



"No nonsense weight management."

Recommended by **W. Gifford-Jones, MD**

Follows the guidelines of the W. Gifford-Jones MD Philosophy for Natural Health
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CERTIFIED

**...for
weight
management.**



The new lifestyle supplement for weight management and cardiovascular health

NEW!

Certified Naturals™ AppleSlim™
Contains ApplePhenon™ - available in
Canada for the first time!





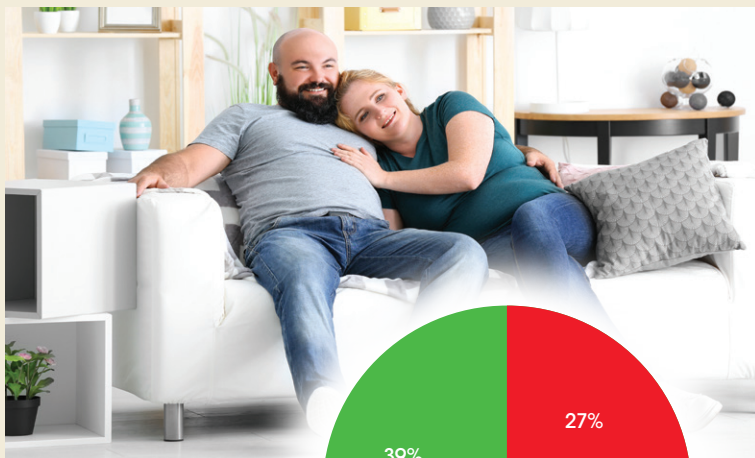
APPLEPHENON™



- Are you carrying more weight than is optimal for your health?
- Do you have multiple symptoms of Metabolic Syndrome? High visceral fat? High blood pressure? High triglycerides? High blood sugar? Low HDL (good cholesterol)?
- Do you need assistance as you attempt to adjust your diet and increase your physical activity levels?
- Are you needing a supplement that is Keto-friendly?
- Certified Naturals™ AppleSlim™ formula contains the world's leading apple polyphenols ingredient for use in a weight management program and for cardiovascular support. Backed by clinical science, AppleSlim™ can make a difference as you strive to a new you!

Lifestyle and weight management in Canada

Our physical condition and weight can have a major impact on our overall health. Being overweight or obese is associated with many health-related conditions. The risks of type 2 diabetes, cardiovascular disease, high blood pressure, osteoarthritis, gallbladder disease and various cancers all increase in the upper BMI (Body Mass Index) levels. Visceral fat or organ fat, specifically, is the most health-threatening aspect of being overweight or obese. There is now even a medical term for health issues related to being overweight – metabolic syndrome. Maintaining healthy weight is no longer a vanity issue – it is a health and longevity issue!

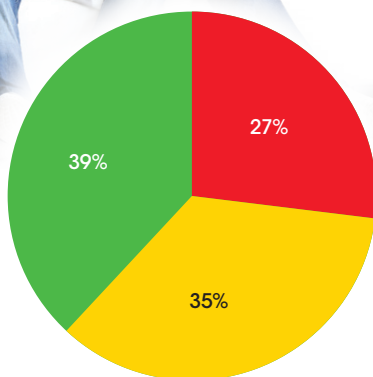


% Adult Canadian Population 2015

■ Obese

■ Overweight

■ Other



Over 27% of Canadians over 18 are classified as obese, with another 35% considered overweight. Two key factors in weight management are diet and exercise. Eating a balanced diet rich in vegetables, fruits, fibres and lean meats, while avoiding sugar and fat-laden convenience foods is key to reducing weight. Combating today's increasingly sedentary lifestyles by getting physical exercise through activities such as walking, running, swimming or sports helps to increase the body's metabolism, allowing it to work off calories.

Consumers taking steps to bring their weight back to healthier levels might also consider natural supplements that can assist with reducing fat, contribute to cardiovascular health and manage blood sugar. AppleSlim™ is such a formula.



Apples and coffee beans for weight management?

AppleSlim™ utilizes two ingredients that make it the ideal supplement for use in a weight management program. It combines ApplePhenon™, a patented, clinically proven apple polyphenol ingredient together with green coffee bean extract. Apples and coffee beans. Two common everyday foods – but AppleSlim™ contains unique concentrated versions of these foods.

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ApplePhenon™ - The leader in apple polyphenols

Apples are fruits well-known for their benefits for human health. The phrase “an apple a day, keeps the doctor away” is one everyone knows well. Research has uncovered key nutrients in apples called polyphenols that benefit human health. Polyphenols are found in several fruits like grapes, cranberries and cherries. They act as a natural defense to protect the plant from environmental stress, ultraviolet radiation and pathogens.

The apple polyphenols contained in AppleSlim™ are patented and the most researched on the planet. The ingredient is called ApplePhenon™ and it is extracted from wild, unripe apples grown in Central Asia known as “The Original Apple”. The patented extraction method keeps antioxidant potential optimized so that a daily dose of ApplePhenon™ is equal to 18 ripe apples.

That’s a lot of apples!

To equal the daily dose of apple polyphenols found in 3 capsules of AppleSlim™ you would have to eat over 18 apples!



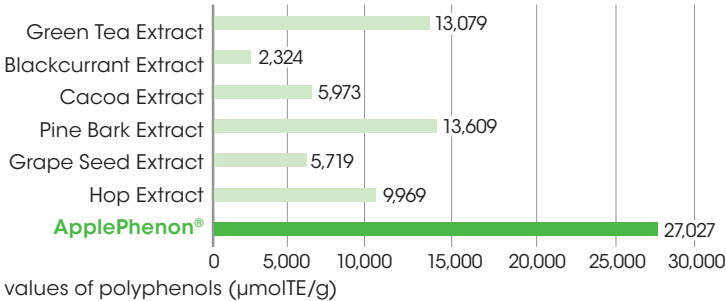
Apple polyphenols are powerful antioxidants that have been the subject of human clinical trials for a wide variety of health issues:

- Weight management for visceral fat and overall weight
- Cardiovascular support
- Glucose management
- Athletic performance
- Respiratory support
- Skin care
- Dental care
- Inflammatory conditions

Apple polyphenols are superior to other popular natural antioxidants like grape seed extract, green tea extract and pine bark extract in several ways. The polyphenol composition of each of these natural antioxidants is different and apple polyphenols rank as the most absorbable due to its higher content of oligomeric proanthocyanidins. The benefits of this superior absorption are evident when we look at the ORAC testing of each antioxidant.

ORAC Value of Popular Natural Antioxidants

The ORAC (Oxygen Radical Capacity) value of ApplePhenon® is extremely high in comparison to other polyphenol products.



While apple polyphenols are the most absorbable of the natural antioxidants, the portion of apple polyphenols that is non-absorbable also plays a major role in its benefits for health. The non-absorbable polyphenols of ApplePhenon™ have been discovered to have prebiotic properties. (See section on “Apple Polyphenols – the new prebiotic for gut health?”).

ApplePhenon™ is thought to have three main modes of action that deliver its benefits for weight management and cardiovascular support:

1. Its role as an antioxidant (clearing waste from the cells and protecting them from damage)
2. Its prebiotic properties which promote improved gut flora
3. Its ability to mimic a calorie-restricted diet by inhibiting enzyme activity in lipid and glucose absorption

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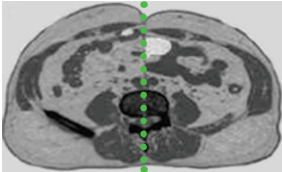
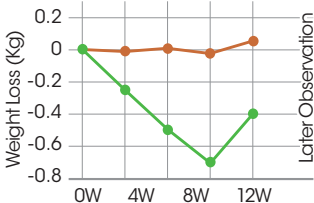
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ApplePhenon™ Clinical Research - The key ingredient of AppleSlim™

ApplePhenon™ is the world's leading apple polyphenol ingredient due to its extensive clinical research. Over \$15 million in investment has led to over 16 published papers and 100 positive research papers. Below are some of the main areas of study conducted on the patented ApplePhenon™ brand of apple polyphenols:

Study	Results															
Weight Management (Reduction of visceral fat)	<p>Two clinical studies have shown that daily doses of 600 mg of ApplePhenon™ can help to reduce visceral fat and overall weight. The first 12-week placebo-controlled study demonstrated that by using ApplePhenon™, visceral fat in overweight individuals could be reduced by 9% while slimming waistline by 1.7 cm and hip measurement by 0.8 cm.⁶ A second longer study showed a reduction in visceral fat area, an improvement in adiponectin levels (anti-inflammatory hormone that helps with glucose control) and 1.5 lb decrease in overall weight.⁷</p> <div><div><div>BEFORE</div><div>AFTER</div></div><p>CT Image of visceral fat areas (left) and body weight change (right)</p><div><div><div>Weight Loss (Kg)</div><div>Later Observation</div></div><table><tr><th>Time</th><th>Placebo Group (Kg)</th><th>Sample Group (Kg)</th></tr><tr><td>0W</td><td>0.0</td><td>0.0</td></tr><tr><td>4W</td><td>-0.05</td><td>-0.25</td></tr><tr><td>8W</td><td>-0.05</td><td>-0.75</td></tr><tr><td>12W</td><td>-0.05</td><td>-0.4</td></tr></table><div><div>0W</div><div>4W</div><div>8W</div><div>12W</div></div><div><div>Placebo Group</div><div>Sample Group</div></div></div></div>	Time	Placebo Group (Kg)	Sample Group (Kg)	0W	0.0	0.0	4W	-0.05	-0.25	8W	-0.05	-0.75	12W	-0.05	-0.4
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8W	-0.05	-0.75														
12W	-0.05	-0.4														
Cardiovascular Support (Cholesterol and triglyceride)	<p>A 12-week study of moderately obese subjects was conducted with a dose of 600 mg of ApplePhenon™ vs hops extract and a placebo. Patients on the ApplePhenon™ polyphenols were able to reduce total cholesterol and LDL ("bad cholesterol") levels while improving HDL ("good cholesterol") levels.⁸ This corroborated an earlier 4-week pilot study that had indicated similar results.⁹</p> <p>Another study done with 600 mg of ApplePhenon™ showed that the absorption of triglycerides from a high fat diet could be reduced significantly by apple polyphenols' ability to inhibit pancreatic lipase activity.¹⁰</p>															
Glucose Management	<p>A randomized, double-blind placebo-controlled study with 65 patients using a dose of 600 mg of ApplePhenon™ was conducted. It showed that ApplePhenon™ could improve impaired glucose tolerance vs. a placebo over a 12-week period. The researchers concluded that insulin response was increased due to a reduction in inflammation and improvement in gut microbiota.¹¹</p>															
Athletic Performance	<p>An eight-day study of college athletes was conducted using a dose of 1,200 mg of ApplePhenon™. ApplePhenon™ significantly improved athletic performance and fatigue resistance vs. ascorbic acid (1,000 mg), as measured by bicycle exercise load testing.¹²</p>															
Respiratory Support	<p>Low doses of ApplePhenon™ (50-200 mg daily) have been shown to reduce the symptoms of allergic rhinitis. Patients with chronic rhinitis in the double-blind study showed improvement in sneezing attacks, reduced nasal discharge and nasal swelling.¹³</p>															
Skin Care	<p>Researchers studied ApplePhenon™'s benefits for skin-related allergic reactions. They noted that at 600 mg daily, atopic dermatitis conditions were improved with less inflammation, cracking and itching, along with fewer associated sleeping interruptions.¹⁴</p>															

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Apple Polyphenols – the new prebiotic for gut health?

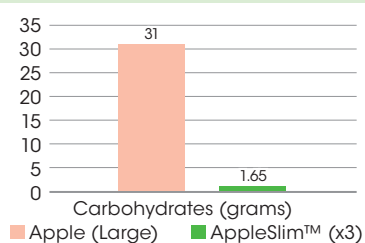
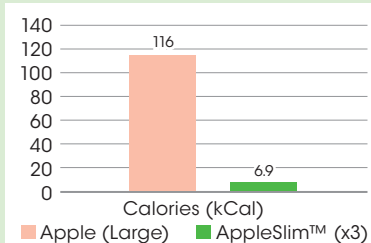
As the science progresses, prebiotics are becoming more understood and more widely used by the public. Generally, it is thought that prebiotics in the form of various fibres (inulin, FOS, XOS, acacia) help to nourish the friendly bacteria of the gut, increasing their proliferation, while inhibiting harmful pathogens.

It is now becoming clear that plant polyphenols, such as those found in apples, also have beneficial prebiotic properties. The non-absorbable portion of apple polyphenols have been shown to prevent obesity through improved microbial composition and related metabolic changes. Apple polyphenols assist blood glucose and lipid management through improving the F/B ratio of Firmicutes to Bacteroidetes bacteria that trends too high in the Western lifestyle and by significantly increasing the presence of beneficial Akkermansia bacteria.⁵

But...is AppleSlim™ Keto-Friendly?

When one is researching keto-friendly foods, apples themselves are not at the top of the list of recommended fruits due to the carbohydrates (sugar) and calories they contain.

Due to the high concentration of ApplePhenon™ both calories and carbohydrates are very low in comparison to apples – making AppleSlim™ a keto-friendly addition to weight management programs.



Green Coffee Bean Extract – A perfect complement

Clinical studies on another natural ingredient containing polyphenols for weight management have also shown strong potential. The extract of non-roasted green coffee beans (*Coffea canephora robusta*) contains a polyphenol known as chlorogenic acid. Extracts containing a minimum of 45% chlorogenic acid have shown benefits for helping manage blood pressure and blood glucose, reducing overall weight and improving the ratio of lean mass to fat mass in humans.^{1,2,3,4}

Green coffee bean extracts have the advantage of not having negative effects on the liver like the popular natural weight management ingredient green tea extract. With a low concentration of caffeine (less than 2%), green coffee bean extract also does not cause anxiety or jitteriness.

The Asian apple phenomenon in Canada at last - ApplePhenon™

AppleSlim™ contains the patented apple polyphenol ingredient known as ApplePhenon™. ApplePhenon™ has become the top-selling natural weight loss ingredient in South Korea in recent years and has also been featured in top Japanese formulations.

Now, with the new AppleSlim™ supplement, Canadians will have the opportunity to try ApplePhenon™ for the first time ever for its weight management and cardiovascular health benefits.



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Certified Naturals™ AppleSlim™ Apple Polyphenols with Green Coffee Bean Extract Capsules

Recommended use: Could complement a healthy lifestyle that incorporates a calorie-reduced diet and regular physical activity for individuals involved in a weight management program. Helps maintain healthy blood pressure levels. Helps support cardiovascular health. Source of antioxidants that help protect against cell damage caused by free radicals.

Recommended dose: Adults: Take 1 capsule, 3 times per day.

Medicinal ingredients:

Each vegetable capsule contains:

ApplePhenon™ Apple Polyphenols (70% polyphenols) (*Malus domestica*) 200 mg

Green Coffee Bean Extract. 135 mg
(47.5% chlorogenic acids; 2% caffeine)

ApplePhenon™ is carefully extracted from specially selected wildcrafted immature green apples from Central Asia, the "Land of the Original Apple". Using a proprietary gentle extraction process, the highest concentration of apple polyphenols is preserved for optimal antioxidant activity.

Non-medicinal ingredients: Microcrystalline cellulose, colloidal silicon dioxide, vegetable grade magnesium stearate and hypromellose (vegetable capsule).

Cautions and Warnings: Consult a health care practitioner/health care provider/health care professional/doctor/physician prior to use if you are breastfeeding.

Contra-Indications: Do not use this product if you are pregnant.

KEEP OUT OF THE REACH OF CHILDREN. Do not use if under cap safety seal is broken.

Free from animal derivatives, artificial colours, artificial flavours, corn, gluten, wheat, lactose, dairy, preservatives, soy, added sugar, yeast and GMO materials.

APPLEPHENON™ ApplePhenon™ is a trademark of BGG.



Certified Naturals™ is a new line of supplements that selects only the world's best clinically proven natural ingredients. Ingredients that deliver health results. These formulas are

Certified...for your health.



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