



“CLINICAL STRENGTH” EFFECTIVENESS

(–)Hydroxycitric acid (HCA) has been sold as a safe, all-natural diet ingredient for years. . . with mixed results. The reason isn't really a mystery—all HCA ingredients are not created equal. They vary according to potency, bioavailability and dosage, each of which is critical to effectiveness. Here are some key points to help evaluate the various products on the market:

Potency

Potency refers to the concentration of HCA within a given material. Super CitriMax®, the form of HCA used in **Super CitriMax® Clinical Strength**, contains 60% HCA. Typically, the potency of other HCA ingredients on the market is around 50%. However, independent laboratory analysis shows that many products that claim 50% HCA actually contain much less; some as little as zero. The reasons for this are variances in manufacturing methods and raw materials used. Super CitriMax is made by a patent-pending manufacturing process using the dried fruit rind of *Garcinia cambogia* (Gc), a more expensive but higher quality raw material that contains about 20% HCA. Many lower-quality products are derived from *Garcinia indica* (Gi), a cheaper raw material that contains less than 10% HCA, or a combination of Gc and Gi.

Bioavailability

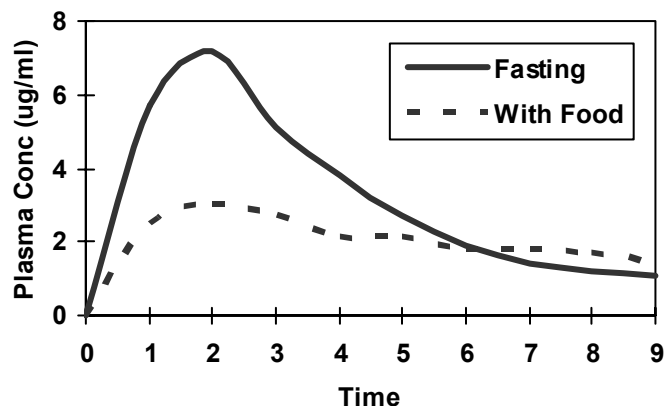
Bioavailability refers to the degree a substance is absorbed and utilized by the body. One important component of bioavailability is solubility. Most HCA materials on the market are only 50% or less soluble. Super CitriMax is 100% soluble. In addition, Super CitriMax is the only form of HCA shown to be bioavailable in published human clinical studies, conducted at the University of California, Berkeley. Super CitriMax was shown to be absorbed and detectable in the blood stream up to nine hours following administration, with peak absorption at two hours.

Dosage

Dosage is the amount of HCA administered in its finished product form. Typically, HCA products on the market provide 750 - 1,000 mgs of HCA per day. However, based on early animal studies conducted by Hoffmann-LaRoche and more recent animal trials evaluating the effect of HCA on serotonin release, it was evident that higher levels of HCA were necessary to provide consistent and optimal results. This hypothesis was validated by researchers at Georgetown University Medical Center (Washington, D.C.) and Andhra University (Visakhapatnam, India) who showed that overweight people taking 2,700 – 2,800 mgs of HCA as bioavailable Super CitriMax not only experienced significant weight loss, but increased fat burning, lowered LDL cholesterol, increased beneficial HDL cholesterol, decreased Body Mass Index (BMI, an indicator of healthy body weight), increased serum serotonin levels (a mechanism of appetite control).

Taken together, the 60% HCA potency, superior bioavailability and clinically tested doses used in the Super CitriMax clinical study has resulted in a new generation diet product like no other...new **Super CitriMax® Clinical Strength**, a powerful, new patent-pending diet ingredient from InterHealth Nutraceuticals.

Bioavailability of Super CitriMax



Human clinical studies show that Super CitriMax® is absorbed and detectable in the blood stream up to 9 hours following administration, with peak absorption at 2 hours. Taken in combination with a full meal, absorption is reduced by 60 percent.—*Analytical Biochemistry*, 292:148-154, 2001.