



## Phoenix Weight Loss System

### Unique Two Part Weight Loss System

We live in a world where weight loss diets and fads are always popping up. Losing weight can be one of the toughest things a person has to do. For years, studies of obesity have found that soon after overweight people lose weight, their metabolism slows down and they experienced hormonal changes that increased their appetite. Scientists hypothesized that these biological changes could explain why most obese dieters quickly gained back much of what they had so painfully lost.

But now, this journey has become simpler. Scientists have found thru new study's, a signaling molecule capable of activating brown fat cells, paving the way for new therapies to help people lose weight. An international team of researchers led by Professor Alexander Pfeifer from the Institute of Pharmacology and Toxicology of the University Hospital Bonn, have discovered a new way to stimulate brown fat and thus burn energy from fat stores and the food we eat. This process takes up to 8 weeks before enough brown fat cells are stimulated to start seeing significant weight loss results. But the great thing is the body then has its own built in mechanism to help burn up those unwanted fat stores allowing the body to keep the weight off.

We have designed a two part program that utilizes this new science for long term permanent weight loss as well as rapid weight loss. This program includes our two new products: "**Phoenix**" and "**Phoenix Boost**". Phoenix Boost is designed to give you quick results during the first 8 weeks and Phoenix is formulated for long lasting weight loss utilizing the activation of the brown/brite fat. With this unique combination you will receive fast results as well as long term results and avoid the notorious fat rebounding gains.

**Phoenix Boost** (take only for the first two months for rapid weight loss, along with the Phoenix)

- ✓ Boost Energy
- ✓ Increase Metabolism
- ✓ Appetite Control
- ✓ Enhanced Mental Focus
- ✓ Powerful Mood Booster
- ✓ Increase Tissue Oxygenation
- ✓ Immune System Support
- ✓ Improves Digestion

**Phoenix** (take until weight loss goals are achieved )

- ✓ Recruits Brown and Brite Adipose Tissue Proliferation
- ✓ Stimulates Thermogenesis of Brown/Brite Adipose Tissue
- ✓ Produces Long Term Weight Loss

## Fighting FAT with FAT

### The Science of Lasting / No Rebound Weight Loss

For most people, “fat,” particularly the kind that bulges under the skin, is a four-letter word. It makes our thighs jiggle, gives us muffin tops, love handles, plump hips and overflowing bellies. Too much of it increases our risk for heart disease and type 2 diabetes. For decades researchers have looked for ways to reduce our collective stores of fat because they seemed to do more harm than good.

But biology is rarely that simple. In the late 2000s several research groups independently discovered something that shattered the consensus about the absolute dangers of body fat. Scientists had long known that humans produce at least two types of fat tissue—white and brown. Each white fat cell stores energy in the form of a single large, oily droplet. In contrast, brown fat cells contain many smaller droplets, as well as chestnut-colored molecular machines known as mitochondria. These organelles in turn burn up the droplets to generate heat. Babies, who have not yet developed the ability to shiver to maintain their body temperature, rely on thermogenic deposits of brown fat in the neck and around the shoulders to stay warm. Yet in the past investigators assumed that all brown fat disappears during childhood. The new findings revealed otherwise. Adults have brown fat, too!

Suddenly, people started throwing around terms like holy grail to describe the promise of brown fat to combat obesity. The idea was appealingly simple: if researchers could figure out how to incite the body to produce extra brown fat or somehow rev up existing brown fat, a larger number of calories would be converted into heat, reducing deposits of white fat in the process.

Science is just now understanding the role brown fat has in the body. Scientists have learned new ways to pinpoint its location underneath the skin. The latest evidence shows that brown fat can indeed reduce excess stores of fat even in the obese. Researchers have also identified compounds that can activate brown fat. As bizarre as it sounds, fat may become an important ally in the fight against obesity.

Studies found that in mice, brown fat does something remarkable: it burns more calories when mice are overfed, protecting them from obesity. (Don’t you wish eating your favorite tasty food did that for you?) A team led by the University of Pennsylvania figured out the switch for creating a brown fat cell—a protein called early B cell factor-2 (Ebf2). Comparing the active genes in brown and white fat cells, they discovered Ebf2 is present in larger quantities in brown fat. This protein seems to mark which genes will later be turned on to transform certain types of precursor cells into brown fat. When the team engineered mice lacking this protein, the animals had white fat cells on their upper back and spine rather than the typical brown. When the team expressed high levels of Ebf2 in white fat, these cells turned brown and consumed more oxygen—a sign they were producing more heat.

The second team, led by Harvard’s Joslin Diabetes Center, noted that mice have two types of brown fat: constitutive brown fat, which they have from birth, and “recruitable” brown fat, scattered throughout the muscles and white fat. When researchers engineered mice lacking a protein called Type 1A BMP-



receptor (BMPR1A)—which is needed for the correct development of brown fat—the mice were born with just a tiny bit of constitutive brown fat on their back.

You would think that these mice would be terribly cold. Surprisingly, they kept a normal body temperature. How did they manage this feat? The lack of brown fat apparently sends a signal via the brain to the recruitable fat cells, telling them to make the switch and transform into brown fat. The mice stayed warm, and the recruited brown fat even protected them from obesity.

Recent studies have also revealed that brown fat benefits go far beyond burning calories. A 2011 study using mice found that brown fat can fuel itself with triglycerides taken from the bloodstream—exactly the kind of fatty molecules known to increase the chances of developing metabolic syndrome, a cluster of conditions that raises the risk for heart disease, stroke and diabetes. Brown fat cells also draw sugar molecules from the blood, which could help lower the risk for type 2 diabetes; chronically high levels of blood glucose wreak havoc on the body's ability to manage those levels, which in turn sets the stage for diabetes.

### **How do we stimulate proliferation of brown fat for weight management**

Figuring out whether cool temperatures trigger the production of brown/beige fat, in addition to revving up brown fat, seemed like a good starting point. Last year Japanese researchers asked 12 young men with lower than average amounts of active brown fat to sit in a 63 degree F room for two hours a day for six weeks. At first, the study participants burned an average of 108 extra calories in the cold compared with more normal indoor temperatures. After six weeks, however, their bodies were burning an extra 289 calories in the cold, and PET-CT scans indicated that their beige fat activity had indeed increased. A group of similarly aged and healthy men who were not repeatedly exposed to the cold showed no change in their metabolism. The researchers think that over the six weeks low temperatures increased the activity of a gene named *UCP1*, which seems to guide the conversion of white fat into beige fat.

Don't fancy low temperatures? Investigators have identified several molecules that are able to stimulate such “browning” of white fat without the need for cold. 2012 studies showed that a hormone called irisin, which is released from muscle cells after exercise, coaxes white fat to behave like brown fat. In one of these studies, researchers injected mice with a gene that tripled the levels of the hormone in the blood of mice that were obese and had dangerously high amounts of sugar in their bloodstream. The mice lost weight and regained control of their glucose levels in just 10 days.

Exercise has also been shown to increase *UCP1* activity in brown fat, making it more active.



## **Phoenix Weight Loss Supplement**

Phoenix is a weight loss supplement based on the science of recruiting the proliferation of brown and brite adipose tissue, with activation of thermogenesis in these two tissues. Phoenix is meant to be used with a healthy life style of exercise and healthy eating habits for weight loss (see diet & exercise recommendations for even better results).

As seen in the Japanese cold exposer studies after the UPC1 gene is activated by the irrison it takes 8 weeks for the body to make enough brown/brite fat cell to catabolize significant amounts of white fat. The **Phoenix** activates & proliferates the brown fat for long term lasting results and it takes about 8 weeks for the body to make the brown fat which will then activate the elimination of the white fat. For quicker weight loss while taking the Phoenix and waiting on the body to make the brown fat you will also take the **Phoenix Boost** which works quickly for weight loss the first week by increasing metabolism, energy, controls appetite, builds muscle, increases tissue oxygenation , improves Digestion and is a powerful mood booster. In the trials people lost average of 2 to 5 pounds a week while using the Phoenix Boost during those first weeks.

*Burning an extra 500 to 1000 calories a day adds up quickly.* 3,500 extra calories burned is equaled to a pound of fat. “Even very modest increases in metabolism over a long period can lead to significant weight reduction,” says Barbara Cannon, a physiologist at the Wenner-Gren Institute for Experimental Biology in Stockholm.

## **Phospholipid Targeted NanoSphere Delivery System**

One of the key components for the effectiveness of Phoenix Weight Loss is its targeted delivery of micro nutraceuticals, directly to the cells receptors sites. This is accomplished through the electro charged Phospholipid NanoSpheres encapsulation protective membrane. Made from the same phospholipids that form the membranes around each cell in the human body, NanoSpheres shield nutraceuticals from dilution and degradation. They more efficiently transport ingredients into the circulatory system and directly target cells for overall greater absorption and efficacy.

We start with pharmaceutical-grade nutraceutical ingredients, independently tested for purity and potency. Reduce the size of those ingredients into the nanometer range. As a particle dimension decreases the surface area for the same mass increases exponentially, this in turn increases solubility, absorption and biokinetics charge. Then we capture the nano-sized nutraceuticals in a protective lipid membrane nanosphere structure that protects, solubilizes and stabilizes nutraceuticals for rapid, direct delivery into the system. Transport nano-sized nutraceuticals across mucosal boundaries (mucous membranes) that would otherwise block their absorption, making them immediately available to cells throughout the body. The result is a highly bioavailable targeted nutraceutical.

**Phoenix Weight Loss 2 oz.** (take until weight loss goals are achieved)

- ✓ Recruits Brown and beige/ Brite Adipose Tissue Proliferation
- ✓ Stimulates Thermogenesis of Brown & Brite Adipose Tissue
- ✓ Produces Long Term Weight Loss

**Duration:** Take until weight loss goals are meet.

One 2oz bottle equals 30 day supply when taken as prescribed, Shake well before each use.

**Dosage:** Take orally, 4 sprays 3 times a day after meals while on Phoenix Boost and before meals when taking alone and no longer taking the Phoenix Boost.

In addition to taking orally you can massage into areas needing extra help, at night before going to bed.

**Ingredients:**

Hops Extract 90% Xanthohumol

Shilajit 12:1 (5% Fulvic Acid)

DL-Aspartic Acid

Magnolia Extract 98% Honokiol

Litsea Cubeba Extract

Yellow Horned Poppy Extract 98% Glaucine

Tribulus Extract: 90% Saponins

Chinese Goldthread Extract: 98% Berberine HCL

Boswellia Extract: 65% Boswellic Acids

Turmeric Extract: 95% Curcuminoids

Black Pepper Extract: 95% Piperine

Green Tea Extract: 90% EGCG

Honeysuckle Extract: 25% Chlorogenic Acid

Green Coffee Bean Extract: 55% Chlorogenic acid

Tongkat Ali 200:1 Extract

Lemon Extract

Grapefruit Extract

Oleamide

Citric Acid

Laser Enhanced Bio-Information

**NanoSphere Delivery Blend**

Phosphatidylcholine, Medium Chain Triglycerides, Monatomic Palladium, Monatomic Platinum

**Phoenix Boost** 2oz. (take for the first two months along with Phoenix)

- ✓ Boost Energy
- ✓ Increase Metabolism
- ✓ Appetite Control
- ✓ Enhanced Mental Focus
- ✓ Powerful Mood Booster
- ✓ Increase Tissue Oxygenation
- ✓ Immune System Support
- ✓ Improves Digestion
- ✓ Helps Build Muscle

One 2oz Bottle is 30 day supply

Shake well before use.

**Dosage:** Take orally under tongue, 4 sprays 3 times a day before meals.

Phoenix Boost is meant to be used with a healthy life style of exercise and healthy eating habits for weight loss.

**Ingredients:**

Decocainized Coca Leaf Extract

L-Theanine

Kava Extract: 70% Kavalactones

Hop Extract: 90% Xanthohumol

Shilajit (5% Fulvic Acid)

Magnolia Extract: 98% Honokiol

DL-Aspartic Acid

Octopamine

Wild Mint Extract

Lemon Extract

Grapefruit Extract

Monatomic: Gold, Platinum, Cooper, Zinc, Iron, Manganese, Rhodium, and Iridium

Purified Water

Glycerin

Citric Acid

Custom Laser Enhanced Bio-Information

## About Decocainized Coca Leaf

One of the most unique and effective ingredients found in Phoenix Boost is the Decocainized Coca Leaf Extract. Coca leaf is considered one of the most valued herbs by native Andean peoples. It contains over twelve alkaloids with numerous healing properties.

### Traditional natural uses of coca leaf tea are:

#### Weight Loss

Coca tea contains alkaloids that help promote weight loss. Certain alkaloids, such as the ones found in coca plants, increase lipolysis, or the mobilization and breakdown of fatty acids for energy in your body, according to Louise Tenney, author of "Today's Herbal Health." Mobilizing fat stores from adipose tissue, or fat cells, to your muscles for energy boosts your metabolism and preserves muscle glycogen, increasing your body's natural fat-burning capability. When consumed on a regular basis, coca leaf extract will promote the reduction of body fat without side effects.

#### Energy and Mental Focus

The leaves of the coca plant contain compounds that provide a stimulatory effect on your body, similar to caffeine, that can boost energy and mental focus, notes Tenney. Coca tea contains a compound called inulin, a type of naturally occurring polysaccharide produced in some plants that provides a stimulatory effect. The stimulatory effect of coca tea is similar to coffee, but it works through different cellular mechanisms due to the lack of caffeine in the leaves of the coca plant. (no jitters or crash)

#### Immune System

Coca tea contains high concentrations of vitamins that may have antioxidant properties. Vitamins A, B-2, B-6, C and E are all present in coca leaves, which may all help to boost the function of your immune system, increasing your body's ability to destroy potentially toxic compounds in your bloodstream. According to the U.S. Department of Health and Human Services, the antioxidant properties of vitamins C and E may help reduce the risk of developing several types of cardiovascular disease.

#### Digestion and Altitude Sickness

According to "The New Encyclopedia of Vitamins, Minerals, Supplements, and Herbs," coca leaf tea has been used in South America for centuries to reduce gastrointestinal distress associated with indigestion and altitude sickness. Drinking coca tea and chewing on coca leaves will alleviate symptoms of altitude sickness, including nausea, upset stomach, diarrhea and vomiting. This effect may be due to the presence of various alkaloids as well as several B vitamins, which may help improve blood flow and oxygen uptake at high altitudes.

#### Appetite Suppressant

#### Oral Health

#### Invigorating Mood-Brightener

#### Relieve Stress

#### Calm Allergies

#### Anesthetic

Helps with pain conditions like headache, arthritis etc..