

TRŪ Chocolate

It's all about the chocolate!



The “Guilt FREE” Chocolate Choice

Completely Organic

SUGARLESS: Sweetened with Xylitol

Presented for your pleasure by

Diversified Success Group

Most people feel an after-taste when they eat TRŪ Chocolate. It is described as a sweet taste with a bit of spice to it that stays in your palate for about 30 minutes after you eat the Chocolate. This is the result of several of the ingredients in TRŪ Chocolate and indeed it is an indication that it is working. One has to remember that TRŪ Chocolate is a Functional Food, in other words, it has a Nutraceutical function in addition to its nourishment value. The after-taste arises from three ingredients:

1. The Bio Flavonoid is 2000 times sweeter than sugar. It is enough for a few molecules to stay in the palate to create a sweet after-taste.
2. The Bioperin, a black pepper derivative, enhances the perception of taste. Anything you eat or drink after TRŪ Chocolate will taste stronger.
3. The Fabenol, which is a lentil derivative, blocks the absorption of sugar and therefore increases the sensation of sweetness.

The Fabenol, is a lentil derivative, blocks the absorption of sugar and therefore increases the sensation of sweetness. **TRŪ Chocolate™** is the latest in the all-NATURAL weight management system. **TRŪ Chocolate** is engineered with *entirely natural ingredients*, has been *formulated to be compliant with the health requirements of the Vegetarian communities* and is *certified as kosher by the Orthodox Union*.

TRŪ Chocolate's™ main objectives are to lower and control blood sugar, to increase lean body mass, and to establish a solid platform for the restoration of health. Each piece of **TRŪ Chocolate™** has an Oxygen Radical Absorbance Capacity (ORAC) Rating of 3,040 which simply means, how well a food helps your body fight diseases like cancer and heart disease; the higher the number, the more that food will help you.

Why Chocolate?

Dark Chocolate - but not milk chocolate or dark chocolate eaten with milk - is a potent antioxidant, reports Mauro Serafini, PhD, of Italy's National Institute for Food and Nutrition Research in Rome, and colleagues. Their report appears in the August 28 issue of *Nature*. Antioxidants gobble up free radicals, destructive molecules that are implicated in heart disease and other ailments.

“Our findings indicate that milk may interfere with the absorption of antioxidants from chocolate...and may therefore negate the potential health benefits that can be derived from eating moderate amounts of dark chocolate.”

Translation: Say “Dark, please,” when ordering at the chocolate counter. Don't even think of washing it down with milk. And if health is your excuse for eating chocolate, remember the word “moderate” as you nibble.

Ingredients

Organic Cocoa Liqueur is produced by grinding the cocoa bean nib (center) to a smooth, liquid state. The Cocoa liqueur can then be cooled and molded into blocks.

Organic Cocoa Butter, also called *theobroma oil*, is the edible natural fat of the cacao bean, extracted during the process of making chocolate and cocoa powder.

Xylitol is a white crystalline substance that looks and tastes like sugar. It is a popular sweetener for the diabetic diet. Xylitol is right here, inside, already. Our bodies produce up to 15 grams of Xylitol from other food sources using established energy pathways. Xylitol is not a strange or artificial substance, but a normal part of everyday metabolism.

Proprietary Herbal Formula containing:

Momordica Charantia – This herb grows all over the tropical zones of the world and has been used for centuries to combat various human ailments, but, to date has not been very effectively marketed. In a controlled study, individuals with blood sugar levels above 140 mg/dl had the most significant reductions in blood sugar levels, ranging from 28.40% to 37.69%.

Noni Fruit - The fruit of the *Morinda Citrifolia*, or Nonie, was an important food source for the early French Polynesians. These early settlers wasted none of this highly valued plant and used it for nearly every medicinal purpose you can imagine. It was treasured by these early cultures for its healing properties and nutritional value. It is picked ripe and flash frozen.

Hawaii and Japan used the fruit to contain fever outbreaks, the Philippines used Noni to treat arthritis, and the Malaysians heated the leaves to relieve nausea, coughs, and colic. Noni, nearly unknown in the western world until 1996, is now being used worldwide because of its great health benefits.

Citrus Extract is a sweetener from botanical extract derived from the seeds, pulp, and inner rinds of certified organically grown citrus extracts that do not contain wheat, rye, oats, corn, barley, gluten, starch, soy, egg, dairy, yeast, sulfates, chlorides, wax, preservatives, colorings, or artificial flavorings.

Ellagic Acid may be one the most potent ways to fight Cancer. Ellagic Acid, a phenolic compound, is a proven anti-carcinogen, anti-mutagen, anti-cancer initiator, and a natural anti-bacterial found in many foods.

Green Tea Extract – In a study reported on in the *American Journal of Clinical Nutrition*, it was found that green tea extract resulted in a significant increase in energy expenditure (a measure of metabolism), plus also had a significant effect on fat oxidation. While some of the effects were originally theorized to be due to the caffeine content of green tea, the researchers discovered that the tea actually has properties that go beyond those that would be explained by the caffeine.

The same amount of caffeine as was in the green tea, administered alone, failed to change energy expenditure in other studies. This led researchers to believe that there is some interaction going on with the active ingredients of green tea that promotes increased metabolism and fat oxidation.

The researchers indicated that their findings have substantial implications for weight control. A 4% overall increase in 24-hour energy expenditure was attributed to the green tea extract. However, the research found that the extra expenditure took place during the daytime. This led them to conclude that, since thermogenesis (the body's own rate of burning calories) contributes 8-10% of daily energy expenditure in a typical subject, that this 4% overall increase in energy expenditure due to the green tea actually translated to a 35-43% increase in daytime thermogenesis.

Fabanol® – Studies have shown Fabanol® to block sugar absorption.

Bioprene® – A standardized extract from the fruit of *Piper nigrum* L (black pepper) or *Piper longum* L (long pepper). It contains 95 percent of piperine. Bioperine® may be co-administered with various nutrients for both human and animal health. . Piperine, in the patented form of Bioperine® which enhances the body's natural thermogenic activity. This enhancement may be explained as a means of increasing the thermal energy sufficient to "power up" the mechanism related to thermogenesis. This in turn results in increased metabolic processes that creates a "demand" for "supply" of a broad range of nutrients that contribute to metabolism, i.e. vitamins, minerals, herbals, amino acids, etc. It is as if Bioperine® activates a metabolic paddle wheel, of sorts, that selectively provides a more efficient mode of nutrient transportation into the blood.

Vanilla Extract - Pure vanilla gives us one of the most complex tastes in the world, having well over 250 organic components creating its unique flavor and aroma.

Lectin - is a fatlike substance called a phospholipid. It is produced daily by the liver if the diet is adequate. It is needed by every cell in the body and is a key building block of cell membranes; without it, they would harden. Lecithin protects cells from oxidation and largely comprises the protective sheaths surrounding the brain. It is composed mostly of B vitamins, phosphoric acid, choline, linoleic acid and inositol. Although it is a fatty substance, it is also a fat emulsifier; hence, it supports the circulatory system. Its choline is useful for making acetylcholine.

All Natural Toxin Free Ingredients: Organic Cocoa Liqueur, Organic Cocoa Butter, Xylitol, Proprietary Herbal Formula, Natural Vanilla Extract and Organic Lecitin. A proprietary blend containing Momordica, Charantia, Dehydrated Noni Fruit, Bioflavonoids (Citrus Extract), Ellagic Acid (from pomegranate), Green Tea Extract, Fabanol® and Bioperine®(from black pepper)® trademarked by the Sabinsa Corporation.

Call Diversified Success Group 888-572-3133 or Visit www.tru-chocolate.com