



Pure Herbal Extracts announces new Hoodia Gordonii Appetite Suppressing Gum

Wholesale Hoodia, July 04, 2005

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Hoodia Gordonii is a succulent (cactus like) plant used by the San tribes people of the Kalahari region of Southern Africa for thousands of years to fight the pangs of hunger and thirst as they searched for food.

The active ingredient in Hoodia Gordonii, the molecule known as P57, imitates the effects that glucose has on your brain (specifically the hypothalamus) signalling that you are full.

This part of your brain controls your appetite. When you eat, the glucose levels in your body rise. As these levels go up, the hypothalamus sends off a signal to your cells to stop eating. This is when you start to feel full. Hoodia Gordonii's molecule, P57, tells your brain the same exact thing, even if you haven't eaten a bite. By mimicking the effects of glucose on your brain, the hypothalamus starts to send messages to your cells which in turn, make you feel full.

Studies have shown that test participants were able to cut 1000 to 1500 calories from their diet each day, without feeling the least bit hungry. Some people have even tested it on their overweight dogs and found that they refused to eat. Hoodia Gordonii simply makes you feel full and without the usual hunger pains that accompany fad diets. These same studies also showed that participants taking Hoodia Gordonii had a higher level of energy from the participants given the placebo.

All of these benefits take place without adding harmful stimulants to your body, like ephedrine or caffeine. Hoodia Gordonii is completely natural and has not shown to have any side effects in the studies conducted.

By using the best Hoodia Gordonii available, and carefully processing it for use in a gum, the end user has a much more practical (and discreet) way of taking Hoodia.

We recommend that the gum is chewed between meals to help stop food cravings (and subsequent snacking) so commonly associated with dieting. As many pieces of gum as required may be chewed during the day with no known side-effects, other than the control of hunger.

Our Hoodia Gordonii gum has a pleasant sugar free, fresh mint, long lasting flavour, and does not stick to dental plates, bridges, crown etc.

Advanced Dietary Formulas/Pure Herbal Extracts are the only company worldwide that have achieved the successful production of Hoodia Gum.

For further details, pricing, delivery times and terms, please contact us via our website www.wholesale-hoodia.com

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About Wholesale Hoodia

Specialist company producing in demand natural herbal supplements.

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