

## **THIN IS THE NEW FAT**

NEW DIETARY SUPPLEMENT FUCOTHIN™  
TARGETS FAT IN ALL SIZES

WEST PALM BEACH, FL -- Can't see an ounce of fat on those twig-like supermodels? Don't be fooled. New studies show that even if you can't "pinch an inch" on your waistline, it's what lies beneath that can still pose some serious health threats. Apparently, fat is no longer just the curse of men sporting pot bellies, menopausal women, and overweight individuals.

Visceral fat, or the deeper internal fat concentrated in the belly area surrounding the stomach, liver, and other major organs, affects 46% of Americans. That's why Garden of Life ([www.gardenoflife.com](http://www.gardenoflife.com)) has developed a marine thermogenic supplement called fūcoTHIN™ that specifically targets visceral fat.

FūcoTHIN is a natural, whole food based supplement made from marine vegetables and pomegranate seed oil. It contains fucoxanthin, a carotenoid found in brown seaweed.

"FūcoTHIN contains the first marine vegetable derived ingredient with a clinically researched thermogenic effect," said Jordan Rubin, Founder and CEO of Garden of Life.

A clinical trial pending publication showed fucoxanthin helps burn fat, particularly visceral fat cells that accumulate in and around the abdominal region. In a double-blind, placebo controlled study of 110 obese females, those taking fūcoTHIN and following an 1800 calorie diet lost an average of 14.5 pounds compared to 3 lbs. in the placebo group. The average metabolic rate increased by 18.2%, compared to placebo after 16 weeks.

Recently, 126 members of the Cathedral of Praise church in Toledo, Ohio participated in an 11 week consumer trial called "Healthy Toledo." Health expert Jordan Rubin coached 70 women and 56 men in a program that emphasized dietary and lifestyle changes such as eating an organic, whole foods diet, engaging in moderate exercise, and taking fūcoTHIN. The results were significant, with participants averaging a weight drop of 13.5 pounds and a reduction of 8.5 % in body fat.

"The Toledo program is exciting because people attained these results without the usual side effects often attributed to thermogenic supplements due to ephedra, bitter orange, or other caffeine alkaloids that work by stimulating the central nervous system and causing jitters or insomnia," said Rubin, the New York Times best-selling author of The Maker's Diet, GPRX for Weight Loss, and other health-related titles that have sold millions.

Melony Bradley, a Healthy Toledo participant who was not overweight and was regarded as thin by her peers, said “I was struggling to lose the baby fat I’d gained with pregnancies for a long time, but I finally lost it!”

FücoTHIN (pronounced few-coe-thin) has a suggested retail price of \$49.95, a 30-day supply, and is available at premium health food stores nationwide.

For more information, or to interview Jordan Rubin or Pastor Tony Scott, Cathedral of Praise, contact Rhonda Price, (561) 371-9407 or Susan Fonger, (561) 386-2801, email – [sfonger@gardenoflife.com](mailto:sfonger@gardenoflife.com)

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.