

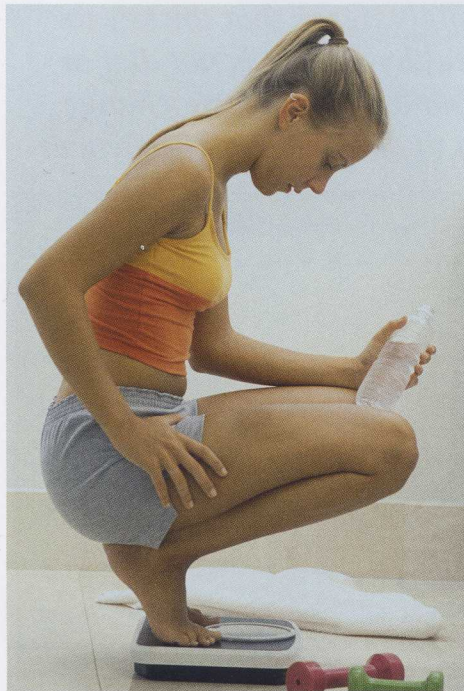
# Conjugated Linoleic Acid (CLA)



According to a Cigna Survey, nearly 70% of Americans reported making a New Year's resolution in 2007. Not surprisingly, losing weight was by far the most common goal, named by 28% of respondents. Clearly, Vitamin World Associates must be prepared for the influx of customers seeking to fulfill this common resolution in 2009.

While there is no magic pill for weight loss, evidence suggests that conjugated linoleic acid (CLA) may help dieters.\* An active polyunsaturated fatty acid found in beef, milk products, and eggs, CLA has been extensively studied for its potential role in supporting healthy body composition.\*

In one study, 20 men and women of healthy body weight took either a CLA supplement (0.6mg) or placebo three times a day while performing standardized 90-minute exercise sessions three times weekly. After 12 weeks, researchers reported that body fat was found to be significantly reduced in the CLA group, but not in the placebo group.<sup>1</sup>



Another study suggests that CLA may not only help dieters achieve their goals, but help them maintain a favorable body composition. In this study, 26 men and 27 women, with an average age of 38 and body mass index of 28 (overweight), embarked on a very-low-calorie diet for three weeks. After that, they began a 13-week duration of taking either 1.8g CLA, 3.6g CLA, or placebo on a daily basis. At study's end, the researchers concluded

## FACTS & FIGURES

**50 Million:**

Number of people who go on diets each year

**2.5 Million:**

Number of dieters who maintain long-term weight loss<sup>4</sup>

**\$40 Billion:**

Amount Americans spend on weight loss annually

**\$92.6 Billion:**

Annual medical spending associated with overweight and obesity<sup>5</sup>

**26%:**

Percentage of U.S. adults who vigorously exercise three or more times per week

**59%:**

Percentage of U.S. adults who get zero vigorous exercise<sup>6</sup>

**365,000:**

Annual number of deaths caused by obesity

**6 Years:**

Estimated average life expectancy lost due to obesity<sup>7</sup>

that the CLA groups were found to have experienced a favorable regain of fat-free mass along with an increase in resting metabolic rate when compared to placebo.<sup>2</sup>

While CLA may be obtained from diet, conventionally farmed beef and dairy may possess diminished CLA levels. Grass-fed cattle have been found to produce up to 500% more CLA than grain-fed,<sup>3</sup> but organic, grass-fed beef and dairy may be prohibitively expensive for many consumers. For customers interested in trying CLA in a more affordable supplement form, Vitamin World Associates may recommend Tonalin CLA 1,000mg. However, Vitamin World Associates are advised to remind customers that healthy weight management can't be found in a single product – instead, customers should pursue healthy lifestyle changes in diet and exercise in conjunction with any weight management supplement regimen.

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