

METABOLIQ®

The world's first and only system that transforms your body by correcting your metabolism

Created by Dr. Donald K. Layman
World-Recognized Metabolism Expert

METABOLIQ® is unlike any other product or program in the world. It is the world's first weight management system proven and engineered to correct the underlying cause of weight gain—your metabolism. Metabolic correction doesn't just band-aid symptoms, it produces targeted body changes that make you healthier and help you achieve a sustainable weight for the long-term. Developed by the world-leading expert in protein, this system includes nutrients at each meal that activate your body's own fat-burning mechanism, triggered by properly feeding and building lean muscles.

"METABOLIQ is designed around my breakthrough research discovery that was the first to identify the role amino acids play in our metabolism. Properly designed, the METABOLIQ products are formulated to signal muscles to repair their structure and strength, which energizes them and maximizes their ability to burn fat. My discoveries have led to a revolutionary change in obesity research and created entirely new strategies for weight loss. Qivana is the only company to fully integrate my discoveries into a comprehensive and sustainable weight management program."

-Dr. Donald K. Layman
AWARD-WINNING METABOLIC SCIENTIST

THE IMPROBABLE & EXCLUSIVE BENEFITS OF METABOLIQ

- **Ignites Metabolic Pathways** - initiates targeted belly fat-burning for up to 24 hours a day
- **Improves Fat-Burning** - increases the body's ability to burn fat by improving the fat burning efficiency of the mitochondria in muscle cells - burning fat more efficiently and for longer periods of time
- **Perfectly Balanced** - contains a scientifically-discovered balance of macronutrients that reduces body fat storage while protecting lean tissue and organs
- **Root-Cause Correction** - corrects the root metabolic causes of weight gain by simultaneously building new lean tissue, improving natural body fat-burning, and limiting new fat storage
- **Dramatic Body Changes** - produces noticeable body shape and composition improvements within weeks - much healthier muscle tissue and less body fat
- **Sustainable for Life** - this is where all other programs fail, and where Qivana always succeeds - we offer a complete transition program to maintain results for life

HOW IS METABOLIQ DIFFERENT FROM ALL OTHER APPROACHES?

The weight loss product market has become hyper-competitive and ultra confusing. carb blockers, thermogenics, caffeine pills, water pills, cleanses, magic foods, starvation diets....enough already! Many companies are on the weight-loss bandwagon looking to cash in, often at the expense of the consumer. Ever seen someone use a product, lose a few pounds, and quickly regain the weight? It's called yo-yo dieting. If it has happened to you, you're not alone. Short-term product gimmicks have failed and frustrated millions. Qivana is out to change that!

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METABOLIQ is the new standard in weight and body composition management. With more than 90 published papers in peer-reviewed journals, METABOLIQ is the most researched approach to long-term body composition on the market. It alone is backed by three decades of research, millions of dollars, hundreds of scientific experiments, and partnerships with the best scientists in the world. Unlike most other programs, we're not looking for a quick-fix, but a real, proven, sustainable and nutritionally sound program that can be maintained for life. Say goodbye to the frustrating yo-yo diets of the past. Success never should have been about short-term weight loss. That's the easiest part. Success is about root-cause change. It is about changing metabolism, which in turn reshapes the body using its own mechanisms. METABOLIQ doesn't trick the body or simply mask symptoms. It's a true root-cause approach, and no one else has the expertise, know-how, or science to attempt such a feat.

THE SCIENTIFIC FOUNDATION FOR METABOLIQ

The METABOLIQ System is the result of Dr. Donald K. Layman's three decades of award-winning research at the University of Illinois. The METABOLIQ System and products were formulated in a direct and exclusive partnership with Dr. Layman and are based wholly on his cutting-edge research. Qivana's partnership with Dr. Layman resulted in a first-ever, simple 90-day body transformation system from his research. METABOLIQ contains superior formulas, proprietary products, the finest ingredients, and a comprehensive program - all backed by Dr. Layman, millions of dollars of published research, and several human clinical trials.

Dr. Layman is an internationally-acclaimed scientist whose career has spanned over 30 years and has resulted in more than 90 published papers. He was the first to discover the implausible role BCAAs play in building lean muscle mass and reducing body fat. He has become world-renowned for his research breakthroughs and

publications that have lead to a new school of thought about amino acid metabolism, lean muscle health, optimal nutrition for exercise, athletic performance and recovery, and the ideal blend of macronutrients for meal construction (protein, carbohydrates, and fats) that leads to optimized body composition.

PUBLIC HEALTH RELEVANCE

According to recent research on the obesity epidemic published at HealthyAmericans.org, more than two-thirds (67 percent) of American adults are either overweight or obese. Adult obesity rates have grown from 15 percent in 1980 to 34.3 percent in 2006 based on a national survey. Currently, more Americans are obese than are overweight (32.7 percent). Experts estimate that more than a quarter of America's health care costs are related to obesity. The obesity epidemic is harming the health of millions of Americans and resulting in billions of additional dollars in health care costs. Rising rates of obesity over the past few decades are one of the major factors behind the skyrocketing rates of health care costs in the United States. And, U.S. economic competitiveness is hurting as our workforce has become less healthy and less productive. During the past 30 years, adult obesity rates have doubled, and childhood obesity rates have more than tripled, while health spending has increased two percentage points faster than the Gross Domestic Product (GDP), growing from 8.8 percent in 1980 to a projected 17.6 percent in 2009.

RESEARCH SHOWS THAT NEARLY EVERY DIET FAILS WITHIN SIX MONTHS OF COMPLETION. HERE'S WHY.

THE DANGERS & SHORT-COMINGS OF POPULAR WEIGHT LOSS SYSTEMS

With two out of every three people in the United States classified as being overweight or obese, the weight loss market is literally busting at the seams. Many opportunistic companies are cashing in on the weight loss epidemic and are much more

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concerned with generating profits than providing real, sustainable, or healthy solutions. As a result, consumers find themselves confused in a market cluttered with fad diet programs and products - extreme calorie restriction programs, pharmaceutical interventions, magic foods, "thermogenic" caffeine capsules, fat and carb blockers, quick cleanses, meal replacement shakes, low-fat foods, and so-called nutrition bars.

In our research, nearly all of the programs offer severe caloric restriction programs which produce short-term results, with devastating long-term effects. Nearly all diet programs fail within six months of completion. These programs are obviously not teaching sustainable maintenance strategies and are failing to offer sound nutrition. Dangerous yo-yo dieting has become the norm, not the exception. Rapid weight loss is expected without altering dietary patterns. Inevitably, consumers follow severe caloric restriction diets to their own detriment—seeing fast results, but rebounding equally as fast and in far worse condition. Every other weight-loss program we surveyed failed to protect lean muscle tissue during weight loss, which is vital for fat-burning. In fact, research shows that a large percentage of weight lost during a typical program is muscle, and weight gained back after completing a diet is most often replaced with fat. Thus the typical dieter follows an extreme program and ends up with even worse body composition than prior to beginning the program and usually rebounds to the same weight.

Loss of muscle, organ weight, and bone becomes even more dangerous as we get older and lean tissues are more difficult to repair and recover. Without proper nutrition during weight loss to target loss of body fat, the loss of lean tissues (muscles, bones, heart, liver, intestines, and kidneys) reduces your ability to burn calories and eliminate body fat. This makes it more and more difficult to lose weight and keep weight off. The longer you use a bad diet, the fewer calories you can eat.

Qivana has the research, knowledge, and expertise to offer an entirely new approach to weight loss. We are committed to long-term solutions, healthy and sustainable weight loss, and creating lifestyle habits so the body and health transformations are maintained for life.

METABOLIQ—QIVANA'S PROPRIETARY & REVOLUTIONARY NEW MODEL

World-renowned body composition scientist, Dr. Donald K. Layman, is the chief formulator of Qivana's METABOLIQ System. He is the lead scientist and primary discoverer of the most exciting breakthroughs in weight control research in decades. His new paradigms have won international awards, been published in the leading scientific journals, and have changed the model for healthy weight control forever.

This new understanding has led to the development of an entirely new approach to improve body composition that is proven to be both incredibly healthy and produce sustainable results.

METABOLIQ's totally unique model, formulas, products, ingredients, and programs are the crowning achievement of Dr. Layman's more than three decades of published research, millions of dollars in studies, and controlled human clinical trials.

"For more than 35 years, I have personally researched and published studies in the areas of sports nutrition, obesity, diabetes, and the link between muscles and lifelong health. I am very excited to partner with Qivana to bring you the METABOLIQ System. Having studied the weight loss industry for years, I am proud to finally create the only complete nutritionally-balanced program proven to offer a healthier lifestyle and long-term weight control for everybody at every age. The METABOLIQ System is based on my revolutionary research and clinical discoveries. Unsurprisingly, many other weight loss diets reference my research as the foundation for understanding the role of protein in diets for adults. Unfortunately, most get it wrong. For the first time ever, you can use the secrets of my award-winning research for lifetime weight management."

—Dr. Donald K. Layman

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HOW METABOLIQ WORKS – CORRECTING METABOLISM

1 • MAXIMIZES LEAN TISSUES HEALTH

METABOLIQ activates the most metabolically dominant system in the body—muscles. Muscles determine everything about your body weight, shape and composition. Muscles and muscle health even determine how many calories you can tolerate, what foods you need, and ultimately your long-term health. The METABOLIQ System introduces an important new concept of MacroBalance that focuses on eating the right portions of the right proteins, carbohydrates, and fats at each meal to energize and rebuild muscle throughout the day and without exercise. MacroBalance is based on Dr. Layman's discoveries about the branched-chain amino acids (BCAAs) in protein and how these essential amino acids activate your muscles to repair and remodel the most fundamental structures including muscle proteins and mitochondria—the metabolic furnaces of your body. This process causes you to use stored body fat to fuel the energy needs of these highly active muscles. In this way, weight control is all about helping the muscles do the work. Body composition changes by losing the right weight—weight from fat, and not from active tissues like muscles or organs.

2 • MINIMIZES NEW FAT STORAGE

METABOLIQ reduces fat storage by minimizing the insulin response that stores excess dietary carbohydrates as body fat. This is achieved by obtaining the proper amount of the right kind of carbohydrates throughout the day. Excess carbohydrate intake is largely responsible for the obesity epidemic. Most all programs today teach people to eliminate all carbohydrates during weight loss. Dr. Layman's proprietary research

demonstrated that carbohydrates can still be consumed, but must be in the proper amounts at the proper times to minimize new fat storage. Controlling carbohydrate intake stabilizes blood sugar, reduces energy crashes, eliminates sugar cravings, and halts hunger pangs between meals.

3 • REDUCES SUGAR INTAKE

—nothing will sabotage a successful body transformation faster than a sugar overload. To help break the daily sweets cycle many people are trapped in, METABOLIQ® Resist is an all natural, after-meal mint based on an Indian herb that temporarily blocks sugar receptors and represses sweet cravings for up to two hours. It can be taken at any time throughout the day, whenever sweet cravings are experienced. This proprietary, rapid-dissolve tablet will help everyone to resist sweets, even those who consider themselves too weak to break a habit. Resist is willpower, "on-demand."

4 • ENHANCES JUMP-START

— a key for people to maintain long-term compliance of the METABOLIQ System is achieving fast, noticeable and healthy body changes. To obtain the fastest, healthiest weight loss and ensure the fewest possible errors, the Max Burn pack has been specifically created to ensure the most successful start to changing the metabolism. This pack provides 45 complete meals, 30 snacks, meal plans and simple guidelines to successfully begin resetting and recharging the metabolism. To further accelerate fat burning in the beginning phases, METABOLIQ Max Burn pack also includes Boost, a clinically validated formula of weight loss nutrients that creates an enhanced thermogenic effect in the body to increase metabolism and help burn fat. This fat burning thermogenic capsule increases the body's resting rate of energy expenditure.

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**DR. LAYMAN'S UNPRECEDENTED
DISCOVERIES**

Because of Dr. Layman's pioneering research, several higher protein and reduced carbohydrate diets are gaining acceptance for weight and blood sugar control among medical practitioners, research scientists, bariatric physicians, personal trainers and even government regulators. Unfortunately, the required balance of protein, carbohydrates, and fat for these diets is not well understood and is often incorrectly implemented by these practitioners and regulators.

Dr. Layman has become an internationally recognized leader in this field because of his novel discoveries related to protein, BCAAs, and the optimal balance for improving body composition and lean muscle health. Contrary to what is taught, Layman proved that indiscriminately reducing carbs and increasing protein is not sufficient. However, dramatic body changes and profound health benefits are possible with a precise balance of protein to carbs, the right sources of protein (and thus BCAAs), at the right times of the day. Many people are drinking a variety of protein shakes or eating a protein bar sporadically and getting disappointing results. The differences with METABOLIQ are subtle, but those details will ultimately determine the difference between success and failure.

Leucine, isoleucine, and valine, known as the branched-chain amino acids (BCAAs), are three of the nine essential amino acids required by our body. These three BCAAs are highly peculiar and make up about 25 percent of our body's daily amino acids requirement. Dr. Layman published a body of work demonstrating that when a large amount of BCAAs are consumed, they send a unique signal within the body that communicates the diet is nutritionally adequate and contains enough energy for the body to begin the demanding task of repairing and remodeling muscles. Indeed it is this signal sent by the BCAAs that allows the body to trigger synthesis of new proteins in muscle - repairing and creating new muscle tissue. But this process has dual benefits for body composition. Because muscle repair and building is extremely

energy-intensive, it cannot complete the task with just the fuel from BCAAs. To further fuel the muscle rebuilding process, the body releases stored fats. Thus because of Dr. Layman's breakthrough, METABOLIQ is precision engineered to simultaneously build and protect lean tissues while burning off stored fat in the process—offering the textbook solution to optimizing long term body composition.

BCAAs are so powerful because they are metabolized directly in the BCAAs in skeletal muscle, whereas all other amino acids are metabolized in the liver. After a meal, 75 percent of dietary BCAAs appear directly in the blood. Skeletal muscle learned to recognize this change in blood leucine levels as a barometer of "diet quality." If leucine does not increase in the blood after a meal, the muscle interprets that the body is in a starvation condition and shuts down use of energy and amino acids for muscle repair or building. This is what makes getting the right kinds of proteins in the right amounts throughout the day highly critical.

Dr. Layman proved that BCAAs actually regulate muscle protein synthesis like an on-off switch. After a meal, BCAAs increase in the blood and activate a signal cascade in muscles which turns on the translational machinery that allows the body to translate genetic codes (mRNA) into new proteins. The molecular signal of leucine is transmitted through the signaling molecule "mTOR" (mammalian target of rapamycin) which is a key regulatory site in the insulin-signaling pathway. This signal pathway allows muscle to sense diet quality and determine if the meal has the proper balance of amino acids and energy (carbohydrates) for muscle to begin the repair and building processes. Without the proper signal, muscle stays in a dormant state and stores dietary calories as body fat for future use. This is a survival response that was important for our ancient ancestors living in the wild, but in modern society where food is never limited, we simply get fat. Our brain also interprets this condition as an incomplete meal and tells us we need to eat again to get protein. This cycle continues until we get a meal with adequate protein to trigger the correct signal. This is the threshold effect of leucine as a trigger at each meal.

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This signal cascade represents a powerful connection between insulin and BCAAs. Simply put, there is a critical balance that must be met between dietary protein and carbohydrates. We now know that this signal pathway is dominated in growing children by the hormone signals (insulin, growth hormone, and IGF-1) which allow children to grow with very high carbohydrate diets. However, that changes in adults. These growth hormones become less important, and the signal pathway becomes dominated by diet quality. This is why the role that leucine plays in a balanced diet is critical for adults, especially during weight loss. Children and athletes need and can tolerate more carbohydrates in this signal, but to maintain optimal body composition, aging, sedentary adults need a greater proportion of protein to carbs. Overuse of carbohydrates in adults simply turns to fat.

BCAAs also contribute to the energy, or fuel, used up by the muscles. Not only do they spark the production of new proteins for muscle repair and remodeling, but they also have a direct effect on increasing mitochondria in the muscles—yet another revolutionary finding that has massive implications for weight management! Mitochondria are the energy furnace of the cells. They convert food calories into fuel for the body. Consequently, consistently fueling the body with BCAAs throughout the day makes your muscles more active and efficient in burning fuels (which includes fat)!

Finally, Dr. Layman's findings demonstrated that the use of BCAAs as a fuel also helps to stabilize blood sugar. The stabilizing effect is not only important for long-term health and the minimization of new fat stores, but it also leads to longer term energy without typical mid-day "crashes" and sugar "cravings," often the result of elevated blood sugar levels. Using BCAAs as a fuel first requires removing the nitrogen molecule, which is attached to pyruvate making another amino acid called alanine. The pyruvate comes from glucose that muscles get from the blood and use for anaerobic metabolism (glycolysis). The new alanine is sent back to the liver, and the liver breaks down the alanine to pyruvate to remake glucose. The liver and muscle create a recycling of glucose-alanine which allows the body to reduce dietary carbohydrate intake and stabilize blood sugar.

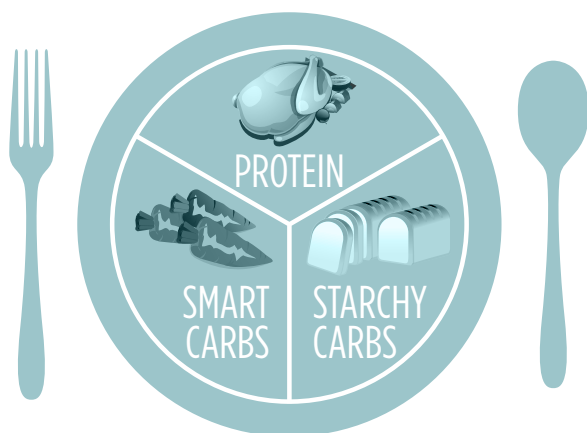
MACROBALANCED MEALS – METABOLIQ'S NUTRITIONAL UNDERPINNINGS

Recent dietary guidelines for Americans recommended that 50 to 65 percent of their total calories should come from carbohydrates. That would mean the average person would consume more than 350 grams of carbohydrates every day. If you're an elite athlete exercising for hours a day, it's true you may be able to use 350 grams of carbohydrates each day, but for most people, that leads to excessive fat storage. Too many carbohydrates, especially the highly refined cereal grains, lead to rapid spikes in blood sugar levels. As blood sugar spikes, insulin is rapidly released to quickly stabilize the sugar in your bloodstream and push the sugar into your cells where they are stored as fat!

These excess carbohydrates in the diet create more body fat, and this chain reaction repeated day after day ultimately leads to obesity. Not to mention that large swings in blood sugar levels from carbs create a crash feeling and trigger feelings of tiredness, hunger, and food cravings—usually for more carbohydrates. Eating more carbohydrates simply restarts this cycle, causing even more fat storage. Controlling carbohydrate intake and the resulting insulin levels are a critical part of minimizing fat storage. Carb elimination diets are on the right track, but fail to understand the important role protein plays in optimizing body composition. Some fuel from carbohydrates is an essential part of muscle health and supporting physical activity, but carbohydrates must be correctly taken and balanced with protein to energize muscles while avoiding energy crashes, food cravings, and ultimately excess fat storage. The very low carbohydrate diets that are said to be ketogenic eliminate too many essential nutrients found in vegetables and fruits, while conventional low-fat diets provide too many carbohydrates that trigger the insulin carbohydrate-crash cycle that leads to fat storage. It's all about getting the MacroBalance right, and that's where Dr. Layman's research fills in the missing holes once again.

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Decades of research has been distilled into the simplest of formats to follow. Long before the USDA introduced the plate, Dr. Layman has been teaching his powerful Plate-Look concept. This concept allows you to construct healthy meals for life. This is what makes METABOLIQ the most powerful program on the market. It offers real solutions for meals, whether you are making, on-the-go, or dining out, you can always construct a METABOLIQ fat-burning meal. The Plate-Look below shows the concept in its simplest form.



THE METABOLIQ PLATE-LOOK

The Plate-Look is made by dividing a round plate into three equal sections. These sections represent the different food types that make up the fat-burning, Plate-Look meal – Protein, Smart Carbs, and Starchy Carbs. Each meal should have an equal portion, equal to at least 30 grams (lunch and dinner can have a bit larger portion). Qivana is the first company to intergrate all of Dr. Layman's research into the METABOLIQ® Lifestyle and teach the complex biochemistry concepts in the simplest of formats anyone can understand. Start each meal with the protein portion or entree and determine a food that will give you at least 30 grams of protein. Equally balance a portion of starchy carbs in the second section, and then finish off the MacroBalance on the plate with an equal portion of SmartCarbs. In truth, you can enjoy as many SmartCarbs as you would like because the fiber content of the SmartCarb foods will fill you up before you

can eat too many calories. These SmartCarbs are the green vegetables and high fiber fruits (berries) that provide essential nutrients and work for you, not against you.

WHY PROTEIN SOURCE IS CRITICAL

Many believe all proteins are created equal. Nothing could be further from the truth. Just as the raw materials that make up a car (metal, plastic, petroleum, fabric, etc.) make entirely different cars – from the tiny Smart Car to the luxurious BMW, each vehicle, made from the same raw materials, act and drive very different. Similarly, amino acids are the raw materials of protein, and not all protein is created equal. Why? Because each protein source has a different amount, variety, and density of amino acids. These widely varying amino acid profiles of each protein source make it function very differently in your body. Thirty grams of soy protein will have very different affects on your body than 30 grams of a dairy protein. This is where many consumers get confused. Simply put, not all protein has the same nutritional value.

While most opportunistic companies focus simply on the total amount of protein, they fail to understand the importance of getting the critical amount of the right amino acids known to build muscle and burn fat. Dr. Layman's research determined that, in general, animal proteins have a more complete balance of these BCAA and are superior to plant proteins for stimulating and properly nourishing muscles, one of the critical components of healthy weight loss.

PUTTING IT ALL TOGETHER – THE METABOLIQ MAX BURN AND BURN SYSTEM

The complex biochemical science that bolsters METABOLIQ has all been woven together with two different, super simple, turn-key programs that allow people to get dramatic results in a short amount of time and in a fool-proof manner. The METABOLIQ Max Burn and Burn packs provide the information, tools, meals and

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snacks needed to kick-off weight loss quickly and surprisingly affordably.

We recommend everyone begin using the Max Burn System. This elegant step-by-step system ensures a successful total body transformation and is recommended for the first 30-90 days based on your goals.

Each Max Burn Pack comes complete with:

- 45 METABOLIQ® Shakes
(complete meal replacement)
- 15 METABOLIQ® Bars
(meal supplement or snack)
- 60 METABOLIQ® Boost capsules
(fat-loss accelerator)
- 1 METABOLIQ® System Guide
- 1 Qivana Shaker Cup
- 1 Measuring Tape

The METABOLIQ Burn pack ensures your successful total body transformation. This pack is the ideal system for those who have already completed the Max Burn phase. It is also perfect for those who are looking to maintain their results and need healthy on-the-go meals.

Each METABOLIQ Burn Pack contains:

- 30 METABOLIQ Shakes
(complete meal replacement)
- 60 METABOLIQ Boost capsules
(fat-loss accelerator)
- 1 METABOLIQ System Guide

METABOLIQ SHAKES

The selection of weight loss shakes on the market today is unreal. The average consumer is lost in a maze of unrealistic claims and poor quality products. Most of these products lack the proper nutrition to be considered a viable meal replacement, and are typically supersaturated with sugars and artificial sweeteners, causing insulin

spikes and fat storage. Others contain either poor quality protein or not enough protein to contribute to lean muscle health.

Qivana's METABOLIQ Shake is precisely formulated with the nutritional MacroBalance to be the perfect total meal replacement for weight loss. It is the textbook fat-burning, muscle building, satisfying, complete meal replacement. The Shake contains a proprietary blend of four high-quality proteins, added BCAAs, healthy carbohydrates, fiber, and fats that maximize the fat-burning effect. Because the macronutrients are correctly combined and perfectly timed throughout the day, it ensures feelings of satisfaction, not starvation. Improvements in mood, appetite control, energy levels and overall feelings of well-being are typical. Each ingredient in the METABOLIQ Shake formulation was chosen for its important role in helping achieve healthy, rapid weight loss and long-term health.

METABOLIQ BARS

There's an even greater selection of nutrition bars to choose from on the market than there are shakes. With so many choices, it's difficult to select the best bar or to know what the best ingredients are. Most contain inferior filler ingredients, too many calories and sugar, hard to chew textures, and poor quality proteins.

The METABOLIQ Bars are always delicious tasting, but also macronutrient balanced and high in the best sources of protein. Unlike other bars that are hard to chew, taste terrible, and contain artificial ingredients, high fructose corn syrup, hydrogenated oils, or unhealthy trans fats, the METABOLIQ Bar is an all-natural bar void of these unhealthy ingredients. Its design is similar to the METABOLIQ Shake with about 200 calories and 15 grams of protein, but it is spiked with additional BCAAs to provide the body with the metabolic effects of a full 30 grams of protein in the body for weight loss. Try cutting the Bar in half and use half as a supplement to the Shake for lunch and the remaining portion for a healthy snack alternative.

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METABOLIQ RECHARGE

METABOLIQ Recharge is a novel product with unrivaled benefits in the marketplace. Its concept is again based on the latest research discovery of Dr. Layman which revealed entirely new insights into initiating, extending, and improving the fat-burning effects of BCAAs.

This powerful BCAA packed powder is simply added to water and delivers several instant benefits:

- *Initiates belly fat-burning for two to three hours at a time*
- *Increases the fat-burning efficiency of the mitochondria in your cells—burning fat for longer periods of time and more efficiently*
- *Activates your body's muscle building and repair function; perfect for workout recovery*

METABOLIQ Recharge is a tool to help reshape the body and is designed for three very specific applications:

- 1 • *Take with a low protein meal to receive the muscle building and fat-burning benefits of a full 30g protein balanced meal*
- 2 • *Take in between meals to extend the fat-burning effect of a meal*
- 3 • *Can be taken after a workout to speed muscle repair and recovery*

METABOLIQ BOOST

METABOLIQ Boost is a METABOLIQ exclusive combination of clinically validated weight loss ingredients. These ingredients have all demonstrated an ability to increase metabolism, burn calories, reduce body weight, and accelerate fat loss in just 90 days.

METABOLIQ Boost combines two powerful and thermogenic inducing ingredients; a phospholipid wrapped green tea catechin extract and a hyper-concentrated extract of capsaicinoids from cayenne peppers. These

ingredients have a demonstrated ability to increase basal metabolic rate. Thermogenesis in the body is the process of fat being released into the blood stream for the body to use as fuel. This process of fat being used for energy provides extra energy, sheds excess water, and also helps burn body fat. In addition to these two powerful thermogenic ingredients, METABOLIQ Boost contains several nutrients known for their role in increasing metabolism and reducing body weight.

Puratea™ is a proprietary, highly purified, non-caffeinated green tea (*Camellia sinensis*) extract rich in catechin content and wrapped in a unique molecular structure that aids in superior absorption of nutrients. It stimulates the central nervous system and causes fat to be released into the bloodstream for the body to use as fuel, known as thermogenesis. Micro-enrobed cayenne pepper extract (*Capsicum annum*) contains a protective coating to ensure it dissolves in the intestinal tract. It is extremely rich in capsaicinoids, which have been shown in multiple studies to burn calories and support healthy weight loss. L-carnitine tartrate is a naturally occurring amino acid which plays a vital role in the metabolism of fat. It functions as a transporter of fatty acids into the mitochondria, the metabolic furnace of the cell.

The B-vitamins found in METABOLIQ Boost are required by the body for the metabolism of protein, carbohydrates, and fat. These vitamins are used to form the enzymes needed to properly metabolize food energy in the body. The METABOLIQ Boost is backed by human clinical research in which subjects lost three times as much weight as those on a restricted diet who did not take METABOLIQ Boost. In addition, these people improved both their waistline and their BMI (Body Mass Index) over a 90-day period. You will burn more fat and burn it better with the assistance of METABOLIQ Boost.

Key Ingredients: Green Puratea™ (decaffeinated green tea extract with phospholipids absorption technology), *Capsicum annum* (Sax 2 percent capsaicinoids), Carnitine L-tartrate, B-vitamins.

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The Science of Green Tea in Weight Loss

Clinical studies have demonstrated that catechin derivatives, mainly in gallate form obtained by extracting the aerial, unfermented parts of *Camellia sinensis* L. (green tea), can increase basal energy expenditure by as much as four percent after oral administration of the extract containing at least 270 mg of epigallocatechingallate. This thermogenic action has been investigated in several studies and has demonstrated a weight loss effect. In the short term, weight loss results can also be achieved by increasing daily energy expenditure. Substances such as EGCG are believed to increase caloric consumption by increasing thermogenesis. In 1999, Dulloo et al. demonstrated in a controlled study that oral administration of 270 mg of EGCG (in a standardized green tea extract) produced a four percent increase in energy expenditure, a 3.4 percent reduction in respiratory quotient, a 35 percent increase in fat oxidation, and a 40 percent increase in urinary NE concentration compared to baseline. Despite the large amount of pharmacological and clinical data on the effects of naturally occurring polyphenols on animal and human health, these molecules are poorly absorbed orally. To make the catechins more bioavailable than free form green tea, Puratea, used in the Boost formulation, has been wrapped in a new and unique stable phospholipid layer that binds to the polyphenols in green tea and dramatically improves the absorption of the Puratea actives. This unique delivery system is often at least three to five times more bioavailable measured by area under the curve (AUC) than the free form botanical. A recent study in Europe was performed to clinically evaluate the effect of a preparation containing a standardized green tea extract complexed with phospholipids in conjunction with a hypocaloric diet, compared to a hypocaloric diet alone. The outcomes measured total weight loss, changes in BMI, and other lab markers associated with obesity. Oral consumption of 150mg of the phospholipid complex, taken twice daily, along with a hypocaloric diet resulted in significant weight loss after 90 days (14 kg) compared to the diet-only group (5 kg).

Considering the high safety profile of the active ingredient used in the formulation and the

absence of relevant side effects in treated subjects compared to untreated subjects, the product can be considered a safe and effective tool for weight loss and impacting obesity related risk factors.

The Science of Capsicum Annuum in Weight Loss

In several studies, performed both in human and animal models over the last 30 years, the active ingredients in capsicum annuum (red peppers) have been researched and recognized for their potential and promise as a weight loss aid. Studies show such effects as diet-induced thermogenesis, reduction in body mass and percentage of body fat, and reduced waist circumference. High levels of red peppers are needed to obtain these results, but unfortunately they are often difficult for most individuals to tolerate because of their hot taste. The capsicum annuum extract used in the METABOLIQ Boost formula provides maximum efficacy without the traditional discomfort associated with eating peppers. This highly concentrated natural capsicum annuum extract has a specialized coating with a patent pending spheroidal beadlet that minimizes oral and GI irritation, while providing the food equivalent of up to 10 grams of peppers per serving.

Several small, short-term pilot studies have been conducted on humans with this ingredient showing positive trends on both BMI and resting metabolic rate increases. According to findings published in the *Lipids in Health and Disease*, a single 100 milligram dose of Omni Active's Capsimax ingredient increased levels of free-fatty acids both before and after exercise, compared with a placebo. In addition to the increased level of fat burning, researchers from the University of Memphis also report that the capsaicin ingredient did not affect heart rate, systolic, or diastolic blood pressure. The researchers also note that there were gastric upsets associated with the supplement.

Research led by Professor Jong Won Yun at the Daegu University in South Korea, suggests that capsaicin may cause weight loss and stop fat build up by stimulating the expression of certain fat degrading proteins, and down-regulating

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other proteins that work to synthesize fat. The Korean research team also found that glycerol-3-phosphate dehydrogenase (GPDH) and malate dehydrogenase (MDH) were significantly down-regulated by capsaicin, resulting in a reduction in glycolytic activity and less overall fat synthesis.

Capsaicin stimulates the visceral sensory neurons. It is then transmitted to the spinal neuron and then the adrenal sympathetic neuron, resulting in increased levels of secretion of epinephrine and norepinephrine into the blood. It reacts with beta-adrenergic in liver and adipose tissues causing glycogenolysis and lipolysis. Capsaicinoids are readily and efficiently absorbed, 85 percent after three hours, portal pathway via passive diffusion. Capsaicinoids bind to serum albumin and are transported throughout the body. A study in the Journal of Nutrition demonstrated that the mechanism of action is the activation of the sympathetic nervous system which increases catecholamine secretion from adrenal medulla. Another study published in the International Journal of Obesity found that capsaicin enhances fat oxidation.

The Role of L-Carnitine in Weight Loss

Found naturally in the body, L-carnitine helps the body break down lipids, or fats, and turn them into metabolic energy. Some studies show that oral carnitine reduces fat mass and fatigue, and increases muscle mass. All of these effects may contribute to weight loss.

The body obtains some L-carnitine from the diet, primarily from red meats and dairy products. The body can also synthesize L-carnitines from the amino acids lysine and methionine. Kidneys aid in keeping L-carnitine levels stable. Normally, more than 90 percent of filtered L-carnitine is reabsorbed. If dietary intake of L-carnitines decreases, L-carnitine reabsorption becomes even more efficient. L-carnitine plays a key role in cellular energy production. It is essential for betaoxidation of long-chain fatty acids in the mitochondria. To enter the mitochondria, fatty acids must bind to coenzyme A, forming fatty acyl-CoA. Long-chain

fatty acyl-CoA molecules are too large to cross the internal mitochondrial membrane and rely on enzymatic transportation that requires L-carnitine. In the mitochondria, fatty acids undergo beta-oxidation to adenosine triphosphate (ATP) and L acetylcarnitine is excreted to begin a new transport cycle.

METABOLIQ RESIST

METABOLIQ Resist is an all-natural tablet based on the known benefits of an ancient Indian herb, *gymnema sylvestre*, traditionally used to control blood sugar. The unique properties of this product have a powerful dual action against sugar. First, the tablet temporarily blocks sugar receptors on the tongue to help repress powerful, sweet cravings for up to two hours. Second, this tablet blocks the sugar absorption in the intestinal tract for a period of time. The METABOLIQ Resist leverages the power of this herb to create willpower over sweets because sugar cannot be tasted or absorbed.

Flavored for use as a sweet after-dinner mint, simply place the tablet directly onto the tongue until sweet foods cannot be tasted anymore. The sweet receptors are now blocked for up to two hours which means that anything eaten will only taste sour, astringent, or pungent. Indulging in sweets will only be dissatisfying. Most people who overindulge in sweets consume in regular and predictable patterns throughout the day. They have mentally trained themselves to think they need a sweet mid-afternoon, after dinner, or just before bedtime. This regular pattern of behavior is called the sweets cycle. Breaking out of it is often much more psychologically challenging than physiologically. Breaking these regular patterns of behavior and engrained mindsets is the key to reducing daily caloric intake of high-calorie, high carbohydrate sweets, which often cause excess fat storage.

METABOLIQ Resist is novel to METABOLIQ and designed to be the missing element people need to break from the sweets cycle; it is literally willpower on demand. Using the METABOLIQ Resist tablet over time can help change eating behaviors and reduce sugar intake.

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The applicable part of this ancient Indian herb, *Gymnema sylvestre*, is the leaf. *Gymnema* contains the constituents gymnemic acid, gymnemosides, gurmarin, conduritol, gymnemasins, and gymnema saponins. The constituents gymnemic acid and gurmarin inhibit the ability to taste bitter (quinine) or sweet (sugar) without affecting the ability to taste sour, astringent, or pungent flavors. Research shows that *Gymnema* extracts can have a powerful effect on lowering blood glucose in animal models and in humans. *Gymnema* appears to be safe when used for up to 20 months.

METABOLIQ SYSTEM DIRECTIONS FOR USE

The METABOLIQ System is divided in two stages: METABOLIQ® Burn (the first 90 days), and the METABOLIQ Lifestyle, which begins at the completion of the Burn stage. Each stage serves a specific purpose. The METABOLIQ Burn System is designed to help you rapidly reset and recharge your metabolism, reshape your thinking, and retrain yourself how to eat properly. Beginning with the METABOLIQ Burn System, you can realize incredible results in the shortest period of time possible. The METABOLIQ Lifestyle will help you transition your new eating patterns into true lifestyle habits that will guarantee your long-term success.

A Sample Day with METABOLIQ to Maximize Weight Loss:

- Morning:** Take one METABOLIQ Boost capsule and your QORE System Supplements 30 minutes prior to breakfast. Make a METABOLIQ Shake for a quick, satisfying breakfast that will keep you full of energy and satisfied until lunch. The shake can be made with water, skim, or 1% milk based on individual caloric needs and to also improve satiety. The average caloric target for breakfast should be approximately 300 calories.
- Mid-Morning:** To maximize and extend the fat-burning effect from breakfast, METABOLIQ Recharge can be taken 2 hours after the meal.
- Lunch:** Take another METABOLIQ Boost capsule 30 minutes prior to lunch. For the first two to four weeks, replace lunch with a METABOLIQ Shake. People who can tolerate higher caloric intakes can add a half or whole METABOLIQ Bar with their lunch meal. After the first two to four weeks, you can continue taking the Shakes for lunch, or you can prepare a meal or eat out using the healthy and balanced METABOLIQ MacroBalance meal principles. The average caloric target for lunch should be approximately 500 calories.
- Mid-Afternoon:** Benefit from a METABOLIQ Bar when you get that afternoon craving or need an energy lift. Some people like to take 1/2 Bar with lunch and the other 1/2 Bar as an afternoon snack. Alternatively, you can choose a snack from the recommended snacks list. To maximize and extend the fat-burning effect from lunch, METABOLIQ Recharge can be taken 2 hours after the meal. *TIP:* Going more than 4 hours in between meals without eating can lead to over-eating at meal time. Always try to consume a METABOLIQ Snack in between lunch and dinner.
- Evening:** Enjoy a balanced METABOLIQ Lifestyle meal and then take an after-meal METABOLIQ Resist tablet. Dinner should be about 700 calories and constructed after the MacroBalance principles of 1/3 protein, 1/3 starchy carbs, and smart carbs, which can be eaten until satisfied. The average caloric target for dinner should be approximately 700 calories.
- Daily anytime:** Continue to develop your daily routine of physical exercise with 30 to 60 minutes every day. METABOLIQ Recharge or a METABOLIQ Bar can be used to aid in muscle recovery and repair if consumed within 60 minutes of completing exercise.

METABOLIQ Resist tablets can be taken at any point throughout the day to control and

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repress sweet cravings for up to two hours. For a healthy snack, use half of the METABOLIQ Bar in the afternoon and the other half to ward off the late night munchies. At any point in the program, you can transition from METABOLIQ Shakes to METABOLIQ Lifestyle meals you construct on your own using the principle of MacroBalance. The METABOLIQ Shakes and Bars are designed for simplicity and to help you create successful eating habits. Once you eat your first meal of the day, you should eat again every four hours. Eating regularly keeps your metabolism going and gives you the energy you need, while preventing you from over-indulging at any one meal.

METABOLIQ – EXPECTED RESULTS

Healthy weight loss is a gradual process, and pounds lost will vary with each individual based on gender, age, weight, metabolism, and physical activity. Healthy weight loss requires time because it involves improving muscle composition, resetting and retraining your metabolism, and improving lean body mass. Most overweight women will lose weight if they consume 1,200 to 1,600 calories per day, and most overweight men will lose weight if they consume 1,600 to 1,900 calories per day. On average, healthy weight loss is considered to be two to three pounds per week, though results may be more dramatic in the first few weeks. After one month, you should expect to lose six to ten pounds, and at four months you should have lost about 10 percent of your body weight.

Weight loss isn't necessarily the best way to measure your total success. While the METABOLIQ Lifestyle is a proven weight loss program, it is also designed to protect your muscle health, and muscle adds to the number on the scale. This being the case, during the weight loss process, you should monitor not only your scale weight, but also BMI, body measurements, body fat, and blood markers. Body composition shifts can result in more inches than pounds, so measurements should always be taken to assess

composition shift. Once you are down to the last 10 to 15 pounds to lose, exercise intensity and duration may need to be adjusted to shed the final stubborn pounds.

MORE ABOUT DR. DONALD K. LAYMAN – QIVANA, CHIEF SCIENCE OFFICER

Dr. Donald Layman is Professor Emeritus of Nutrition in the Department of Food Science and Human Nutrition at the University of Illinois at Urbana-Champaign. He is recognized for his research on amino acid metabolism, nutritional requirements during exercise, and work with high protein weight loss diets. Dr. Layman has more than 90 peer-reviewed publications, and his research has been recognized by the American Society for Nutrition with the BioServ Research Award, the Shannon Award from the National Institutes of Health, and the Nutrition & Metabolism Society National Leadership Award. He has also received numerous awards and recognitions for his teaching in clinical nutrition, advanced nutrition, and biochemistry at the University of Illinois. Dr. Layman served as Associate Editor of *The Journal of Nutrition* and he is currently Associate Editor of *Nutrition and Metabolism* and serves on the editorial board of the *Journal of Nutrition Education and Behavior*. Dr. Layman earned his B.S. and M.S. degrees in chemistry at Illinois State University and completed his doctorate in human nutrition and biochemistry at the University of Minnesota in 1978.

FREQUENTLY ASKED QUESTIONS

How much weight can I expect to lose?

Typical and healthy weight loss is around 2 to 3 pounds per week. You may lose more in the first two weeks, particularly if you have more weight to lose. The process of losing weight is never constant. Some weeks you lose a lot and some weeks almost nothing. But remember, you're

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doing much more than just losing weight. You are resetting and retraining your metabolism and improving muscle composition, tone, and lean body mass. This being the case, weight loss isn't necessarily the best way to measure your total success. While the METABOLIQ Lifestyle is a proven weight loss program, it is also designed to protect your muscle health, and muscle adds to the number on the scale. Be patient and give yourself an opportunity to adjust to the normal changes that will energize your muscles and forever rid you of harmful body fat. Be diligent in following your plan. The METABOLIQ System is just the beginning of a scientifically designed program that will help you achieve lasting, long-term success.

Can pregnant women take METABOLIQ?

The Shake, Bar, Recharge and METABOLIQ meals are all safe for pregnant women. However, we recommend that pregnant women, who choose to use the products, use them in conjunction with and under the supervision of their primary healthcare provider.

I haven't lost weight, and I've followed the program for a few weeks. What should I do?

First of all, weight loss is ultimately about calories consumed versus expended. So if you're not losing weight, your combination of food intake and exercise is not enough to create a negative calorie balance. As a general rule, you need to consume 500 less calories than you do at your base metabolic rate. You can reduce the calories of the products by mixing the METABOLIQ Shake with water, not milk. You can also just eat half of a METABOLIQ Bar per day instead of a full one.

Second, the METABOLIQ System and products were designed for both men and women who really are overweight to obese (40 to 100 pounds overweight). The combined daily calories (two Shakes, one Bar, Recharge, and a dinner) is about 1400 calories. Individuals who are obese will lose weight, as we have observed in most

users. Individuals with greater muscle mass at the starting point will experience more weight loss. Because of this, weight loss for men will usually be dramatic. For women, weight loss has several factors: the smaller the body, the older the age, and the lower the physical activity, usually signifies less weight loss.

Third, a woman who weighs 140 pounds and is trying to lose 10 pounds is really targeting fitness versus obesity. Fitness requires both a great diet and quality exercise. A 1400 calorie a day diet may not be low enough to lose weight without daily, moderate to intense exercise. To lose weight you really need to generate a daily calorie deficit of about 500 calories. A 140-pound woman may be at calorie balance with only 1600 calories per day. So, to lose weight, she will need to be below 1100 calories. This would require eliminating at least the Bar or the second Shake each day.

Fourth, this is such a low-calorie program, that having even one dinner out each week with a couple of drinks and a dessert could totally defeat five or six perfect diet days. The margin for error here for successful weight loss is really low, so exercise is the key.

Finally, we need to recognize that for whatever reason, physiology or truthfulness, not everyone will lose weight on the same program. The METABOLIQ System is extremely healthy for body composition, but still may not get someone back to having the body they had at age 25. That requires intense, consistent exercise.

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