

Supplements are NOT Created Equal

Consider this: If you read the **list of ingredients** on a box of Betty Crocker and Duncan Hines brownies you'll find they are almost exactly the same. However, bake one at **500 degrees** for **two hours** and the other at **350** for **40 minutes**.... and you end up with **two very different brownies**.

That's the difficulty for most consumers to understand the differences between a **quality nutritional supplement** and an inferior product. The *ingredients seem to be the same*.

Beyond the manufacturing processes, **raw materials** are available in a range of different qualities -- from so called "**pharmaceutical grade**" to **pure garbage**. To make matters worse, some companies actually create formulations that simply don't make sense -- as the nutrients are **out-of-balance** -- or in some cases, actually **prevent** or **interfere** with **absorption** of food.

Not for Every Body...

Super-premium supplements have a **single focus**. To provide the highest quality ingredients available for **physically active people** and **athletes**. These super-premium nutritional products are **NOT** for the general consumer. In fact, for the deconditioned, inactive population they would be considered "over-kill."

Manufacturing Protocol

This all natural product line was created and developed by California-based OFNP, Inc and Sportelesis, Inc., under the guidance of **John E. Logsdon**, a homeopathic researcher and sports nutrition expert and innovator.

Today, this unique, patented product line is overseen by **Ed Lieskovan**, Pharm.D., MBA, Dir. Analytical Instrument Chemistry at OFNP, Inc.; and **William Register, Ph.D., N.D.** Director of Technical Services at SporTelesis.

All research and development is conducted through several laboratories in S. California and at OFNP and SporTelesis. All raw ingredient suppliers are required to supply "certificates of analysis" and are, again, re-tested at an independent licensed laboratory before manufacture.

Actual manufacturing processes are contracted out to several facilities in Southern California that manufacture under the **FDA's** strict **GMPs** (Good Manufacturing Practices) as well as adhere to our own guidelines and proprietary manufacturing process protocols.

Supplements for Physically Active People

Here's the difference: Deconditioned, inactive people interested only in growing hair, skin and nails probably meet their "**low metabolism**" needs through food alone. Or, at best, might consider an inexpensive daily multi-vitamin.

However, research has proven that **physically active people** have much **higher metabolic requirements**. The **amount** and **quality** of your caloric intake, in conjunction with vitamin supplementation, is of utmost importance.

An Analogy

Imagine you're invited to drive up to a mountain lakeside cabin to spend the weekend. But then, a few days later you are asked to tow a boat up the mountain for everybody to use. You say "yes". But now, you start to think about the condition of your car. Do you have enough air in your tires? When did you last change your antifreeze? What about the oil and transmission fluid? How much gas will your car burn and should you use a higher octane? These are valid thoughts because you are about to **add physical stress** to your vehicle.

The same holds true when you begin an exercise program. You **increase physical stress** on your body. And, when you increase physical stress on your body, **fueling it** (through proper nutrition) becomes a **major consideration**.

Supplements accomplish **two things**. They help in the **digestion** and **utilization** of foods, thus creating "**higher octane fuel**" for your body. Second, they ensure that all **nutritional gaps** are filled allowing your body to **efficiently** and **effectively burn fat, build lean muscle tissue** and **fully adapt** to **increased physical stress**.

These are **super-premium vitamin supplements**. Only the **highest quality ingredients** are used such as **Pancreatine 5x** (digestive enzymes), **polynicotinate** (instead of picolinate) and **whey protein** instead of lower cost substitutes.

These formulations are NOT available to multi-level organizations, discount health food stores, drug stores, supermarkets or other retail venues.

Despite the marketing hype and edorsments, **super premium supplements** are what **fitness pros, coaches** and **athletes** actually use, themselves, for **reducing body-fat, gaining lean muscle** and **enhancing overall fitness** and **athletic performance**.



S U P E R - P R E M I U M
F O R M U L A T I O N S



L I P O T R O P I C P L U S F O R M U L A

Lipotropic Plus Formula

Lipotropic Plus is all about “lipid transport” (moving fat). By that, we mean breaking down fat and **efficiently transporting** it to your **muscles** where it will be used (burned) for **energy**. *It's really that simple.*



This proprietary formula is scientifically-engineered to assist in the **breakdown, distribution and burning** (oxidation) of **fatty acids**.

Your Fuel System

To understand the function of this formula, it's important to explain your body's fuel system and its priorities. Here's a simplified version:

- 1.) ATP** (adenosine triphosphate): If you jump over a puddle to the sidewalk, your body will call on ATP for the energy required to make the jump. Your body has about 30-seconds worth of ATP.
- 2.) Glycogen** (blood sugar): Once out of ATP, your body's second fuel source is glycogen. Fitness enthusiasts who begin their workouts with resistance training primarily use glycogen as a fuel source. Most people have between a 15 to 25 minute supply of glycogen.

3.) Fat: After your body has depleted its supplies of ATP and Glycogen, it finally taps into its almost unlimited reserves of fat.

Your Cardio Workout

So, think about a cardio workout on a treadmill. You start out moving all large muscle groups and immediately burn through your ATP and within 15 to 20 minutes

deplete your supply of glycogen. That's when your body begins to tap into its **fat reserves for fuel** -- and that's when the **true benefits** of Lipotropic Plus **really kick in**.

Accelerating the Fat Burning Process

During cardiovascular exercise fatty acids are released from adipose tissue and are transported through the



blood to the working muscles where they are **utilized for energy**. This is a **natural physiological action** when your body enters **fat metabolism** (approximately 15-20 minutes into a cardio workout).

However, the active ingredients in Lipotropic Plus actually **accelerate** the **fat-burning process** by breaking down fat cells into **smaller particles** (emulsification).

This breakdown or **emulsification** of fat cells into smaller particles is similar to how soap breaks down grease on dishes.

A Simple Analogy

Open a can of vegetable soup. Floating on the top are big fat globules and little fat globules. Imagine they are your body-fat traveling through the bloodstream to your muscle tissue where they will eventually be burned as fuel. The smaller fat globules will get there first because they travel more freely.



Or, think of the difference between a single kayak and a 7-person rubber raft and how each might navigate down a river. The kayak moves **freely, efficiently and quickly** because it's smaller. That's the basic premise behind this proprietary, all natural formula.

Pre & Post-Workout Formulation

Lipotropic Plus is a **PRE** and **POST-workout** formulation. *What does this mean?*

Typically, a fitness enthusiast will take **2-3 tablets** with plenty of water **30 minutes before** (pre) a cardiovascular workout (of at least 40 minutes continuous duration) and then another **2-3 tablets directly after** (post) that workout.

Even after you've completed the workout, your body continues to burn fat for up to **2 to 4 hours!**

Supplement Facts

Amount Per Serving	% Daily Value*	
Serving Size 3 Caplets	Servings Per Container 30	
Vitamin B6 (as pyridoxine HCl)	10 mg	500 %
L-Carnitine	300 mg	†
Choline (as choline bitartrate)	250 mg	†
Trimethylglycine	500 mg	†
L-Methionine	100 mg	†
L-Glycine	500 mg	†

*Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.

Other Ingredients: Microcrystalline cellulose, stearic acid, magnesium stearate, Silicon Dioxide.

Will You Get a Jittery Buzz..?

Almost all commercial weight-loss fat burners contain caffeine, bitter orange (a derivative of ephedra) or some other stimulant. This, of course, creates havoc on the central nervous system and agitates the body. Somehow, people think that since their bodies are sped up that they are losing weight. They are not.

Lipotropic Plus contains **no stimulants**. You will not get a “buzz” or feel “jittery.” Instead, you'll feel more **naturally energized and less fatigue** since your muscles are being supplied with fuel. At a point where your quads typically feel a **“burning”** sensation... you'll note that they not only don't burn, but feel **strong** and willing to **go further**. That is the direct result of efficient **“lipid transport!”**