



The 1-2-3 Fat Knockout Punch

March 2005

Here we go again. “Got to get that last little bit of bothersome fat off so I can remove the majority of my clothing come June and feel good about it. But I don’t have time to do more cardio. And every time I try to remove that last ripple of stubborn stuff, I always get hungry and finally give up. Well, the cavalry is here: Fat Burn 2 and a new Fat Burn 3 can help maintain that necessary calorie deficit until . . . “perfection.”

But because not everyone starts out with just that “one little ripple” to remove, we now have a more sophisticated, three-dimensional, fat-attack approach that includes a *new, more powerful Fat Burn 1*.

Body fat 101

In recent years, we have dramatically increased our knowledge of body fat and how it accumulates and affects health (~400,000 people a year die from it). Most significantly, we have learned that body fat actually functions as an organ (like the liver, pancreas, etc.) that secretes hormones that send messages to the brain to help regulate storage. In other words, fat has a mind of its own and fights to maintain a level it deems acceptable. Unfortunately, that amount generally isn’t what you had in mind!

We all know what causes fat gain: calories consumed are averaging greater than output (if you are wearing it, you ate it). But now we know the sequence of events that led to the devastating health consequences related to fat storage: First, the fat cells increase their size. When most of them get to their maximum, the body then increases the number of fat cells. As weight gain continues, messages go out to tell the body to look for more storage areas (not just the subcutaneous adiposities, or the kind you see).

And here is where the trouble begins. Fat is now getting deposited into vital organs (e.g., liver, heart, etc.) and other tissues like muscles. This fat is very active, leading to a continual rise in blood fats and cholesterol, forcing the body to resist insulin so it can’t efficiently burn blood sugar from carbohydrates and proteins (it wants to burn fat to help keep you alive). Unburned sugars are then converted to fats and now add to the problem—higher blood fats, increasing storage and little satiety (cells crying for more carbohydrates). It’s a vicious cycle with no way out except to lose weight. But the first place you need to lose it is—that’s right, the dangerous areas, the last place it was deposited—the liver and other non-adipose tissues. But, unfortunately, that may not happen, or certainly not fast enough.

Fat Burn 1 -- designed for our “growing” population

First punch: If we can get this vital fat burning organ (liver) cleaned out fast, we may greatly enhance its efficiency and one’s health even before you can actually see the fat loss. Lipotropics are designed to do just that. And as Americans continue to expand their waistlines and these people come into our facilities, this product becomes more and more important, including our reformulation with the latest in science.

New formula: We have removed ingredients of less value and replaced them with Milk Thistle and N acetyl cysteine (NAC). Both have been shown to treat liver problems, especially the oxidative stress created by being overweight and being subjected to other toxins such as alcohol and non-steroidal anti-inflammatory drugs (NSAIDs like aspirin, Tylenol, etc.).

Use: For our more round population, use for the first 30 days (one bottle) unless they are *really* big. Then you may use longer before you hit them with a different type of punch.

Fat Burn 2 (with Pyruvate)

Second punch for the “big guys”, **first** for the less rotund: nothing new here, just a mild and different method of increasing calorie burn so you don’t have to keep increasing work or decrease food as often as you might if you didn’t use it while you approach your goal.

Use: Next, or first 30 days (one bottle). Remember, the lower the body fat the more difficult fat loss becomes, and dietary supplements are meant to support the process, especially when times get tough.

Enter new Fat Burn 3—your knockout punch

Third punch, unless you are lucky enough to only need this product because you are the person I characterized at the beginning of this letter, and it’s more about controlling appetite or simply the inability to increase the workload. Fat Burn 3 has been truly revved up. Although the caffeine amount is the same, we added another powerful extract from green tea—Epigallocatechin gallate (EGCG), (say that five times real fast). EGCG alone has been shown to significantly increase energy expenditure (EE) and when combined with 390mg of caffeine (equivalent to a giant Starbucks but easier on the tummy), whoa, baby, look out! Fat starts moving as calorie burning may increase more than 10% with the added bonus of appetite support.

Other ingredient tweaks (see sidebar) will also work to improve Fat Burn 3 effectiveness, including tripling the dose of L-theanine to work synergistically with caffeine, adding the calming effect.

Use: In the 1,2,3 scenario, use it the last 30 days or to the

goal; in the 2,3 case, cycle it with Fat burn 2 until goal; and finally, for the people very close to their goal, it may be all they need to knock out that “last spot.”

Bottom line

With this program we are solving for weight related health issues, normal weight-loss adaptation and time constraints. Example:

Start out with the Apex program and consume 500 calories below maintenance (deficit). The body will adapt, slowing down the fat loss (deficit shrinking). Therefore, we try to hold the deficit open with dietary supplements so we don’t have to keep working harder.

Desired outcome: the approximately 500 calorie deficit starts the process. Add Fat Burn 1 to increase the deficit by ~100 calories (c) for the first 30 days. As losing weight and other adaptations take place, shrinking the deficit, we use Fat Burn 2 to force back or keep the deficit at ~5-600c. As weight loss progresses, the deficit will attempt to shrink (remember you burn fewer calories when you are lighter and in better shape which causes plateaus—plateaus are maintenance), so we start Fat Burn 3 to bump or maintain the deficit and control appetite in case you have to reduce food intake in order to hit the tough spots.

Now by June, you can HIT THE BEACH!

--NEAL

Supplement Facts

Fat Burn 1

Three Tablets Provide:

Choline Bitartrate	1000mg
Inositol	1000mg
Taurine	300mg
Methionine	300mg
Betaine HCl	500mg
Milk Thistle 80%	525mg
N Acetyl Cysteine (NAC)	150mg

Fat Burn 3

Three Capsules Provide:

Guarana and Green tea extracts standardized for:	
Caffeine	390mg
Theophylline	20 mg
Theobromine	1 mg
Epigallocatechin gallate (EGCG)	270 mg
L-Theanine	100 mg

Proper Use of Apex Fat Loss Aids:

Bigger People:

(men > 18% BF & women > 26%)

First 30 days – Fat Burn 1

Second 30 days – Fat Burn 2

Last 30 days or to goal – Fat Burn 3

Everyone Else:

(men < 18% BF & women < 26%)

First 30 days – Fat Burn 2

Second 30 days or to goal – Fat Burn 3.

May continue to cycle 2 and 3 until goal, if desired.