



Item: 0975
Quantity: 180 Tablets
Retail:

Anti-Craving Formula

ADVANCED AMINO ACID BLEND

- ▶ Facilitates lower caloric intake*
- ▶ Contains important vitamins, minerals, and amino acids to aid in weight management*
- ▶ Provides a stimulant-free metabolic formula*

P Product Information

For years, science has attributed overeating to psychological factors, such as failure of willpower or poor discipline. However, current scientific research leads away from psychiatric explanations and toward biochemical, environmental, and genetic explanations. After more than 20 years of research, scientists have noted a connection in the brain's role between eating behavior and food cravings. Some research suggests that the brain's "reward cascade" plays a critical role in appetite control, along with a healthy lifestyle of proper diet and exercise. The reward cascade is part of the body's chemical pathway for pleasure and satisfaction. It can affect the way you feel about yourself, behave, and choose food to eat.*

Based on cutting-edge science, Anti-Craving Formula may help lower caloric intake. When used as part of a healthy diet and exercise program, this supplement may contribute to your weight management efforts. Anti-Craving Formula does not contain stimulants. Its patented formula includes important vitamins, minerals, and amino acids, including DL-phenylalanine, to help control your appetite and facilitate lower caloric intake. Unlike virtually every weight-loss product and plan, Anti-Craving Formula supports your efforts to lower your caloric intake.*

F Features and Benefits

- ▶ Chromium helps with the body's efficient metabolism of protein. When combined with exercise, chromium has positive muscle-tissue building and toning properties.*
- ▶ DL-phenylalanine helps you feel satisfied.*
- ▶ L-tyrosine and L-carnitine supports your weight management efforts.*

Anti-Craving Formula

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? Frequently Asked Questions

Q: When should I take Anti-Craving Formula?

A: It is important to follow the directions carefully. For best results, take Anti-Craving Formula 30 to 60 minutes before each meal.

Q: I have a slow metabolism. Will this product work for me?

A: This product provides ingredients that help support the metabolic pathway.

Q: Are there any stimulants, such as ephedra, in this product?

A: No. This product does not contain any stimulants.

S Science

Why do you feel good on some days and anxious on others? Why do you crave carbohydrates or sweets when you're not really hungry? The answer: brain chemistry.

Feelings of well-being begin in the brain when it produces a chemical called serotonin, often called the "feel-good hormone." Serotonin and other chemicals, including GABA and dopamine, form the biological process known as the "reward cascade," which, as the name implies, controls feelings of well-being. This complex chemical pathway can be affected by the foods we eat. Consuming large amounts of carbohydrates affects pathways that positively reinforce our body's chemical reward system, which explains why eating sweets makes us feel good. Research suggests that specific nutrients can positively influence the reward cascade by maintaining sufficient levels of neurotransmitters in the brain, thus helping lower caloric intake.

R References

Beckmann H, et al. DL-phenylalanine as an antidepressant. Open study. *Arzneimittelforschung*. 1978;28(8):1283-4. German. [DL-phenylalanine]

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Blum K, et al. Increased prevalence of the Taq I A1 allele of the dopamine receptor gene (DRD2) in obesity with comorbid substance use disorder: a preliminary report. *Pharmacogenetics*. 1996 Aug;6(4):297-305. [Proprietary Blend]

Blum K, et al. The D2 dopamine receptor gene as a determinant of reward deficiency syndrome. *JR Soc Med*. 1996 Jul.;89(7):396-400. Review. [Proprietary Blend]