



Nutrition for Optimal WellnessSM

Metabolic Diet Support*



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Nutritional Oils are a fundamental part of human health, and NOW Foods has worked hard to bring you a selection that is unmatched in safety, potency, and quality. When taken in conjunction with a healthy lifestyle that includes regular exercise and a balanced diet, these healthy fats and nutritional oils serve as an ideal way to support a more desirable body composition.

- **Supports the Body's Ability to Metabolize and Reduce Stored Fat.***
- **Helps Maintain Healthy Body Composition.***
- **Important in the Production of Energy.**
- **NOW Foods' Nutritional Oils are Tested for Safety.**
- **Manufactured Under the Most Strict Quality Control Measures.**



References

1. K. Karst, L. Vanderhaeghe; Healthy Fats for Life, Quarry Health Books 2003
2. A. Papas, The Vitamin E Factor, Harper Perennial 1999
3. G. Redmond, Energy for Life, Vital Health Publishing 2000

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*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.



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Health Professor





MCTs for Healthy Metabolism

If there is one thing that can be said about each of us, on some level, we all want to look and feel our best. But in light of today's fast-paced, food-on-the-go society, looking and feeling our best often presents a long list of challenges. For those of us who do not have the metabolism of a 16 year-old track star, there are a number of dietary supplements available to support healthy metabolic activity. And while they have the potential to make stepping on a scale far less terrifying, it is important to understand a few things about metabolic support supplements before rushing out and grabbing the first one on the shelf.

Look Beyond the Label

Standing face-to-face with a wall of metabolic support supplements can be overwhelming. Accordingly, most people tend to make one of three common mistakes. The first involves making a decision based exclusively on the allure of the label. Overly convincing labels flooded with promising words, such as ripped, shredded, cut, and chiseled might sound good on paper, but keep something in mind; there is not a person among us who reached their goals because of an eye-catching label. If it sounds too good to be true, it probably is.

Do Your Homework

Next, many people fall victim to the more it costs, the better it must work syndrome. This is just foolish, and you should not allow yourself to buy into this philosophy. The most popular and pricey weight management products attain their status because they saturate magazines with astronomically-priced full-page ads. At the end of the day, you are the one who fronts the bill. Sadly, this does not improve your chances of getting a better supplement. Instead, look for a trusted, GMP-certified manufacturer with a respectable history of safety and success, and you'll be in great shape.

Choose Wisely

Finally, one of the most costly mistakes you can make is choosing the wrong type of supplement. You can avoid this by first determining what you would like to accomplish, realistically. Making an educated decision from the start will save you a great

deal of time and money. Many companies tap dance their way into your wallet by misleading you with hype, instead of telling you what is truly needed to maintain a healthy body weight.

Medium Chain Triglycerides, a Good Fat

One of the most confusing categories of metabolic support supplements centers around something that most people have been told to avoid their entire life...fat. But make no mistake; before the body can metabolize stored fat, it must have a generous reserve of healthy fat. Without it, the energy needed to fuel the metabolic process will simply not be available. Medium chain triglycerides (MCTs) are an excellent source of healthy fat, and highly versatile in how they can be used.

As the name implies, MCTs are structurally shorter (6-12 carbon atoms) than the more difficult-to-burn long chain fatty acids. In comparison to other types of fat that require large amounts of enzymes and bile acids for absorption, MCTs are self-sufficient and rather easily absorbed. They are composed of caprylic and capric acids that occur naturally in sources such as coconut and palm kernel oils, and considered beneficial to several areas of human health.

As a "saturated" fat, many people steer clear of MCTs—a mistake that can make it difficult to achieve fitness goals. It is important to remember, though, that MCTs are quickly metabolized by the liver in much the same manner that carbohydrates are, making them less likely from storing within the body. Their unique structure serves as an ideal source of energy capable of utilizing stored fat, improving muscle energy, and increasing the body's production of adenosine triphosphate (ATP). A number of clinical studies have suggested that supplementing MCT oil in place of other less healthy saturated fats may be helpful in maintaining a healthy body weight, and therefore, a more desirable physique.*

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Supporting Products

MCT Oil, Pure

NOW® MCT Oil is a 100% pure formula that contains only USP pharmaceutical grade MCT oil from vegetarian sources. Each tablespoon typically provides 7.8 grams of caprylic acid and 6.2 grams of capric acid, at only 100 calories per serving. It can be used in place of less healthy oils, and makes a perfect addition in smoothies, meal replacements, and pre/post workout protein drinks.

CLA Extreme™

Long before the days of heavily processed meat and dairy, our diet contained far greater quantities of conjugated linoleic acid, or CLA. Today however, supplementation is one of the only ways to obtain adequate amounts. CLA Extreme™ is a potent thermogenic dietary supplement that was carefully formulated to help support a healthy body composition. It contains safflower-based CLA, along with Chromium, Green Tea extract, natural Vitamin E, Guarana, and L-carnitine.*

Coconut Oil, Virgin Unrefined

NOW® Organic Virgin Coconut Oil is unrefined cold-pressed oil, and does not utilize any solvents in the manufacturing process. Coconut oil contains no trans-fats and is a rich source of Medium Chain Triglycerides (MCT's), such as lauric acid (C-12) and caprylic acid (C-8). MCT's are less likely to be stored in the body as fat than most other fatty acids. Combined with essential fatty acids, it is a very smart addition to an overall healthy lipid program.*

Organic Flax Seed Oil

Flax Seed Oil provides a rich, balanced source of essential fatty acids. These beneficial fats play important roles in supporting brain, nerve, glandular, and eye functions. In addition, they are involved in the transport and metabolism of cholesterol and triglycerides – a critical factor in supporting a healthy and desirable body composition.

Essential fatty acids are further metabolized into hormone-like substances in the cell known as prostaglandins. Prostaglandins are involved in the regulation of many important physiological functions.*

