

## FAT BURNING

# Craving Control

### CLINICAL APPLICATIONS

- Controls Appetite
- Supports Metabolic Hormones
- Supports Weight Management
- Supports Detoxification Capacity



**pellecomeFiT™**  
THE POWER TO PERFORM™

Craving Control combines the clinically studied extracts of the Piper betle leaf and Dolichos biflorus seed plus acetyl-L-carnitine to support three metabolic hormones: adiponectin, leptin, and ghrelin, to help control appetite, satiety and fat metabolism as part of a healthy weight management program.†

### Overview

Ghrelin is a peptide hormone that acts on hypothalamic brain cells, increasing hunger, gastric acid secretion and gastrointestinal motility to prepare the body for food intake. Along with synthetic ghrelin mimetics, ghrelin increases body weight and fat mass by triggering receptors in the arcuate nucleus, including the orexigenic neuropeptide Y (NPY) and agouti-related protein (AgRP) neurons.

Leptin, also a hormone, targets receptors in the arcuate nucleus of the hypothalamus to regulate appetite and to achieve energy homeostasis. If a decreased sensitivity to leptin occurs, the result may be an inability to detect satiety despite high-energy stores, which could possibly lead to obesity.

Metabolism of intercellular fatty acids is initiated by the hormone adiponectin, which modulates a number of metabolic processes, including glucose regulation and fatty acid oxidation.

These hormones can be inhibited by a chronic secretion of cortisol, especially when a loss of negative feedback in the HPA axis has occurred. Genes that control satiety and metabolic rate, particularly the ADIPOQ, LEPR, FTO, IRX3 and IRX5, PPAR gamma, and MC4R genes can be assessed to improve their gene expression by altering these hormones.

### LOWAT®

LOWAT® is a patent-pending, plant-based ingredient for healthy weight management. † LOWAT® consists of Piper betle leaf and Dolichos biflorus seed extract, which have been traditionally used in Indian culture, to support lipolysis. Dolichos biflorus, also known as horse gram, decreases oxidative stress and supports healthy lipid and glucose metabolism. Piper betle is an ayurvedic herb used for blood sugar support and digestive health. The combination of the two herbs has also been clinically shown to boost adiponectin by 15% and reduce ghrelin by 17% to support healthy weight management and regulate appetite. Study results on LOWAT at 300 mg 3 times daily combined with diet and exercise showed significantly reduced body weight - 9.4 lbs. compared to 3.9 lbs., a loss 2.4 times greater than placebo at eight weeks- as well as an improved body mass index. ‡

LOWAT® is an exclusive trademark of InterHealth N.I.

### Acetyl L-Carnitine†

Acetyl-L-carnitine is a necessary component for fatty acid metabolism and energy production. It is involved in fatty acid oxidation as a shuttle in the mitochondria for fatty acids to be utilized as an energy source.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

## Indications

Supports metabolic hormones leptin, ghrelin and adiponectin for weight management.

## Directions

Adults take 2 capsules before a meal, 2-3 times daily or as directed by a healthcare professional.

## Storage

Store in a cool, dry place, away from direct light. Keep out of reach of children

## Non-GMO, Gluten Free

## Cautions

If you are pregnant, nursing, have any health condition or taking any medication, consult your health care practitioner before using this product.

## References

Sengupta K, Mishra AT, Rao MK, Sarma KVS, Krishnaraju AV, Trimurtulu . Lipids Health Dis. 2012; 11: 176.

Chatterjee A, Fernandez C, Khandalavala B, et al. Paper presented at: American College of Nutrition 51st Annual Meeting; October 7-9, 2012; New York, NY.

Iossa S, Mollica MP, Lionetti L, Crescenzo R, Botta M, Barletta A, Liverini G. J Nutr. 2002 Apr;132(4):636-42.

Van Weyenberg S, Buyse J, Janssens GP. J Anim Physiol Anim Nutr (Berl). 2009 Apr;93(2):203-8.

Nabasree Dasgupta, Bratati De. Food Chemistry, Volume 88, Issue 2, November 2004, Pages 219–224

† As part of a healthy lifestyle involving consistent, moderate dietary restriction and regular exercise.

## Supplement Facts

Serving Size 2 Vegetarian Capsules  
Servings Per Container 60

<b>Amount Per Serving</b>	<b>%DV</b>
LOWAT® Proprietary Blend..... 300 mg [ <i>Dolichos biflorus</i> (seed) extract, <i>Piper betle</i> (leaf) extract]	*
Acetyl-L-Carnitine ..... 300 mg (as Acetyl-L-Carnitine HCl)	*

\*Daily Value (DV) not established.

Other ingredients: hydroxypropyl methylcellulose (capsule), cellulose, silica and ascorbyl palmitate.