

## ForsLean®: Offering new opportunities for product development.

Manufacturers on the lookout for new and innovative products to bring to market should consider emerging opportunities in the weight management category. In a market segment plagued by a lack of safe and



clinically proven ingredients, ForsLean brand *Coleus forskohlii* stands out with extensive clinical research support, a clean toxicology profile, a strong patent and solid intellectual property.

The market profile for weight management products is changing. Increasing numbers of people agree that body weight management is not primarily about how we look, but more about our health and well-being.

This individual perception is well founded in the World Health Organization's description of obesity as a global epidemic with increased risks for chronic physical ailments, psychological problems and some types of cancer; and the situation continues to worsen worldwide.

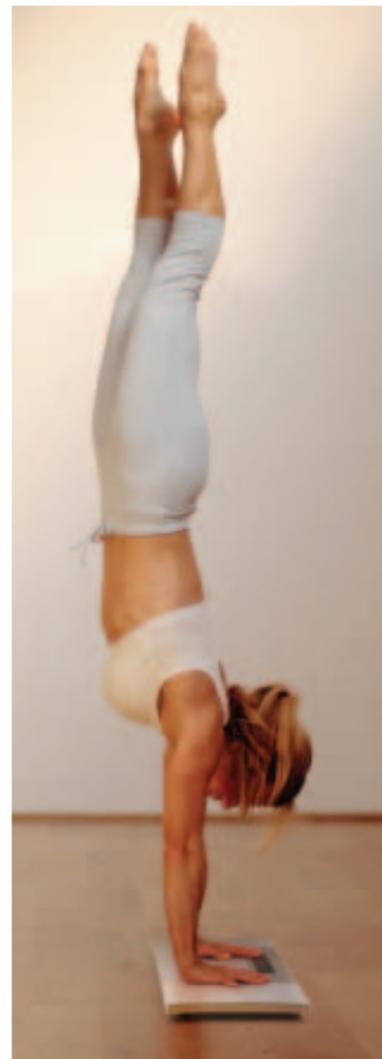
The costs involved in the management of obesity and its associated conditions have a significant economic impact on the US healthcare system. These conditions also have an indirect impact on the country's economy by way of decreased productivity, restricted activity, absenteeism, sick days and increased premature death.

Most commercially available pharmaceutical compositions and dietary supplement aids for weight loss are designed to decrease the amount of body fat in an individual by decreasing the individual's appetite for food, decreasing the amount of food and especially fat absorption, slowing down the rate of fatty acid synthesis within the body, or increasing the rate of utilization of fatty acids.

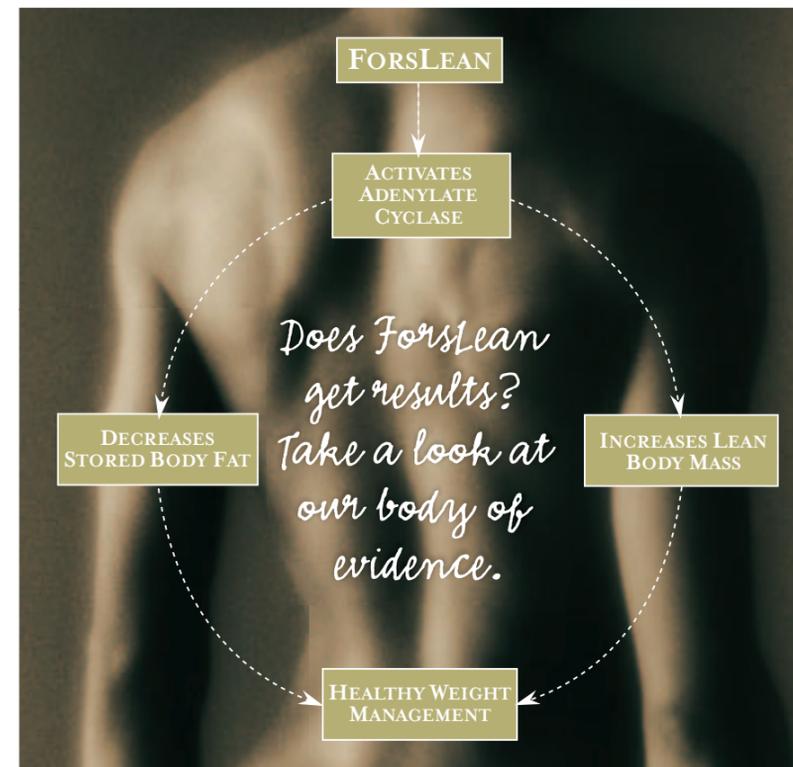
These weight control means do not take into account the importance of maintaining or increasing lean body mass in the process of weight loss. In fact, regimens to decrease body fat often contribute to the catabolic wasting of lean body mass. Increased lean body mass regulates body metabolism and helps in losing weight, as well as maintaining the accomplished weight reduction long-term. On the other hand, diminished lean body mass slows down body metabolism and results in difficulties in maintaining an appropriate, healthy body weight. Thus, an ideal weight management approach should be to reduce body weight to acceptable levels by restoring the optimal

proportions of fat to lean body mass. By maintaining or increasing lean body mass while simultaneously reducing body fat, the weight loss regimen would serve the general purpose of improving the overall health of the individual.

Lean body mass is composed of muscle, vital organs, bone, connective and other non-fatty tissues, and body water. Simply put, lean body mass is defined as total body weight minus fat.



Weight management is not about how we look, but more about our health and well-being.



ForsLean®, a patented extract of *Coleus forskohlii* root, has been developed specifically to enhance lean body mass in conjunction with a dietary and life style modification program. It addresses the importance of lean body mass for overall health, well-being and body weight management.

The key compound in ForsLean, forskolin, facilitates a cascade of biochemical events in the body that allows stored fat to be used as energy and to help utilize readily available hormones to maintain and/or increase lean body mass. Specifically, forskolin activates an enzyme called adenylate cyclase, the main enzyme involved in the production of a significant metabolic molecule called cyclic adenosine monophosphate, or cAMP. cAMP is directly responsible for triggering the above described processes, i.e. increasing the enhancement of

essential lean mass-building hormones at the expense of non-essential body fat.

While results will vary from individual to individual and from study to study, overall ForsLean has been shown to help manage healthy body weight. Participants in clinical trials shed between two to nine pounds over an eight to twelve week period or did not gain body weight; more importantly the participants preserved or increased their lean body mass as compared to the placebo-receiving group. Also, there were no adverse affects on blood pressure or pulse rate in any of the patients.

ForsLean is one of the very few natural weight management ingredients to undergo extensive toxicology testing and analysis. A recent summary report from CANTOX affirms the safety of

ForsLean at the dosage levels utilized in multiple clinical trials.

ForsLean also stands alone as the only *Coleus* root extract to have been clinically evaluated in an oral dosage form—and with the increasing regulatory and scientific scrutiny challenging the safety and use of supplements—the significance of this fact cannot be ignored. Given its long history of use as a food (the roots have been eaten for ages in India as pickles), as well as its positive results in laboratory and clinical studies, ForsLean becomes a very desirable weight management product in the marketplace. Again, the concept behind the development and use of ForsLean is to achieve overall health and well being by creating a healthy balance between lean body mass and fat, even if significant weight loss is not shown. This presents significant opportunity for supplement manufacturers looking to introduce unique and proprietary branded products into this rapidly growing market segment.

Individuals should take products found in finer health food stores that contain 250mg of ForsLean (standardized to 10% forskolin) approximately 30 minutes before meals twice daily.

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www.forslean.com

**ForsLean®**

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\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.