

ID-alG™

Calorie reduction & well being

- Brown seaweed extract
- Carb and fat blocker
- Weight-loss clinical study
- Natural source of vital nutrients



Both a fat and carb blocker

ID-alG™ is a brown seaweed extract.

The algae from which it is derived (*Ascophyllum nodosum*) is rich in long chain polyphenols called phlorotannins that block the activity of the two main digestive enzymes*:

- Up to 54% inhibition of lipase activity
- Up to 58% inhibition of amylase activity

ID-alG™ reduces the assimilation of fats and carbs.

Real weight loss on moderate BMI (25 to 30)

Clinical** and *in vivo**** studies have shown the following results:

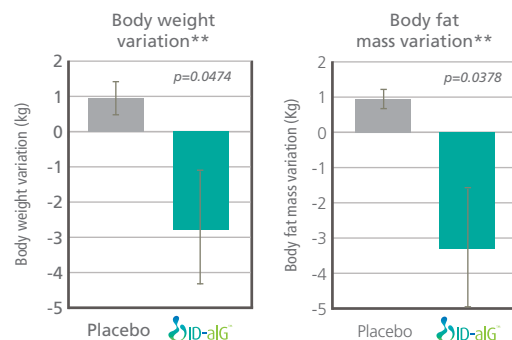
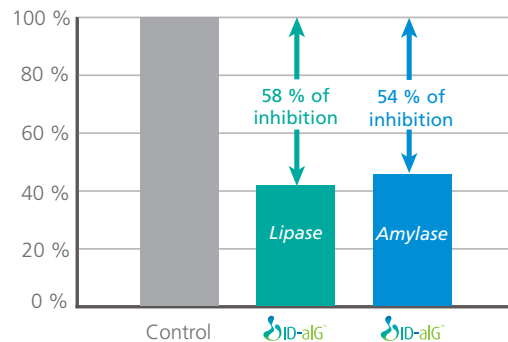
- 2.8 kg average weight loss
- Weight loss is directly correlated to fat mass reduction
- No side effect on transaminase (unlike effects reported for other well-known fat blockers)

76% of consumers convinced by ID-alG™

Our latest clinical study*** was also supported by a consumer satisfaction survey:

- 76% believe it induces weight loss
- 72% would buy it
- 72% would continue using it

In vitro test: reduction of enzyme activity



A SUSTAINED WEIGHT LOSS INGREDIENT

- Supported by clinical and published *in vivo* and *in vitro* studies
- Safe and efficient carb and fat blocker
- Enzyme inhibition guaranteed for each batch
- Active dose: 400 mg/day

* *In vitro* evaluation of the inhibition properties of ID-alG™ on pancreatic lipase and bacterial amylase.

** Evaluation of ID-alG™'s weight management effect on overweight women. Monocentric, randomized, placebo controlled clinical study on 56 women using 400 mg of ID-alG™ daily for 8 weeks (March 2010).

*** Terpend, K., Bisson, J.-F., Le Gall, C. and Linares, E. (2011), Effects of ID-alG™ on Weight Management and Body Fat Mass in High-Fat-Fed Rats. *Phytotherapy Research*. doi: 10.1002/ptr.3619.