

NutriFax[®]

The Skinny on Hoodia

Without a doubt, Hoodia Gordonii has become the star of the nutritional supplement industry over the last couple of years. It can now be found in everything from patches to lollipops, and dieters of all shapes and sizes are eager to get their hands on any product containing this herb.

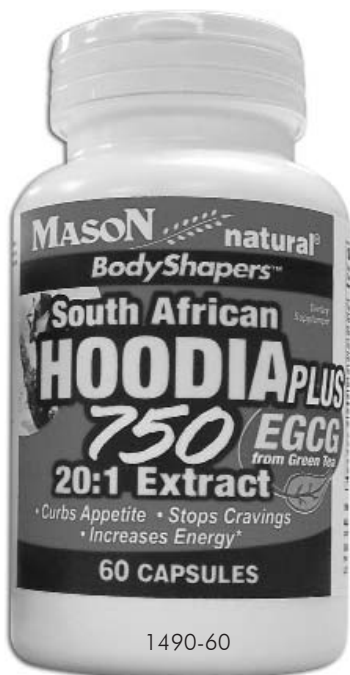
Of course, as soon as one ingredient has proven successful, imitations and counterfeit versions began to spring up all over. That is why it is important for consumers to inform themselves about Hoodia so that they know what to look for and how they can be sure that they've found the real thing. There are plenty of products out there that promise to deliver the same results, but as always, it pays to be educated.

What is Hoodia?

Hoodia Gordonii is actually just one of thirteen species in the Hoodia genus. Despite these plants' remarkable similarity to cacti, they are actually stem succulents, and are thus more closely related to the aloe plant than the cactus. It is native to Southern Africa where an indigenous tribe, the San Bushmen, reportedly chewed on its leaves to stave off hunger and thirst during long hunting expeditions.

Essentially, Hoodia works by tricking the brain (specifically the hypothalamus) into believing that the stomach is full. This results in an overall reduced interest in food, delay in the time after eating before hunger sets in again, and feeling full more quickly. Hoodia is not a stimulant, and there are no known side effects at this time, although some users do report a nice energy boost and an improved sense of well-being.

There is little doubt that Hoodia is a fantastic herb with great potential as a diet aid. Anyone who is interested in reducing their total calorie intake and make the switch to a healthier diet, can certainly stand to benefit from it.



Supplement Facts

Serving Size 2 Capsules
Servings per container 30

	Amount per serving	%DV
Thiamin (Vitamin B1)(thiamine HCl)	10 mg	667%
Riboflavin (Vitamin B2)	10 mg	588%
Niacin (as niacinamide)	10 mg	50%
Vitamin B6 (as pyridoxine HCl)	10 mg	500%
Folate (as folic acid)	40 mcg	10%
Vitamin B12 (as cyanocobalamin)	40 mcg	667%
Biotin	10 mcg	3%
Pantothenic Acid (as calcium pantothenate)	20 mg	200%
African Hoodia Gordonii 20:1 (aerial)	750 mg	**
Natural Energy Base:	175 mg	**
Citrus Aurantium 10% Extract (rind), Senna Ext (leaf), Green Tea Extract (leaf)(90% Polyphenols/45% EGCG), Prune (Prunus prunus)(dried fruit), Psyllium Husk (Plantago ovata), Apple Cider Vinegar 5% Acidity, (Malus spp.)(whole fruit), Choline Bitartrate, Inositol		

**Daily Value not established.

What is Hoodia PLUS?

We have chosen to use multiple ingredients to attack weight loss on multiple fronts. We use the highest grade 100% pure South African Hoodia 20:1 Extract as the primary active ingredient, plus blend in other thermogenic ingredients to optimize the weight loss process. EGCG is a natural, active compound from Green Tea Extract, that is known to promote a healthy metabolism and enhance fat loss. Apple Cider Vinegar is naturally rich in enzymes & minerals & known for its powerful system-cleansing benefits.

MASON  **natural**[®]

1-888-860-5376