

# BEVERLY INTERNATIONAL

## 1 SUMMER, 40 POUNDS.\*



*MOVE THE FAT!  
BURN IT OFF!*



"I won't go without LEAN OUT and 7-KETO. I've taken fat loss products for years with no success. At the beginning of the summer, I started this combo and have lost 40 lb. I followed a balanced nutrition plan, did a little cardio and continued hard weight training. I am amazed at the results that I've achieved using these products."

"I began my quest at 300 lb. My wife and I got a membership at the YMCA. I lost 20 lb and then seemed stuck. I bought LEAN OUT and 7-KETO. A couple of weeks later I dropped down to 260 lb. Having not changed my diet or exercise program, I can only attribute the weight loss to LEAN OUT and 7-KETO. I will definitely be ordering this combo again."

"I take LEAN OUT year-round. Start right away is my best suggestion. Two capsules with every meal helps regulate blood sugar and ensure that fatty acids are constantly being mobilized for energy usage. I tend not to tolerate carbohydrate well. LEAN OUT has been a savior that allows me to finally incorporate more of this nutrient into my diet."

"I've been figure competing since 2004 and found LEAN OUT to be one of the best weight-loss supplements on the market. Stack it with 7-KETO. It really works."

"I'm conscious of my nutrition and lead an active life, but I still have high cholesterol. I went to the doctor and found that my bad cholesterol was up to 220. I began researching online for supplements to help when I came across BI's Web site. It was very educational and I ended up ordering LEAN OUT. After only one bottle my cholesterol was down to 180. It has never been under 200. I've tried to lower it through diet and exercise, but so far LEAN OUT is the only thing that has made a difference. Not only will it help with fat loss, but it can make a significant difference in cholesterol."

"I've been taking LEAN OUT for about 4 months, 1 capsule with each meal and before working out. I don't feel as bloated as I used to after meals, and before workouts I feel like I have more power. I've lost quiet a bit of body fat around my legs, face, and belly. I love this supplement and don't know where I'd be with out it."

# NO NONSENSE SUPPLEMENTS

"I take LEAN OUT before every workout. It helps your body utilize fat as fuel. I've noticed a real difference in my ability to get lean while using it."

"LEAN OUT and 7-KETO is the best stack I've ever used. I used to take Ephedra products daily. When I stopped, I would have a lasting hangover and decreased metabolism. I wanted a fat-loss product that would give me results without side effects. Before finding Beverly I tried several products, even some other 7-keto products. I got no results and was tired of wasting money. Taking LEAN OUT and 7-KETO was my last-ditch effort. If I didn't get results with Beverly I was going to quit taking supplements altogether. Well, it's a year later and I'm 20 lb lighter. With this stack I don't experience crashes or a decreased metabolism when I stop, just consistent fat loss."

"In the last 6 weeks I've seen great results from LEAN OUT. I increased my cardio and weight training as I have done in the past, but this time I am seeing results much quicker. This is a far better experience than when I used caffeinated or Ephedra-fueled thermogenic supplements. These made me a jittery, "tweaked" insomniac. I want to burn fat, not take 4 cups of coffee at once! The main reason I purchase LEAN OUT is to reduce my body fat while maintaining lean muscle mass. The ingredients have all been well researched and the product offers me exactly what I want."

## NOT YOUR "TYPICAL" RESULTS

Is your typical result from using a thermogenic supplement a dirty, over-stimulated feeling with no actual loss of weight? Do such products restrain your appetite briefly (if at all), only for it to break out of its chains later? Would losing 20 pounds in a year, 40 pounds in a summer or even 6 pounds in two weeks be a welcome change to your typical "weight-loss" supplement experience?

Testimonials shared by users of BI products like LEAN OUT and 7-KETO MUSCLEAN (7-KETO) make for some pretty inspiring reading. While some of them may not be typical, they are an indication of what's possible. And possible is the gateway to probable.

## STIMULATION IS NOT THE ANSWER

With its heavy dependence on coffee, cola and the like, the US has been called the most "overstimulated" nation in the world. It is also the fattest. According to the World Health Organization, there are 1 billion overweight adults worldwide, approximately 300 million of which are obese<sup>1</sup>. Most are found in the US, where the prevalence of adult obesity is an embarrassing 34%<sup>2</sup>.

Clinical studies provide solid evidence that certain sources of caffeine can have a place in an effective weight-loss supplement. But stimulants alone are not the answer, as the above statistics suggest. Despite this, the supplement market is flooded with products whose chief drivers seem to be stimulant ingredients, some of questionable safety and legality. An example is 1,3-dimethylamylamine, an investigational drug said to have failed toxicology tests performed by a large pharmaceutical company in the 1950s. It occurs in a number of popular thermogenic and pre-workout supplements.

Stimulants give you the perception of having more energy. In turn, this may make you feel like exercising more and/or eating less -temporarily. Unfortunately, most users compensate by reducing their activity level and/or eating more later on in the day. The result? Their body weight remains the same or increases.

## WITHOUT THIS... FAT LOSS IS IMPOSSIBLE.

Rather than trying to trick you into thinking it is "working" with synthetic stimulants, LEAN OUT gives your body more of the nutrients it uses to perform the actual work involved in transporting fat and carrying out other metabolic functions.

We all know that one secret to losing weight is increasing your metabolic (calorie-burning) rate (see 7-KETO, below). Often overlooked, however, is the fact that fat must be transported to tissues like your liver and muscles in order for it to be burned. Maximize these two processes and you have the potential to turn "possible" into "probable" and experience weight-loss successes like those described in the above testimonials.

## LEAN OUT: NO TRICKERY, JUST TRANSPORT.

LEAN OUT is completely stimulant-free. Its key driver is a Fat Transport System composed of nutrients including betaine, carnitine, choline, inositol, methionine, chromium and more, all the subject of numerous published scientific studies. We discuss some of them below.

**Betaine** is well known for its role in fat transport and its ability to prevent or reduce fat accumulation in the liver. Low levels of betaine are associated with an increase in

# NO NONSENSE SUPPLEMENTS

homocysteine, a cardiovascular risk factor. If supplemented in the appropriate doses, betaine may even increase exercise performance<sup>3</sup>.

**Carnitine** is required to transport fatty acids inside the mitochondria of your cells where they can be burned for energy. Researchers have found that human fat cells treated with carnitine burn up more stored fat compared to control cells<sup>4</sup>.

**Choline** is also involved in fat transport, besides participating in the synthesis of acetylcholine, a major neurotransmitter. Long, exhaustive workouts may lower choline levels. Studies suggest that supplementation with choline, like betaine, may enhance performance under these conditions.

**Inositol** occurs most commonly in the form of myo-inositol, which has been found to have favorable effects on blood pressure, cholesterol and triglycerides in women with metabolic syndrome<sup>5</sup>. Inositol is used by the body to synthesize phosphatidylinositol, which has anti-obesity effects in animals, apparently by enhancing fat metabolism in the liver<sup>6</sup>.

**Methionine** and choline are involved in the synthesis of phosphatidylcholine, which is required for the synthesis of very-low-density-lipoprotein (VLDL). To transport fat around the body, it must be solubilized in the bloodstream. Blood, however, is largely composed of water. Lipoproteins including VLDL act like detergents to help solubilize fat in water.

It's been proposed that **chromium** enhances the ability of insulin to "push" glucose into cells. Scientists have remarked that feeding animals chromium in combination with other nutrients, including betaine, can increase their lean to fat ratio ("slimming" actions). Recent studies suggest that chromium may even enhance cognitive performance in older adults.

## 7-KETO MUSCLEAN: "THE CALORIE KILLER"

The idea behind stacking LEAN OUT with 7-KETO MUSCLEAN (7-KETO) is simple: As discussed above, to lose body fat it must be transported to tissues where it can be burned for energy. LEAN OUT is all about the former, whereas 7-KETO addresses the latter.

7-KETO is named after one of its key ingredients, 3-acetyl-7-keto-dehydroepiandrosterone, often abbreviated as **7-keto**. Unlike stimulants, 7-KETO does not stimulate the central nervous system. However, it has been shown in several clinical studies to stimulate metabolism and produce fat loss in subjects following calorie-reduced diets. In one 8-week study, subjects taking 7-keto reduced their body weight by an average of 6.3 lb and body fat by 1.8%. The placebo group lost only 2.1 lbs and reduced its body fat by 0.28%. In another study of the same duration, the 7-keto group lost an average of 4.7 lb and reduced its hip circumference by 1.5 inches. The placebo group lost only 1.6 lb and 0.6 inches, by comparison. Importantly, two servings of 7-KETO contain the same dose of 7-keto used in these studies.

Clinical studies also show that certain sources of caffeine can promote fat loss. That's why BI added **green tea** and **guarana** to 7-KETO. Both are natural sources of caffeine. Green tea also contains catechins like epigallocatechin gallate (EGCG), which in combination with caffeine have been shown to increase metabolic rate<sup>7</sup>. This combination may be synergistic: Studies using decaffeinated green tea have reported no significant weight loss. Guarana has been found to improve mood<sup>8</sup>, a benefit that may result in a reduced tendency to overeat. Similar to green tea, guarana's effects are believed to be due to more than its caffeine content.

Scientists have studied **Hoodia gordonii** for its effects on appetite. This plant contains compounds known as pregnane glycosides that are thought to "fool" the brain into thinking it is full, thereby causing you to eat less. Finally, BI added **bromelain** and **grapefruit extract** to 7-KETO in order to promote the excretion of excess water held under the skin. Grapefruit also contains compounds that have been found to promote glucose uptake by muscle cells. This, too, may assist with fat loss by reducing the supply of glucose to fat cells.

**"A green tea-caffeine mixture improves weight maintenance, through thermogenesis, fat oxidation, and sparing fat free mass."**

Dr. Margriet Westerterp-Plantenga (PhD), Professor of Regulation of Food Intake.  
Department of Human Biology. Maastricht University Medical Centre, The Netherlands<sup>7</sup>

# LEAN OUT & 7-KETO

## FAQ

### SHOULD I REDUCE MY CALORIES IF I AM USING LEAN OUT OR 7-KETO?

The number of calories you eat each day is the most important determinant of your body weight. If you eat too many calories, you will not lose weight no matter what your diet, exercise or supplement habits. Thus, for best results, make sure you are eating a calorically-appropriate diet.

Keep in mind, too, that calorie-reduced diets are associated with a decrease in lean mass and metabolic rate. This can make further weight loss difficult. Ingredients in 7-KETO have been found to reduce the decrease in metabolism associated with dieting while sparing lean mass.

### HOW SHOULD I USE LEAN OUT AND 7-KETO FOR THE BEST RESULTS?

#### LEAN OUT:

- Weeks 0-2: Take 1 capsule with each meal or protein shake.
- Weeks 3 and beyond: Take 2 capsules with each meal/shake.

#### 7-KETO:

- Caffeine-sensitive users: Begin by assessing your tolerance with 1 capsule. Repeat 4-6 hours later. After 1 week, depending on tolerance, increase the dosage to 2 capsules in the morning and 2 capsules 4-6 hours later. After 2 weeks, depending on tolerance, increase the dosage to 3 capsules in the morning and 3 capsules 4-6 hours later.
- Caffeine-tolerant uses: Take 3 capsules (1 serving) in the morning. Repeat 4-6 hours later.

Both LEAN OUT and 7-KETO can be taken with or without food. Most people find it easier to be consistent when they take them with meals/shakes.

### HOW LONG WILL IT BE BEFORE I NOTICE RESULTS?

You may experience an increase in energy and cognitive performance within 30 minutes of taking 7-KETO. LEAN OUT and 7-KETO are meant to promote fat loss over longer periods of time (weeks or months) when used in conjunction with a calorically-appropriate diet and a regular program of exercise. Clinical studies on one of 7-KETO's chief ingredients, 7-keto, have reported weight loss of over 4 lb in only 3 weeks. (Also refer to the testimonials in the introduction.)

### WILL EITHER OF THESE PRODUCTS HELP ME CONTROL MY APPETITE?

The green tea and guarana in 7-KETO are natural sources of caffeine. Caffeine is well known for its effects on mood and perceived energy levels, both of which may temporarily reduce your appetite. LEAN OUT contains chromium. Anecdotally, chromium supplements have been used to help regulate appetite. While this has not yet been confirmed in clinical studies, BI has received testimonials from clients who find that LEAN OUT reduces cravings for sweets. This may have something to do with chromium's effects on glucose metabolism. One female BI client told us:

*"I've seen such a difference with LEAN OUT. Just the sheer drop in cravings for sugar make it so very worth it. This product is worth its weight in gold."*

Users of GLUTAMINE SELECT also find that it can help combat cravings for sweets.

### SCIENTIFIC SUPPORT

1. <http://www.who.int/dietphysicalactivity/publications/facts/obesity/en/>
2. [http://www.oecd.org/document/35/0,3343,en\\_21571361\\_44315115\\_46064099\\_1\\_1\\_1\\_1,00.html](http://www.oecd.org/document/35/0,3343,en_21571361_44315115_46064099_1_1_1_1,00.html)
3. Lee EC et al. (2010). *J Int Soc Sports Nutr* 7: 27.
4. Siegner R et al. (2010). *Nutr Metab* 7: 66.
5. Giordano D et al. (2010). *Menopause* Sept 8. Published online.
6. Shimizu K et al. (2010). *J Agric Food Chem* Oct 8. Published online.
7. Westerterp-Plantenga MS (2010). *Physiol Behav* 100: 42.
8. Haskell CF et al. (2007). *J Psychopharmacol* 21: 65.

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