

Agel FIT

Agel FIT is a wonderful component of the initial line-up of Agel products. This weight management aid will be a huge help to those who struggle with “the battle of the bulge.” And, because it is formulated as a gel preparation, it can easily be taken when it is most effective (see below).

We all know that being overweight is a common, frustrating problem for people in all parts of the world, and it would be wonderful if there were a magic pill that would melt away the extra pounds without any physical effort. Unfortunately, there is no “magic bullet”. Let’s face it. Losing weight involves a simple equation; the calories expended must exceed those that are consumed. In other words, we have to ‘eat a little less’ and ‘move a little more’. Now, this equation sounds easy, but the execution of a reasonable diet combined with a regular exercise program maintained over the long-term is sometimes not an easy process. Therefore, many people trying to lose weight will benefit from supplemental support as they face the inevitable obstacles along the way.

So let’s talk about Agel FIT. This great tasting gel can help play a role in this frustrating struggle, without the harmful effects of stimulants. The active ingredient in Agel FIT is a well studied, patent pending form of HCA (hydroxycitric acid), called Super CitriMax™. It comes from the extract of the fruit and rind of *Garcinia combogia*, and it has been shown in clinical trials to decrease body weight by reducing appetite and inhibiting fat synthesis without stimulating the central nervous system. There are other products on the market that use HCA for weight management, but not all of them contain Super CitriMax™. What makes this form of HCA so good is that it is bound to calcium and potassium, which maximizes its solubility, thereby, increasing its bioavailability. Add that to the fact that it is now suspended in a gel formulation and we have the makings of an awesome weight management aid.

Research has shown that HCA potency, bioavailability, timing of ingestion, and dosage are the essential requirements for optimal results. According to the studies, the Super CitriMax™ works best if it is ingested 30 to 60 minutes prior to eating meals, three times each day. This will allow time for the absorption of the HCA and suppression of appetite. With the convenience of a gel pack, timing the ingestion of this product in the 30 to 60 minute window will be a breeze.

The revolutionary gel technology used to deliver this formulation not only improves the bioavailability of Super CitriMax™, but also offers a convenience factor that can maximize the timing of its ingestion. Although nothing can replace a healthy diet and regular physical activity, Agel FIT will be an excellent addition to a successful weight management program.

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Agel FIT Benefits

Agel's FIT™ gel is a key component in your weight-loss and weight-maintenance goals. Nearly everyone wants to lose weight, reduce body fat and contour arms, abdomen, chest, and legs.

The Opportunity

"I want to lose weight. Now." "I want my 6-pack abdomen back." "I want to look good in my swim suit." "I've got to get fit now!!" Ever hear yourself or someone make these comments. Our busy lives often "force" us to eat poorly. No balanced diet. Only processed foods. Eating on the run. These choices have led to an overweight and obesity pandemic that now rivals chronic diseases.

Statistics in the USA are an indicator of problems stemming from overweight and obesity. The prevalence of human overweight and obesity has increased over the years in both genders, for all age groups, for all racial groups and all educational levels. Astonishing overweight and obesity statistics abound for USA citizens. USA males overweight = 69% and females overweight = 62% should be surprising. The percentage of obese adults (BMI \geq 30): males 28% and females 33%. Surprising? It is still on the rise.

Overweight (BMI > 25.0-29.9) statistics have shown that the 20-34 year old range has been impacted the most in the past 20 years. Males 20-34 years old in the overweight classification increased 139%, while females increased 189%.

Even more alarming over the past 20 years are the increases in obesity (BMI \geq 30.0) among adults, with male obesity increased 217% and female obesity increased 195%.

The cost of lost productivity related to obesity (BMI \geq 30) among Americans ages 17-64 is \$3.9 billion. Workdays lost related to obesity = 39.3 million, physician office visits related to obesity = 62.7 million workdays, restricted activity days related to obesity: 239.0 million workdays.

The Solution

Agel FIT™ gel and the Agel FIT Switch™ Program can help you, your family, your friends, and your neighbors succeed with weight-loss and physical fitness. FIT contains active levels of (-)hydroxycitric acid (HCA). (-)Hydroxycitric acid acts to turn off two important biochemical "switches" - fatty acid synthesis/storage and glycogen breakdown.

There are hundreds of biological switches functioning every second within your body chemistry. Switches may be flipped "OFF" when there is abundant product concentration from a biochemical reaction. Conversely, a BioSwitch may be turned "ON" when there is abundant starting material for the reaction. These BioSwitches center around the activity

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of enzymes. Enzymes are helpful proteins that allow biochemical reactions to take place with the lowest input of energy.

Agel FIT Program GelBenefits

1. Helps curb your appetite
2. Helps you reduce food intake
3. Increases fat burning
4. Inhibits fat synthesis & storage
5. Supports body weight-loss
6. Helps balance emotional feelings
7. Is 3-times more effective than diet and exercise alone
8. Maintains healthy cholesterol levels within already normal levels
9. Reduces Body Mass Index (BMI) to healthier levels

The FIT Program

1. Agel FIT 30-60 minutes before meals (2-4 times/day)
 1. Helps reduce your appetite
 2. Supports fat metabolism
 3. Long-lasting effects
2. Set caloric limits (2000 kcal/day)
 1. Key to weight loss
 2. Choose foods you like
 3. Eat more Walk more
3. Eat 5-7 small meals
 1. Helps maintain feeling of fullness
 2. Minimizes glucose swings
4. Keep a daily journal
 1. Records you feelings
 2. Tracks your success
 3. Balances your emotions
5. Get 30 minutes of walking each day
 1. Burns more calories
 2. Helps you socialize
 3. Increases fitness
 4. Eat more Walk more
6. Drink more water (carbonated soft drinks do not count)
 1. Aids digestions
 2. Supports energy levels
 3. Helps feel satisfied

Agel's FIT Features:

1. Gelceutical™ enhanced bioactive technology
2. Exclusive FIT BioSwitch™ Technology
3. Patent pending Super Citrimax® HCA

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4. Carry-anywhere Agel pouch

The Ingredients

FIT contains the extract of *Garcinia cambogia*, a small yellow-orange tree fruit from Southern India. *Garcinia cambogia* contains high concentrations of hydroxycitric acid (HCA). Agel uses the natural, active patent pending Super Citrimax™ (-)hydroxycitric acid, a concentrated water-soluble extract from *Garcinia cambogia*.

Agel FIT Ingredients

The primary active ingredient in Agel FIT is Super CitriMax®. It is the patent pending form hydroxycitric acid (HCA) which comes from the extract of the fruit and rind of the Asian fruit called *Garcinia Combogia*.

HCA has been shown in clinical trials to decrease body weight by reducing appetite, inhibiting fat synthesis, and increasing fat metabolism, without artificial stimulation of the central nervous system. The HCA in Super CitriMax® is bound to calcium and potassium, which maximizes its solubility, thereby, increasing its bioavailability. Research has shown that HCA potency, bioavailability, timing of ingestion, and dosage are the essential requirements for optimal results. In addition, the safety of Super CitriMax® has been confirmed in recently published studies.

HCA has been found to produce multiple physiological effects. One of these effects is appetite suppression. Recent clinical studies show that Super CitriMax® increases levels of serotonin (5-HT) by blocking its re-uptake in the brain. This neurotransmitter has been found to play a vital role in a wide range of behavioral functions in the body, including mood, sleep and appetite control. Studies show that serotonin levels are closely related to eating behavior and body weight. There is a significant correlation between increased plasma levels of serotonin and decreased food intake, reduced weight gain and increased energy expenditure. In addition to its effect on appetite, increased serotonin levels may also play a beneficial role in helping overweight people face some of the related emotional issues, including binge-eating and depression.

HCA also inhibits the production of fatty acids by inhibiting the biochemical action of an intra cellular enzyme called ATP citrate lyase. ATP citrate lyase controls the biosynthesis of cellular Acetyl CoA (a carbohydrate-derived building block for fatty acids). Acetyl CoA is originally synthesized in the cellular mitochondria, but since the mitochondrial membrane is impermeable to Acetyl CoA, it is converted into hydroxycitrate, pumped across the mitochondrial membrane then reconverted from hydroxycitrate into Acetyl CoA and Oxaloacetate via ATP citrate lyase. However, in the presence of adequate HCA, ATP citrate lyase is deactivated, thereby blocking the synthesis of fatty acids from carbohydrates and their subsequent storage in the liver. This also prompts biochemical changes in the liver that promote fat burning. By switching this enzyme off, HCA effectively blocks the conversion of starch and sugary foods into fat, and consequently,

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HCA is known as a lipogenesis (lipo – fat, genesis – creation) inhibitor. In other words, with Super CitriMax®, fatty acid synthesis is switched off.

Super CitriMax® has also been found to have a beneficial effect on cholesterol levels. In addition to helping with weight management, Super CitriMax® has been found to lower triglycerides, LDL (bad cholesterol) and increase HDL (beneficial cholesterol).

There are many weight management products on the market that use HCA as the active ingredient. However, most of them do not use Super CitriMax.® This patent pending form of HCA is bound to the minerals calcium and potassium. Consequently, the HCA is virtually 100% soluble, and therefore more bioavailable than regular calcium-based HCA ingredients. Super CitriMax® also contains 20% more HCA than ordinary HCA products. In its new formulation, Super CitriMax® has been shown to be significantly more effective as a weight management aid than previous formulations of HCA.

Super CitriMax® in and of itself is a well-proven weight management aid. However, now that it is formulated as an integral part of Agel Fit, its true potential will be realized.

Super CitriMax®

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