

AES

Athlete Education Series

vol 1.15



PURCHASE

Real Athletes, Real Results!

"Phytolean has helped me to not gain weight. I will continue to use Phytolean to drop the last few pounds that I gained during the off-season." - Sabrina A.

"By using Phytolean, I have been able to maintain my end of season weight instead of gaining a few pounds. When winter finally breaks, I'll be able to shed current pounds instead of added pounds." - Armand



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Eric Bruce climbs Observation Hill on Ross Island, Antarctica.
Photo : Jeremy Muller

Phytolean

2015 is shaping up to be a banner year—
get ready now for your best season!

With the holidays behind you, and training season ahead, now is the ideal time to get back to your "fighting weight." By dropping those extra pounds over the coming weeks and months, you can drastically improve the quality of your upcoming workouts—and be ahead of the game for the first important events of 2015. Sound too good to be true? Not when you put the power of Phytolean to work for you!

Unlike weight-loss products that offer unrealistic promises and deliver no results, Phytolean will work for you—in fact, we guarantee it. Scientific studies have documented the ability of the ingredients in Phytolean to block starch absorption and reduce adipose (fat) tissue volume, and the enthusiastic feedback we've received from our satisfied clients confirms it.

Two plant-based substances—**Fabanol Max™ Phaseolus vulgaris** (a high-potency white kidney bean extract) and **Razberi-K® raspberry ketone**—work together to make Phytolean remarkably effective. Taken before meals, this amazingly potent product will:

- **Block absorption of starchy carbohydrates**
- **Boost your body's fat-burning abilities**
- **Help reduce fat absorption**

Since we introduced it last year, we've heard from dozens of clients who have achieved their weight loss goals with Phytolean. Even better, their continued use of Phytolean has helped them keep off that weight for good.

Now it's time for you to enjoy the benefits of Phytolean! Phytolean will help you lose weight, avoid unwanted gain, maintain healthy blood sugar levels, and achieve ideal body composition without the undesirable side effects that can occur from stimulant-based products.

For most people, the primary reason for weight gain is over-consumption of starchy carbohydrates, including potatoes, pasta, cookies, breads, and crackers. Avoiding these "comfort foods" over the holidays is nearly impossible. Phytolean solves that problem. By simply taking 1-2 capsules before meals or snacks, you can help prevent additional weight gain and drop those extra pounds you've already put on. Eat healthy, whole foods; exercise regularly; and rely on the powerful assistance of Phytolean, and you'll be leaning down like never before.

The Phytolean formula—safe, natural, and effective

Each 2-capsule dose contains the following ingredients:

- continued on next page

Holiday weight gain is history . . . GUARANTEED!

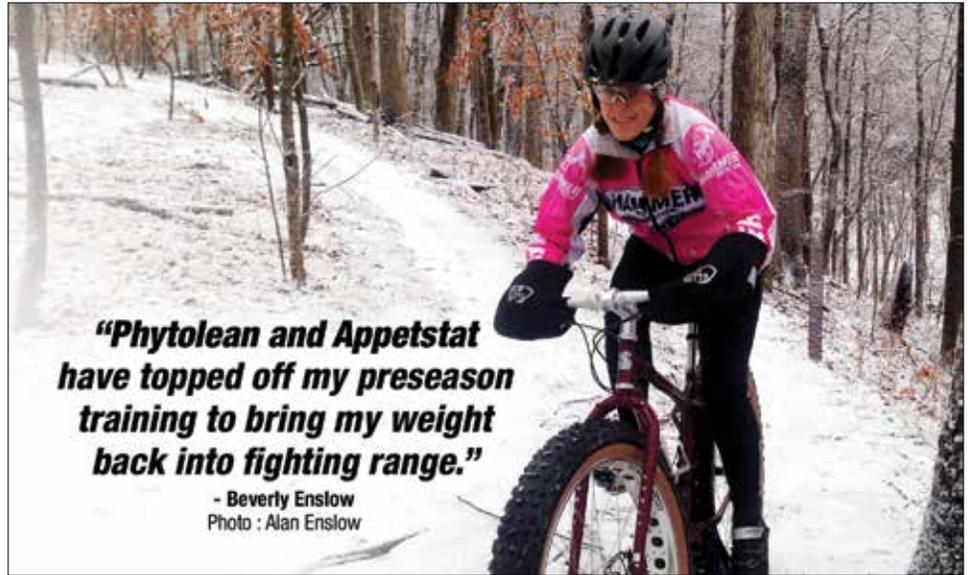
- **Phytolean** continues here

1) **400 mg of Razberi-K® raspberry ketone** – an aromatic component of red raspberries, raspberry ketone helps with weight reduction by:

- **Enhancing the breakdown (“burning”) of fat** – Raspberry ketone increases a process known as norepinephrine-induced lipolysis and promotes the secretion of the hormone adiponectin. Both of these effects enhance fat metabolism.
- **Decreased fat absorption and storage** – Raspberry ketone also assists in inhibiting trioleoylglycerol hydrolysis, a primary step in the absorption of fat. Additionally, higher levels of adiponectin helps boost the metabolism of fat, while decreasing fat storage.

2) **1,000 mg of Fabenol Max™ Phaseolus vulgaris L.** – This high-potency white kidney bean extract (generically known as phaseolamin) blocks the absorption of starchy carbohydrates. In fact, the amount of this ingredient in just 2 capsules of **Phytolean** can block as much as 1,200 calories of starchy carbs, and keep them from turning into stored fat!

This “blocking” effect is due to the extract’s ability to reduce the activity of an enzyme involved in starch breakdown and sugar absorption. When less of this enzyme is available, there is greater potential for carbohydrates to be excreted from the body instead of being assimilated and then stored as fat. This effect may also support healthy blood sugar levels.



What researchers have found

Several scientific studies have demonstrated the effectiveness of these ingredients for weight management. (References available upon request.)

Phaseolus vulgaris L.

- **Weight-loss effects** – In one 30-day study, subjects who supplemented with *Phaseolus vulgaris* L. lost an average of nearly 6.5 lbs. in 30 days, compared to those on a placebo who lost just a fraction over 0.75 of a pound over 30 days.
- **Starch-blocking effects** – In a review of three studies, researchers found that subjects who used a *Phaseolus vulgaris* L. supplement absorbed, on average, 66% less starch than those who did not.

Raspberry ketone

- A 10-week study using mice fed a high-fat diet showed that mice given raspberry ketone gained less body fat than mice in the control group.
- In another study, mice given raspberry ketone showed an increase in fatty acid oxidation and a reduction in fat accumulation.

The results achieved by our clients who have used **Phytolean** with amazing success are proof positive that this plant-based formula works! We have no doubt that if you use **Phytolean** consistently, you will get lean and stay lean. No gimmicks, no hype, just results . . . results that will benefit your athletic performance and, more importantly, your overall health. That’s our unconditional guarantee to you. **HN**

Phytolean is powered by raspberry ketone and white kidney bean extract!



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5 tips for achieving your winning form

Adopt these dietary practices to reach your ideal weight well *before* spring training!

- 1. Eat more plants.** Eating 7-11 servings of whole fruits and vegetables daily, while decreasing your meat and dairy intake, is associated with a lower Body Mass Index (BMI) rating. According to T. Colin Campbell's comprehensive "China Study" research, Chinese people whose daily calorie intake consisted of 90% whole plant foods averaged a 22.0 BMI. In contrast, Americans who got 50-70% of their daily calories from animal sources averaged a 27.0 BMI, despite consuming significantly fewer calories per day than the Chinese.
- 2. Choose healthy fats.** When you deprive your body of fat, it holds onto its fat stores more voraciously. Eating healthy fats (fish, avocados, seeds, and nuts) is good for your heart, satisfies your hunger, and helps your body release and burn its fat stores more liberally and efficiently.
- 3. Drink water before each meal.** Water will increase the feeling of fullness, helping you to consume fewer calories when you begin eating.
- 4. Switch up your daily calorie intake.** Consume slightly more calories than you normally would for a day or two, then consume a bit less than normal for a couple of days. This disrupts your body's "thermostat," helping to prevent it from becoming super efficient at burning the same number of calories day after day.
- 5. Tap the "dream team"—Phytolean and Appetat!** Using Phytolean consistently and incorporating a couple of three-week "cycles" of Appetat into your supplement routine will help you reach your goal weight even faster.

Appetat helps suppress appetite, provides a feeling of satiety with fewer calories, and reduces sugar cravings. Phytolean helps increase fat metabolism, decrease fat absorption and storage, and block the digestion and absorption of starchy carbs. Together, this dynamic duo will help you achieve your winning form faster than you might have dreamed possible!

Phytolean and Appetat— Better Together!

Get ready for your best season ever by dropping that holiday weight now!

Put the power of Phytolean and Appetat to work for you to feel, look, and perform better.

Phytolean's plant-based formula helps block the digestion and absorption of starchy carbs, while increasing your body's fat-burning capabilities. Appetat helps suppress appetite and reduces sugar cravings. Together, this safe, highly effective "dream team" will help you shed the pounds and keep them off. When it's time to ramp up the training for your upcoming races, you'll be in winning form!



Brittani

FREE Consultation!

Contact a Client Service Advisor today.
1.800.336.1977

For more in-depth information on this subject and many others, check out *5 Secrets of Success for Endurance Fueling* and *The Endurance Athlete's GUIDE to SUCCESS*, both available in hard copy or as a free pdf download from our website, www.hammernutrition.com.



Order Today!

Phytolean

120 Capsules - \$34.95

3 or more bottles - \$29.95

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