WEIGHT LOSS PILLS:
POUND COST PER POUND LOST

ZOTRIM IS FAR LESS EXPENSIVE THAN ALLI AND APPESAT PER POUND LOST
AND WORKS MORE QUICKLY

Plant-based diet supplement Zotrim costs far less for each pound of weight lost than both Alli and Appesat. Analysis of the published results of each product shows that the all-natural Zotrim is a much more cost-effective way to lose weight and provides quicker results.

A 45 day study(1) showed that those on Zotrim lost on average 11 pounds of weight over and above those taking the placebo. This amounts to a cost of around £4.50 per pound of weight lost, with no reported negative side effects.

Alli costs around £37 per pound of weight lost and takes 84 days to lose just 4lbs more than the placebo(2). This is over eight times more expensive per pound lost than Zotrim.

Appesat costs up to twelve times more than Zotrim in order to lose the same amount of weight. Published results show Appesat costs around £56 per pound of weight lost and takes 84 days to lose 8lbs more than the placebo(3). After six weeks, trialists taking Appesat lost the same amount of weight as those taking the placebo(3), whereas those taking Zotrim lost 11lbs more than the placebo group in the same time (the equivalent of five bags of sugar!)(1).

In the BBC2 TV programme Professor Regan’s Diet Clinic (17 April 2009) Zotrim was the only natural diet pill with clinical evidence of weight loss. Professor Reagan stated that Zotrim’s research shows a “clear link to weight loss” and the “difference in weight lost between the group taking Zotrim and the group taking the placebo was statistically significant”. Since the programme aired sales of Zotrim have soared.
The Zotrim research results were obtained without any changes in diet or lifestyle. However, users are offered advice on lifestyle change via the online Zotrim ‘Step-by-Step’ guide to help boost weight loss even further. Zotrim can also be used alongside other diet and exercise programmes and there are no minimum BMI restrictions. With Zotrim, it is the ‘dieting without hunger’ that helps sustain a healthy weight loss.

Zotrim, available from www.loselbs.kengray.co.uk

<table>
<thead>
<tr>
<th>HOW IT WORKS</th>
<th>USE WITH</th>
<th>WEIGHT LOSS over the placebo group</th>
<th>COST PER DAY proven dose</th>
</tr>
</thead>
<tbody>
<tr>
<td>ZOTRIM</td>
<td>Increases satiety Decreases hunger</td>
<td>No change of diet / exercise specified in trials</td>
<td>11lbs in 6.5 weeks</td>
</tr>
<tr>
<td>ALLI</td>
<td>Blocks the body’s ability to absorb fat</td>
<td>Low fat, low calorie diet</td>
<td>4lbs in 12 weeks (Xenical trial)</td>
</tr>
<tr>
<td>APPESAT</td>
<td>Fills stomach Increases satiety</td>
<td>Low fat, low calorie diet</td>
<td>8lbs in 12 weeks No difference between the placebo and control after 6 weeks</td>
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The Science Behind Zotrim – An Overview

Zotrim has been independently investigated in five studies. In summary, the 223 subjects that took Zotrim lost an average of 0.7kg per each 10-day period. In the key study (1) 47 overweight subjects took either Zotrim or a placebo for 45 days. Those taking Zotrim lost an average of 5.1kg (11.2lbs) compared to just 0.3kg (0.7lbs) with the placebo.

In three further ‘open label’ studies, average losses were:
- 2.3kg over 28 days in 48 subjects wishing to lose weight (4)
- 1.8kg in weight and 4.3 cm in waistline over 28 days in 56 overweight women (5)
- 2.3kg in weight and 3.6 cm in waistline over 42 days in 73 overweight healthcare professionals (6)

Initial evidence for an effect of Zotrim was on slowing the rate of stomach emptying. Using ultrasound studies with subjects who drank 400ml apple juice, the stomach emptied much
more slowly (average 58 minutes) after taking one dose of Zotrim compared to those taking a placebo tablet (emptying in 38 minutes). This was supported by a study with 20 subjects, 10 of whom took Zotrim and 10 took a placebo for 20 days (7). Perception of fullness occurred much sooner when taking Zotrim – the average time to perceived fullness was decreased from 21.5 to 12 minutes.

The most recent research, conducted in February 2009, looked at Zotrim’s effect on food intake and appetite. The double blind, placebo-controlled, crossover pilot study measured the appetite of 24 overweight, healthy women over a period of seven days. It found that the Zotrim-treated group ate 4.8% fewer calories at lunch compared to those who hadn’t been given the weight loss aid (compared to placebo) (8).

(2) Alli/Xenical - NICE Technology Appraisal Guidance TG 23, March 2001 [Also see Rucker etc al, British Medical Journal online doi:10.1136/bmj.39385.413113.25 BMJ published online 15 Nov 2007]
At £49.95 for 84 tablets (current retail price), Alli cost £149.85 per person for the 84 day study (taking three tablets per day). As 4lbs above placebo were lost on average per person in the study, it costs £37.46 (149.85 divided by 4) per pound of weight lost. BMJ 2007;335:1163-1164 (8 December), doi:10.1136/bmj.39385.347049.80 (published 15 November 2007)
At £29.95 for 50 tablets (current retail price), Appesat cost £452.84 per person for the 84 day study (taking nine tablets per day). As 8lbs above placebo were lost on average per person in the study, it costs £56.60 (452.85 divided by 8) per pound of weight lost.
(8) Dr J.C.G. Halford, Professor T. Kirkham, Dr S. Tucci and Dr J.A. Harrold. Kissileff Laboratory for the Study of Ingestive Behaviour, University of Liverpool. ‘Experimental study to investigate the impact of oral administration of a patented herb extract formulation (Zotrim®) on food intake, feeding behaviour and appetite’. February 2009.