

Why is XELLEXTM so unique?

Understanding what determines if we are fit or fat has become clearer since the 1994 discovery of a master hormone called **Leptin**. Produced by fat cells, **Leptin** sends the message to the brain telling it whether enough fat is stored in the body and when it's time to stop eating. As the human body has evolved though, **Leptin** has stopped working properly. For many overweight people, this manifests itself in **Leptin** sending an erroneous message to the brain indicating, "you're hungry, keep eating and store more fat." Simply put, the failure of **Leptin** and its message is "sabotaging people's best efforts" at weight loss.

In very simple terms, the higher the **Leptin** levels, the greater the storage of fat. Correspondingly, if **Leptin** levels can be lowered, the body is signaled to release stored and dietary fat for other purposes, predominantly as energy.

Now everybody is getting the message!

It is now considered scientific gospel that THE LEPTIN MESSAGE will, for most people determine if they are fit or fat! As obesity expert Dr. Louis Aronne stated in a **CBS News 48 hours TV report**:

"Over time, the body loses control of weight..." "And you just can't control your weight because you're not getting the right messages from your body telling you how much fat is stored."

This is commonly known as **Leptin** Dysfunction and Scientists and Doctors, such as metabolic specialist, Dr. Ron Rosedale, agree that

"...only when Leptin sensitivity is restored, you will stop storing excess fat and instead, start burning it off. Best of all, your hunger will be controlled, you will not have food cravings and you will have a trim, well-toned, and healthy body."

Leptin and THE MESSAGE has become so important in understanding weight gain and the unhealthy pathologies including diabetes, heart disease, osteoarthritis, and metabolic syndrome, that it has been featured in over 8,000 published studies and covered in countless newspaper and magazine articles as well as a litany of TV shows including recent coverage on **Oprah** and a **Special Segment hosted by Katie Couric on the CBS Evening News**. In fact, fixing **Leptin** Dysfunction has been declared:

"The Holy Grail of Weight Loss!"

The pursuers of this coveted scientific holy grail include Biotech firms and major research Universities the world over, all engaged in what CBS News reported as a:

"...race on to develop that "magic bullet" medication that will manipulate Leptin in the hope that not only will people lose more weight, but they'll keep it off."

Introducing XELLEXTM The race is finally over!

Unlike any other over the counter weight loss product, **XELLEXTM** is **steeped** in science. **XELLEXTM** pedigree, efficacy and the veracity of its claims are peerless particularly when contrasted against other over the counter weight loss ingestible products. That's because **XELLEXTM** was researched and developed for more than **7 years** at the **University of Minnesota**, and the formula was awarded **two U.S. patents** covering 29 **Leptin**, fat reducing and body composition structure function claims. Moreover, **XELLEXTM** was rigorously tested in double blind **Clinical Trials** at the renowned **University of Connecticut Human Performance Lab**. This type of pedigree is simply unheard of for an over the counter weight loss product!

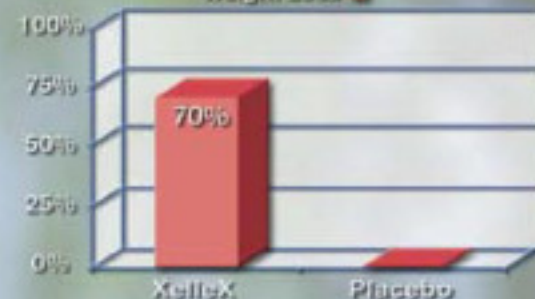
XELLEXTM is comprised of a combination of patented, high viscosity polysaccharides and esterified fatty acid carbons that work together to successfully reduce fat on both a short term and, more importantly, long-term basis.

XELLEXTM generally takes 2-4 weeks to lower **Leptin** and produce the noticeable signs of reduction of body fat. After 4 weeks, **XELLEXTM** goes into overdrive and accelerates the reduction of stored fat. Prior to this 2-4 week period, you feel more energetic as **Leptin** levels are being lowered. The most noticeable results are the reduction of fat where it is often stored in areas such as hips, thighs, waist, buttocks and abdomen. Since **XELLEXTM** targets body fat and not lean muscle mass, the overall improvement in body composition is glaring! The body will look more fit, toned, and healthy!

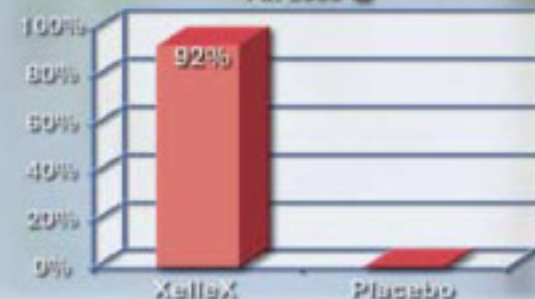
Results From XELLEXTM Clinical Study After 8 Weeks

Average Weight Loss	20.70 Lbs
Average Fat Loss (Lbs)	14.35 Lbs
Average Fat Loss (%)	7.35%

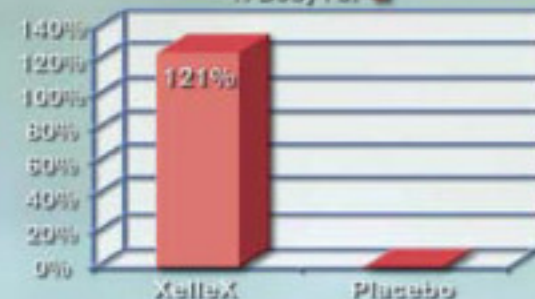
Xellext Improves Actual Fat Loss Over Placebo Weight Loss



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Xellext Improves Body Fat Ratio Over Placebo % Body Fat



Xellext Reduces Waist Circumference Over Placebo Reduction in Waist (cm)

