



Diet aid shown to reduce food intake

-new research shows participants ate 18% fewer calories-

Researchers at the University of Liverpool have found a patented herbal extract formulation effective in reducing the amount we eat¹, giving new hope to an estimated 13 million dieters in the UK².

In the double blind, placebo-controlled, study of 58 healthy to slightly overweight young women the formulation of plant extracts – Yerba Mate, Guarana and Damiana – inhibited calorie intake by an average 17.6 per cent (nearly a fifth) over a mealtime. The participants were invited to eat as much as they wanted at a buffet-type lunch after taking the formulation or placebo before breakfast and again before lunch.

The formulation, commercially available as Zotrim® on the UK high street, was found to reduce calorie consumption by an average of 132 calories at lunchtime. The findings, to be presented at the 34th British Feeding and Drinking Group Meeting on 25th March, will later appear as a conference abstract in the peer reviewed international research Journal 'Appetite'. Researchers also observed:

- a decrease by over a quarter (27 per cent) in the selection of high fat, sweet items (cookies and chocolate mousse) when taking Zotrim
- when taking Zotrim subjects finished the meal on average three minutes earlier, indicating an earlier onset of satiety

Dr Jason Halford, who led the study at the Kissileff Laboratory for Ingestive Behaviour at the University, says:

“These findings suggest that the ingredients contained in the Zotrim formulation produce a robust acute effect on caloric intake. If sustained, such changes could benefit weight control, as observed in previous studies on the formulation.”

In another key weight loss study on continuous use of the Zotrim herbal formulation - tested without any dietary changes or advice - the overweight participants lost 11.5 pounds in 45 days, compared to a rate of just 0.5 pounds in a placebo group³. In a separate study on overweight healthcare workers subjects felt better able to resist snacking, control portion sizes and avoid emotional eating when taking Zotrim⁴.

The new study adds to the growing body of evidence on the all-natural Zotrim formulation and demonstrates that Zotrim uniquely addresses the key difficulty for dieters; actually eating less and consuming fewer calories.

Zotrim is available from Boots and www.zotrim.com priced at £21.95 for a month's supply of 180 tablets.

For more information, images, samples or to arrange an interview with Dr Halford or other members of the Liverpool team please contact CCD PR:

Joanne Jarvis / joanne@ccdpr.com / 020 7434 4100
Hollie Thomson / hollie@ccdpr.com / 020 7434 4100

REFERENCES:

- 1 J. C. G. Halford et al. 'Experimental study to investigate the impact of a patented herb extract formulation Yerbe Maté, Guarana and Damiana (YGD; Zotrim®) on food intake and appetite ratings in women.' 34th British Feeding and Drinking Group Meeting, 2010.
- 2 Mintel, 2004
- 3 Andersen, T. & Fogh, J. Journal of Human Nutrition and Dietetics, 14, 243-250, 2001.
4. Ruxton et al, British food Journal, 109, 416 – 428, 2007.

NOTES TO THE EDITOR:

The double blind, placebo-controlled, cross-over designed experimental study investigated the impact of oral administration of a patented herbal extract formation (Zotrim) on appetite and food/energy intake by 58 women (average age 21.3) and normal weight (average BMI 22).

Eligible participants attended an eating laboratory and were given Zotrim or a

placebo (3 tablets taken with 100 ml of water) followed 15 minutes later by a set, fixed breakfast and were asked to consume it all. Following breakfast they were instructed not to eat or drink apart from water.

The participants attended the laboratory pre lunch and were again given Zotrim or a placebo 15 minutes (3 tablets taken with 100 ml of water) prior to lunch, four hours after the initial dose. Participants were then offered an ad-libitum buffet lunch. The intake of each item of lunch was measured and the caloric intake (Kcal) was calculated.

Results showed a significant reduction in energy intake of 132.2kcal (17.6%) after treatment with Zotrim alone compared to the control. Additionally, there was a significant reduction in food intake (46.6g, 12.4%) after Zotrim compared to the control. Statistical analysis found a highly significant difference between the placebo and Zotrim results.