

CQR-300™

PRODUCT OVERVIEW

127 million US adults are considered overweight or obese; 61 million US adults suffer from some form of cardiovascular disease; 8.7 million men and 9.3 million women suffer from diabetes; Lack of science, safety and credibility, for nutritional ingredients, are major concerns for consumers – Now there is CQR-300™ – a revolutionary new ingredient that addresses all the issues above and more.

- Proprietary, patented dietary supplement extract CQR-300™ from *Cissus quadrangularis*.
- Weight loss diet aid with muscle building properties.
- Helps lower blood sugar and cholesterol levels.
- Safe, effective and clinically proven to lose up to 4 times the weight compared to placebo.

PATENTED CISSUS QUADRANGULARIS EXTRACT

CQR-300™ is a unique, patented (US patent 7,175,859 and more than 20 patents pending) extract of *Cissus quadrangularis*. *Cissus quadrangularis* is an indigenous medicinal plant of India and West Africa. The use of this plant for promoting fracture healing in India and rehydration in West Africa are old practice and that have been employed by traditional healers for centuries. CQR-300™ contains standardized amounts of phytosterols as well as high concentrations of vitamin C, vitamin A and calcium.

SAFE, EFFECTIVE AND CLINICALLY PROVEN

In 2005, researchers at the University of Oxford, showed, *in vitro*, that CQR-300™ has lipase inhibition, α -amylase inhibition, α -glucosidase inhibition and trypsin inhibition. This prompted the first ever human clinical trial for weight loss, cardiovascular health and diabetes health to be conducted with CQR-300™. The results were outstanding – CQR-300™ reduced body weight (10.6 lbs), reduced LDL cholesterol (29%) and triglycerides (22%), increased HDL cholesterol levels (21%), reduced fasting blood sugar levels (15%) and increased lean muscle mass all in 6 weeks. Subsequently, two more human clinical trials we conducted on CQR-300™ involving a total of 279 patients. Once again the results were outstanding in parameters involving weight loss (19 lbs), total cholesterol reduction (26.7%) and blood sugar reduction (14.9%) in the 10 week study.

WHO SHOULD BUY IT?

People who want to control their body weight and maintain healthy cholesterol and/or blood sugar levels, especially individuals who are obese or diabetic. People interested in maintaining cardiovascular health, as well as health in general, would benefit by supplementing their diet with CQR-300™. Athletes interested in maintaining lean body mass and promoting muscle production could also benefit from CQR-300™.

RECOMMENDED DOSAGE

The recommended adult daily dosage is 300 milligrams of CQR-300™ taken in one 150 milligram dose twice daily (morning and evening).

PROPOSED STRUCTURE/FUNCTION CLAIMS:

1. Helps reduce body weight and burn fat*
2. Blocks absorption of unwanted dietary fats and carbohydrates*
3. Increases serum serotonin levels and helps against emotional and stress eating*
4. Helps maintain healthy cholesterol levels and promotes cardiovascular health*
5. Promotes healthy blood sugar levels*
6. Helps reduce BMI and builds lean muscle*

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