



Zotrim® Research Evidence

Weight Loss Data

Zotrim has been independently investigated in five studies.

In summary, the 223 subjects that took Zotrim lost an average of 0.7 kg (1.5 lb) per each 10-day period.

In the key study¹ 47 overweight subjects took either Zotrim tablet or a placebo (dummy tablet) for 45 days.

Those taking Zotrim lost an average of 5.1 kg (11.2 lbs) whereas those taking placebo lost just 0.3 kg (0.7 lb).

In a shorter, placebo-controlled study¹ with 44 overweight subjects, those taking Zotrim lost an average of 0.8 kg (1.8 lb) versus 0.3 kg (0.7 lb) for placebo over 10 days.

In three further 'open' label studies average weight-loss was:

- 2.3 kg over 28 days in 48 subjects wishing to loss weight²
- 1.8 kg over 28 days in 56 overweight women³
- 2.3 kg over 42 days in 73 overweight healthcare professionals⁴

In the most recent study⁴ it was reported that over the relatively short period of 42 days that 22% of subjects achieved a clinically significant loss of weight, equal to >5% of original body weight!

Weight Loss Management Data

A key success factor of any weight-loss regime is whether the weight loss is maintained or whether the weight lost is rapidly regained (the "yo-yo" effect').

Zotrim has been shown to give lasting weight loss results:

23 subjects who had lost weight with Zotrim were studied for a further 12 months and instructed to take Zotrim again if they gained more than 1 kg¹.

The group had almost the same average weight (72.5 kg) at the end of the 12 months as at the start (73kg)!

This demonstrates the effectiveness of Zotrim in weight loss management!

Slimmer Waistline Data

A slimmer waistline is a key objective of most dieters, but it is also increasingly used as an important indicator of risk of diseases such as heart disease with advice that men should have a waist measurement of less that 37cm and women less than 32 cm.

Two of the 'open' label studies with Zotrim investigated 'waistline loss'

- 4.3 cm average waistline loss was achieved in 56 overweight women in 28 days³.
- 3.6 cm average waistline loss and 3.7 cm average hip measurement loss was achieved in 73 healthcare professionals over 42 days⁴.

Zotrim therefore helps users get into 'great shape'.

Eating Control Data

There is significant evidence that Zotrim helps you to both eat less during meals and to snack less between meals.

Our feeling of fullness (satiety) is controlled by links between the brain, nervous system and gastro-intestinal tract.

This includes 'satiety' signals that indicate when we have eaten enough and should stop eating. For example, a hormone called cholecystokinin (CCK) is released into the blood as food is digested, acts on receptors in the brain, which then slows the rate of stomach emptying.

The initial evidence for an effect of Zotrim was on slowing the rate of stomach emptying¹. Using ultrasound studies with 7 subjects who drank 400 ml apple juice, the stomach emptied much more slowly (average 58 minutes) after taking one dose of Zotrim compared to then taking a placebo tablet (emptying in 38 minutes).

This indicated that Zotrim, by slowing the rate of stomach emptying, should make us feel fuller longer and stop snacking between meals.

This was supported by a study with 20 subjects, 10 of which took Zotrim and 10 of which took placebo for 20 days⁵. In the last week they were asked to record time to fullness during meals.

Perception of fullness occurred much sooner when taking Zotrim, for example, at lunch the average time to perceived fullness was decreased from 21.5 minutes to 12 minutes!

In the latest study with healthcare nurses, between meal snacking and attitude to fullness and hunger was monitored⁴. It was found that:

- Between-meal snacking decreases (by a half) from the start of the study compared to six weeks of Zotrim use:
 - From 1.15 to 0.72 mid afternoon
 - From 1.84 to 0.69 in evening
- When taking Zotrim less than 20% reported that they '*did not feel full unless they had eaten a large portion*' compared with over 60% at the start of the study
- Between meal hunger ratings reduced from a high rating of '5' at the start of the study to medium '3' when taking Zotrim and increased again when Zotrim was stopped.

The unique patented Zotrim formulation

Zotrim contains a special combination of extracts from three South American plants that have a long history of use in foods for wellbeing and weight loss⁸. The formulation was developed and optimised through extensive research and testing by an international team of medical researchers.

The three plants used in Zotrim are:

Yerbe Maté (*Ilex Paraguariensis*); an evergreen tree, which grows widely in South America. Its leaves are used to make a refreshing stimulating tea particularly in Paraguay and Argentina.

Damiana (*Turnera difusa*); is a small shrub native to Mexico and found elsewhere in Central America. Its leaves have been used for several traditional food uses including as an aphrodisiac.

Guarana (*Paullinia cupana*); is a creeping shrub native to the Amazonian rain forests. Its seeds are used to produce a stimulating drink similar to caffeine drinks. There is increasing evidence that guarana improves mental and cognitive performance

The Zotrim formulation is covered by granted patents in many countries throughout Europe and in the USA⁹.

Zotrim and Weight Loss

Weight loss and management of a lower weight is achieved simply by eating less calories and/or by "burning off" more calories usually by more exercise.

Zotrim has a dual mode of action, which addresses both sides of the 'eat-less calories' and the 'burn-off-more calories' equation:

Eat less calories:

Zotrim helps you to:

- feel full sooner during a meal so that you tend to consume less at a meal
- feel satisfied after a meal so that you tend to snack less

Burn more calories:

Zotrim contains natural plant extracts from guarana and yerba maté, which are mild stimulants and invigorators having a caffeine-like effect.

As a result, Zotrim:

- can help us to be generally more active
- 'burn off' more calories than we would otherwise do

Zotrim can therefore assist weight-loss and weight management even without changes of food choice or activity levels!

However, you are recommended to eat healthily, watch calorie intake and to try to be more active. Even mild exercise such as walking an additional 15 - 20 minutes per day can play an important contribution.

Zotrim can thus be used with any chosen diet regime, weight management programme or exercise programme to increase the chance of success.

How does Zotrim compare to other weight loss products?

A) To other food supplements:

Of many food supplement weight loss products on the UK market, only Zotrim provides scientific evidence via placebo-controlled studies. In a recent review⁶ on the efficacy of active ingredients for over the counter, weight management products it was concluded: *'the results showed little evidence for most weight loss claims, with the exception of a formulation containing Yerbe Mate, Guarana and Damiana'* (all contained in Zotrim).

B) To diet programmes:

The average rate of weight loss (kg per week) on Zotrim compares very favourably with that reported in a randomised trial from various weight loss programmes tested for eight weeks⁴:

Zotrim (45 day placebo control)	0.79
Zotrim (mean of all trials)	0.50
Slim Fast	0.46
Weight Watchers	0.59
Atkins diet	0.65

NB: Zotrim may be used with diet programmes to increase success.

C) To prescription drugs

A recent review⁷ reported the limited efficacy of prescription drugs for weight loss. Analysing trials of over one year duration, the average weight losses achieved over placebo were:

Xenical	2.9 kg
Sibutramine	4.2 kg
Rimonabant	4.7 kg

By comparison, Zotrim achieved a weight loss of 4.7 kg over placebo in 45 days! Additionally, most of the drug trials also included the need for calorie controlled diets whereas Zotrim does not!

References

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