



## “DIET SUPPORT PRODUCTS”

# PHASE 2®

# STARCH NEUTRALIZER

■ Non-Stimulant Formula Supports Healthy Weight

■ Non-Denial Diet Support Product

■ Reduces Digestion Of Starch

■ Excellent Long-Term Diet Support

### References

- 1) Rosenblatt, S. & Staith, C., *The Starch Blocker Diet*, HarperCollins, 2003
- 2) *Addicted to Carbs*, Woman's World Magazine, 2003
- 3) Udani, J. et. al., *Use of a White Bean extract for weight loss: a randomized controlled trial*, Abstract presented at the Annual Bariatric Symposium, 2003

\* This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



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For decades scientists have been searching for a safe and effective way to support healthy weight. With overweight and obesity at an all-time high, and still climbing, the need has never been greater. We're happy to report that the search may finally be over. Thirty years of research into a unique, natural and effective dietary supplement has finally yielded what some have called, "*the most significant breakthrough thus far in the history of weight management.*" What is it? Phase 2® Starch Neutralizer.

Phase 2® Starch Neutralizer is a cutting-edge non-stimulant dietary supplement that's specially formulated to reduce the digestion of starch, thereby promoting healthy weight management, as well as providing other health benefits. It's commonly referred to as a "starch blocker". Phase 2® is a natural product, a standardized bean extract from *Phaseolus vulgaris*. It works by inhibiting the activity of alpha amylase, the digestive enzyme responsible for starch digestion. By inhibiting the action of this enzyme, conversion of complex carbohydrates (starch) into smaller carbohydrate units (sugar) is greatly reduced. These undigested carbohydrates are then excreted from the body instead of being stored as fat. Because starch absorption is reduced, blood glucose levels do not rise, which promotes healthy triglyceride, cholesterol and free fatty acid levels.

The differences between this product and other diet support products are extraordinary. Phase 2® is a non-denial weight management product that doesn't make you hungry because you're not denying your body the other nutrients in your meal – only starch. The importance of this feature cannot be understated. Because most other diets and diet products force you to deny yourself foods or nutrients you're used to eating, persons on these types of diets are usually hungry, which leads to irritability and loss of energy and is the main reason why people have trouble achieving their weight loss goals. Because Phase 2® doesn't require you to deny yourself nutrients your body needs, or foods you like to eat, there's a world of difference in your mental outlook. Even though Phase 2® is a non-stimulant product, persons taking it report no irritability or loss of energy, a huge advantage when trying to lose weight. So people using Phase 2® are physiologically supported and encouraged to stay with a healthy, weight managing diet. Now you can have the will power to be one of those people who simply won't quit until they achieve their dietary objectives.

Because Phase 2® reduces carbohydrate intake by inhibiting starch digestion, it also naturally directs your body to burn stored fat during exercise by reducing the amount of carbohydrates stored. This offers the additional benefit of supporting healthy blood glucose levels within a normal range, since reducing the amount of carbohydrates means blood glucose levels tend to fluctuate less. Best of all, there are no unwanted side effects associated with Phase 2®. All of these benefits make Phase 2® an excellent product for *long-term* weight management.

The discovery of Phase 2®, and the biochemistry behind the product, reads like a Hollywood movie script. The eccentric billionaire, Howard Hughes, was an avid supporter of medical research. In 1971 an article in an obscure medical journal was brought to his attention. An experiment conducted in Venezuela had gone mysteriously wrong. Mice fed what was seemingly a healthy diet were suddenly dying of starvation. Hard working researchers

were baffled; they thought "antinutrients" might be involved. Antinutrients are proteins that inhibit digestion. Hughes dispatched a team of medical researchers to look into the mystery.

Since the 1940's scientists were aware that small amounts of certain proteins found in some plants would bind with alpha amylase, a starch-digesting enzyme in animals and humans, rendering amylase incapable of breaking down starch for a limited time. Starch passes through the system in a molecularly whole form, without releasing any calories, basically making it an indigestible fiber.

After two years of investigation into these proteins, Hughes' team of researchers discovered the greatest natural source was white kidney beans, which turned out to be the main component of the diet fed to the Venezuelan mice. It was now evident that these proteins had kept the mice from getting enough calories, starving them. Researchers dubbed this new substance "phaseolamin".

During the 70's researchers tried to isolate pure phaseolamin from white kidney beans without success. Predictably, some companies looking to cash in on the potential weight loss benefits of this substance went to market with crude bean extracts that contained very little phaseolamin and a lot of impurities. Persons taking these crude extracts soon experienced the unwanted side effects usually associated with bean consumption without weight loss. The FDA put a stop to sales of these extracts in the 80's. Subsequent studies of these extracts proved they offered almost no weight loss benefits.

Thankfully, researchers at Mayo Clinic, led by Dr. Eugene P. DiMaggio, continued to explore starch blockers as a potential diabetic product. The advances made by this group, and subsequent research conducted at other laboratories between 1984 and 2001, led to a more stable, concentrated extract that contained no impurities-Phaseolamin 2250, later renamed Phase 2®.

There's never been a greater need for Phase 2®. Statistics from the 1999-2000 National Health and Nutrition Examination Survey (NHANES) show that overweight affects nearly two-thirds of adults in the U.S., and thirty percent are obese. These numbers have grown exponentially over the past few years. The adverse health effects associated with these conditions are far-ranging, affecting physical and mental well being. There's risk from a wide array of serious health concerns, including diabetes (an epidemic among the overweight population), poor cardiovascular function, increased wear-and-tear on weight-supporting joints, which can lead to arthritis, and much more. Fortunately you can avoid becoming another unhappy dietary statistic with sensible diet and exercise and Phase 2® Starch Neutralizer from NOW®.

