



Hoodia Gordonii - Ancient Plant Brings New Hope for the Overweight

Wholesale Hoodia, January 14, 2005

URL: <http://www.pr9.net/health/weightloss/1429january.html>

Hoodia Gordonii, a plant native to Southern Africa has been discovered to work as a natural appetite suppressant. One of the premier companies producing Hoodia products is Advanced Diets UK/Herbal Diet Extracts.

PR9.NET January 14, 2005 - Hoodia Gordonii is a plant native to Southern Africa, being found most commonly in the Kalahari desert. It is a member of the succulent family, and is extremely hard to cultivate, taking years to mature. Recently, it has been discovered that Hoodia Gordonii contains a very powerful molecule that works as an appetite suppressant. This molecule is known as P57.

The native people of the Kalahari Desert, the San Tribe, have used Hoodia Gordonii for centuries, possibly even for thousands of years. The San Tribe is one of the oldest living tribes in the world. They have successfully used Hoodia Gordonii as an appetite and thirst suppressant in times of hunger, or when they needed to travel long distances without eating.

Other tribes in Africa, such as the Anikhwe in Northern Botswana, the Hai Tribe from Northern Namibia, and the Khomani tribe from north-western South Africa have recorded using Hoodia Gordonii in their tribal rituals, as a medicine and as a food supplement.

The plant appears after summer rainfalls in the following areas; Angola, Botswana, Namibia and South Africa. It can also be found after winter rainfall in Namibia. While there are several types of Hoodia plants spread throughout Africa, Hoodia Gordonii can only be found in Southern Africa.

Mature Hoodia Gordonii plants can reach almost 6 feet in height and they are extremely difficult to cultivate. The plants need temperatures of at least 50 degrees, whether they are in the sun or shade. The appearance of the plant is light green, and it frequently grows in clumps of upright stems.

Currently, several drug companies, such as Nestle, are developing Hoodia Gordonii for use in their existing weight loss products. Some companies have already invested more than \$21 million in hopes to be the first to license P57, the active ingredient in Hoodia Gordonii.

Meanwhile, certain companies have started to market all natural supplements using the 'core' of the Hoodia Gordonii plant. Either available as a pure Hoodia product, or carefully adding select natural ingredients that compliment the Hoodia, these supplements are already revolutionizing the weight loss industry.

One of the premier companies producing this kind of supplement is Advanced Diets UK/Herbal Diet Extracts, which obtains its Hoodia Gordonii from authorized farms in Botswana. Currently four formulations of supplements are available: Pure Hoodia Supplements; Hoodia Formulation; Hoodia and Chia Energy Weight Loss; Hoodia Diet Drink. Hoodia products available to special order include: Hoodia Tea; Hoodia Diet Gum.

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About Wholesale Hoodia

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