

# Conversation Corner

With Neal Spruce



A Newsletter for Fitness Enthusiasts

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## The 1, 2 and 3 Knockout Punches

### *Background*

Same products, new consumer friendly names:

**Lipotropic & Transport** is now **Fat Burn 1**, **Pyruvate** is **Fat Burn 2** and **T2-Lean** is now **Fat Burn 3**.

Our consumer research determined that few people outside our program understood the former names of our fat-loss products. Therefore, those products generated little interest among non-program consumers. Our goal in changing the supplements' front line of communication to consumers (the label) was to speak your language, not Apex scientific jargon. This proves to be especially important when your fit-pro is not available to explain ingredients to you. Using the term Fat Burn was something everyone could understand.

### *Fat Burn 1*

The good old reliable Lipotropics is the first punch and is used to assist in the removal of fat from our most important fat metabolizing organ—the liver, leading to more efficient body-fat reduction. Increasing body-fat stores in mammals includes depositing much of this unwanted substance around our livers, causing an unproductive change in the way we metabolize food. In other words, the liver gets “confused and sluggish”, a condition that makes it more difficult to reduce body weight.

Lipotropics give the liver a healthy dose of nutrients that are directly involved in fat metabolism, giving the organ, which has become lazy, a strong wake-up punch and call to action.

### *Fat Burn 2*

Pyruvate is still king because of its ability to significantly impact metabolism without giving you the “jitters”. Pyruvate simply increases energy-wasting cycles causing a slight bump and often desirable increase in body temperature. Just as the Lipotropics, Pyruvate has no impact on the central nervous system. Unfortunately, it works so well I use it so I can consume an extra 400 calories a day without putting on body fat—I guess I am getting lazy in my old age. And I am not telling you what the extra 400 calories come from.

### *Fat Burn 3*

Formerly T2-Lean, this stimulating compound is always an alternative for people that need extra help in controlling appetite and enjoy the mild buzz.

Mix society's favorite substance, caffeine, with just a pinch of other similar naturally occurring compounds, add a tiny portion of bitter orange, a thermogenic agent that can enhance the body's use of fat stores for energy, includes tyrosine, which can increase the synthesis of certain hormones that are involved in releasing fat for energy (called catecholamines) and you're punching from all sides.

With Fat Burn 3 you have the “knockout”—an increase in daily energy and expenditure (actual movement), increase in thermogenesis (wasting calories from fat stores as heat), and a decrease in appetite caused by the increased use of stored fat for fuel versus glycogen that can now take place most of the day (that's why you are not hungry while you work out; exercise hormones are active while fat is being burned and that condition helps kill the appetite).

### *Sequencing for the knockout punch*

You certainly do not need to start with any particular product in order to be successful, but there is some rationale for sequencing.

If you start out at a high body fat, we can argue that by using Fat Burn 1 you may make a secondary health contribution by more rapidly changing the way the liver metabolizes lipids including cholesterol. Once your body fat gets down 4-5%, your body might be ready for the “second punch”—Fat Burn 2. The liver is probably firing on all cylinders now and high doses of Pyruvate will now “punch” the fat from a different angle by stimulating the majority of the body's cells to burn more calories.

And as we all know, as body fat gets lower, it becomes more difficult to continue the reduction process mainly because our appetite doesn't quite turn off, especially if we are trying to achieve relatively low levels. At this point, as long as caffeine doesn't make you crazy, it may be prudent to give the stubborn body fat the “knockout punch”—Fat Burn 3.

Well there you have it, the rationale behind the name changes and a potential sequence of use depending on starting statistics, goals and personal preferences.

They all work or we wouldn't make them, but based on certain conditions either Fat Burn 1, 2 or 3 might be selected in order to throw a more overall effective punch.

Until next month,

*Neal Spruce*