullness was decreased from 21.5 to 12 minutes.

¹ Anderson, T and Fogh, J (2001). ‘Weight loss and delayed gastric emptying following a South American herbal preparation in overweight patients’, *Journal of Human Nutrition and Dietetics*, Vol. 14, pp.243-250

² Ruxton, C.H.S. (2004). Efficacy of Zotrim: a herbal weight loss preparation, *Nutrition and Food Science*, Vol. 34, pp.2-28

³ Ruxton, C.H.S., Hinton, F. and Evans, C.E. (2005), ‘Effects of an over the counter herbal weight management product on weight and waist circumference in samples of overweight women: a consumer study’, *Nutrition and Food Science*, Vol. 35, pp.303-314

⁴ Ruxton, C.H.S., Kirkwood, L., McMillan, B., StJohn, D., and Evens, C.E.L., (2007), Effectiveness of a herbal supplement for weight management’, *British Food Journal*, Vol. 109, pp.416-428

⁵ Anderson, T.S., (2002), ‘Early sensation of gastric fullness following a herbal preparation used for weight loss’, 3rd Health and Nutrition Conference, London.