



Beat The Post-Holiday Bulge with Zotrim

All-you-can-eat buffets, indulgent restaurant meals and drinking a little too much on holiday can all lead to one thing – a post-holiday bulge! So, avoid excess baggage on your return trip with herbal weight-loss supplement Zotrim.

Based on three South American herbs - yerba mate, damiana and guarana;, Zotrim works by boosting the feeling of satiety (fullness), to help you feel fuller for longer and snack less. Ideal when you are faced with an unlimited buffet and endless tasty treats!

Plus, Zotrim works to give your energy levels a boost – perfect if you fancy an energetic game of frisbee or volleyball on the beach.

Simply take two to three tablets before main meals everyday to help encourage sensible portion sizes and curb hunger between-meals.

Zotrim costs £21.95 for one month's supply, and is available from Boots, Tesco, Superdrug, Waitrose, Sainsbury's, Lloyd's pharmacy, Holland & Barrett and good health food stores, as well as direct from Nature's Remedies on 0845 345 0724. For more information readers can log on to www.zotrim.com

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For further information, a copy of the clinical reports, samples, photography, expert interviews or case studies please contact Siarah Khan or Sarah Summerfield at CCD PR on 020 7434 4100 or sarah@ccdpr.com

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.