

BURN FAT WITH fücoPROTEIN™ BARS

WEST PALM BEACH - What do smiling Buddhas and serious dieters have in common? They know if they belly up to fücoPROTEIN bars, they just might lose unwanted pounds. That's the benefit of Garden of Life's Perfect Weight America fücoPROTEIN bar, a dietary supplement that contains fucoxanthin. A natural compound found in brown seaweed, fucoxanthin is a marine thermogenic that burns fat and boosts metabolism.

"Many protein bars are glorified candy bars with little nutritional value," said Garden of Life CEO Jordan Rubin, author of the recently released book *Perfect Weight America*. (www.perfectweightamerica.com) "Not only are fücoPROTEIN bars a nutritious choice because they are made with organic ingredients instead of high fructose corn syrup, soy protein and artificial sweeteners, but they can also boost metabolism and assist with weight management."

FücoPROTEIN bars are a dieter's best friend because they are made with native whey protein, raw wildflower honey, acacia, and chia seeds, which expand in the stomach and result in a feeling of satiety for hours. However, it's the fat burning properties of fucoxanthin that distinguish fücoPROTEIN bars from other bars on the market.

"FücoPROTEIN bars are an extension of our popular weight management category that includes fucoTHIN®," noted Rubin. "These products are both part of a healthy lifestyle program outlined in my *Perfect Weight America* book. Combined with a sensible diet and exercise program, clinical studies have shown that most people lose more weight using fücoTHIN than if they had chosen only to diet."

FücoTHIN is currently the number one selling supplement in the natural products industry, as verified by SPINSscan Natural, a market research firm. For the 12-week period ending December 1, 2007, fücoTHIN was the #1 selling product out of 225,000 products analyzed. In clinical, double-blind human studies conducted on overweight women who followed an 1800-calorie meal plan, those taking fücoTHIN lost an average of 14.5 pounds while the placebo group lost an average of only three pounds.

Available in chocolate and peanut butter flavors, fücoPROTEIN bars retail for \$2.99 while fucoTHIN has a suggested retail price of \$49.99. Both products are available at health food stores nationwide.