



Zotrim®

WEIGHT LOSS PILLS: POUND COST PER POUND LOST

ZOTRIM IS FAR LESS EXPENSIVE THAN ALLI AND APPESTAT PER POUND LOST AND WORKS MORE QUICKLY

Plant-based diet supplement Zotrim costs far less for each pound of weight lost than both Alli and Appesat. Analysis of the published results of each product shows that the all-natural Zotrim is a much more cost-effective way to lose weight and provides quicker results.

A 45 day study(1) showed that those on Zotrim lost on average 11 pounds of weight over and above those taking the placebo. This amounts to a cost of around **£4.50 per pound of weight lost**, with no reported negative side effects.

Alli costs around **£37 per pound of weight lost** and takes 84 days to lose just 4lbs more than the placebo(2). This is over eight times more expensive per pound lost than Zotrim.

Appesat costs up to **twelve times more than Zotrim** in order to lose the same amount of weight. Published results show Appesat costs around **£56 per pound of weight lost** and takes 84 days to lose 8lbs more than the placebo(3). After six weeks, trialists taking Appesat lost the same amount of weight as those taking the placebo(3), whereas those taking Zotrim lost 11lbs more than the placebo group in the same time (the equivalent of five bags of sugar!)(1).

In the BBC2 TV programme *Professor Regan's Diet Clinic* (17 April 2009) Zotrim was the only natural diet pill with clinical evidence of weight loss. Professor Reagan stated that Zotrim's research shows a "clear link to weight loss" and the "difference in weight lost between the group taking Zotrim and the group taking the placebo was statistically significant". Since the programme aired sales of Zotrim have soared.

The Zotrim research results were obtained without any changes in diet or lifestyle. However, users are offered advice on lifestyle change via the online Zotrim ‘Step-by-Step’ guide to help boost weight loss even further. Zotrim can also be used alongside other diet and exercise programmes and there are no minimum BMI restrictions. With Zotrim, it is the ‘dieting without hunger’ that helps sustain a healthy weight loss.

Zotrim, £21.48 for up to one month’s supply, is available from Boots and many other pharmacies and health food stores. Mail order direct from Zotrim on 0845 345 0724 or www.zotrim.com.

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For more information please contact:
 Hollie Thomson or Zoe Hooper at CCD PR
hollie@ccdpr.com / zoe@ccdpr.com - 020 7434 4100

Notes to editors:

Comments can be obtained from:

- i) Dr Trevor Jarman, MD of Nature’s Remedies (the manufacturer of Zotrim)
- ii) Jane Griffin, Zotrim Consultant Dietitian
- iii) Laura Williams, Celebrity trainer and Zotrim Fitness Consultant.

	HOW IT WORKS	USE WITH	WEIGHT LOSS over the placebo group	COST PER DAY proven dose
ZOTRIM	Increases satiety Decreases hunger	No change of diet / exercise specified in trials	11lbs in 6.5 weeks	£1.10
ALLI	Blocks the body’s ability to absorb fat	Low fat, low calorie diet	4lbs in 12 weeks (Xenical trial)	£1.78
APPESTAT	Fills stomach Increases satiety	Low fat, low calorie diet	8lbs in 12 weeks No difference between the placebo and control after 6 weeks	£1.80

The Science Behind Zotrim – An Overview

Zotrim has been independently investigated in five studies. In summary, the 223 subjects that took Zotrim lost an average of 0.7kg per each 10-day period. In the key study (1) 47 overweight subjects took either Zotrim or a placebo for 45 days. Those taking Zotrim lost an average of 5.1kg (11.2lbs) compared to just 0.3kg (0.7lbs) with the placebo.

In three further 'open label' studies, average losses were:

- 2.3kg over 28 days in 48 subjects wishing to lose weight (4)
- 1.8kg in weight and 4.3 cm in waistline over 28 days in 56 overweight women (5)
- 2.3kg in weight and 3.6 cm in waistline over 42 days in 73 overweight healthcare professionals (6)

Initial evidence for an effect of Zotrim was on slowing the rate of stomach emptying. Using ultrasound studies with subjects who drank 400ml apple juice, the stomach emptied much more slowly (average 58 minutes) after taking one dose of Zotrim compared to those taking a placebo tablet (emptying in 38 minutes). This was supported by a study with 20 subjects, 10 of whom took Zotrim and 10 took a placebo for 20 days (7). Perception of fullness occurred much sooner when taking Zotrim – the average time to perceived fullness was decreased from 21.5 to 12 minutes.

The most recent research, conducted in February 2009, looked at Zotrim's effect on food intake and appetite. The double blind, placebo-controlled, crossover pilot study measured the appetite of 24 overweight, healthy women over a period of seven days. It found that the Zotrim-treated group ate 4.8% fewer calories at lunch compared to those who hadn't been given the weight loss aid (compared to placebo) (8).

(1) Anderson, T and Fogh, J (2001). 'Weight loss and delayed gastric emptying following a South American herbal preparation in overweight patients', *Journal of Human Nutrition and Dietetics*, Vol. 14, pp.243-250

(2). Alli/Xenical - NICE Technology Appraisal Guidance TG 23, March 2001

[Also see Rucker et al, *British Medical Journal* online doi:10.1136/bmj.39385.413113.25 BMJ published online 15 Nov 2007]

At £49.95 for 84 tablets (current retail price), Alli cost £149.85 per person for the 84 day study (taking three tablets per day). As 4lbs above placebo were lost on average per person in the study, it costs £37.46 (149.85 divided by 4) per pound of weight lost.

BMJ 2007;335:1163-1164 (8 December), doi:10.1136/bmj.39385.347049.80 (published 15 November 2007)

(3) Appesat; Significant weight reduction by stimulation of the satiation receptors' Willmen. *Der Allgemeinarzt*: 24, 1464-1468, 2002 (English translation)

<http://www.appesat.co.uk/csp/gsh/appesat/Downloads/pdf/Significant%20weight%20reduction%20by%20stimulation%20of%20the%20satiation%20receptors_English.pdf

At £29.95 for 50 tablets (current retail price), Appesat cost £452.84 per person for the 84 day study (taking nine tablets per day). As 8lbs above placebo were lost on average per person in the study, it costs £56.60 (452.85 divided by 8) per pound of weight lost.

(4) Ruxton, C.H.S. (2004). Efficacy of Zotrim: a herbal weight loss preparation, *Nutrition and Food Science*, Vol. 34, pp.2-28

(5) Ruxton, C.H.S., Hinton. F. and Evans, C.E. (2005), 'Effects of an over the counter herbal weight management product on weight and waist circumference in samples of overweight women: a consumer study', *Nutrition and Food Science*, Vol. 35, pp.303-314

(6) Ruxton, C.H.S., Kirkwood, L., McMillan, B., StJohn, D., and Evens, C.E.L., (2007), 'Effectiveness of a herbal supplement for weight management', British Food Journal, Vol. 109, pp.416-428

(7) Anderson, T.S., (2002), 'Early sensation of gastric fullness following a herbal preparation used for weight loss', 3rd Health and Nutrition Conference, London.

(8) Dr J.C.G. Halford, Professor T. Kirkham, Dr S. Tucci and Dr J.A. Harrold. Kissileff Laboratory for the Study of Ingestive Behaviour, University of Liverpool. 'Experimental study to investigate the impact of oral administration of a patented herb extract formulation (Zotrim®) on food intake, feeding behaviour and appetite'. February 2009.

