



## Green Tea: Increases Fat Burning with No Increase in Heart Rate\*

A new study in the March issue of the *International Journal of Obesity* concludes that green tea extract, when combined with sensible lifestyle changes, can help dieters lose weight, burn fat, increase metabolic rate, and suppress their appetites.\* Green tea also causes carbohydrates to be released slowly, preventing sharp increases in blood-insulin levels. This promotes the burning of fat.\*

Green tea's catechin-polyphenols benefit weight loss by helping the body to burn fat naturally by increasing body heat and energy expenditure, while theanine inhibits caffeine's stimulatory action.\* Additionally, scientists observed that participants in a study on green tea did not show any increase in heart rate, which suggests that green tea may be an excellent alternative to many stimulant-based diet aids.\*



## GREEN & WHITE TEA

### Herbs of Longevity and Vitality\*

- Made with Organic Green and White Teas
- Increases thermogenesis, energy, and fat metabolism\*
- Profound cardiovascular protection\*

As part of your daily diet and energy program, *New Chapter's Green and White Tea* equals up to 5 cups of the World's Finest Organic Green/White Teas and has been shown to increase thermogenesis, energy, and fat metabolism, while offering profound cardiovascular and cellular protection.\* Green and white teas are known to contain the highest concentration of health-promoting antioxidants.\* Scientists have identified hundreds of beneficial phytonutrients that were shown to dramatically enhance immune and cardiovascular functioning and prolong healthy life.\*

Certified Organic by International Certification Services, Inc., Medina, ND, USA

## RHODIOLA FORCE™

### Tested Adaptogen for Stress\*

- Builds stamina, endurance, and well-being under conditions of exertion and sleep disruption\*
- Uplifts mood and modulates physiologic stress reactions\*

*Rhodiola rosea* is an exalted herbal stress "adaptogen." Thriving in high altitudes and in nature's most challenging climates, this most resilient herbal is intensively studied for modulating stress, increasing energy, sharpening memory, and supporting optimal immune, adrenal, and cardiovascular functions even under conditions of severe stress.\* Rhodiola's unique phytonutrients include numerous anti-stress compounds like rosavins, salidroside, and other biologically active compounds.\* Widely used by Russian athletes to increase energy, Rhodiola delivers the promise of an inner oasis of peace and energy.\* As part of your daily diet and energy program, *New Chapter* has harnessed **Rhodiolaforce**—a true diamond amongst adaptogens, because of its ability to shift the body's stress response in favor of the "cool and collected."\*

### DIET & ENERGY

- Thermogenics
- Adaptogenics
- Antioxidants
- Cell Protectives\*
- PhytoGlycemics™

### CINNAMONFORCE

- Thermogenic
- Antioxidant
- PhytoGlycemic

### HOLY BASIL

- Adaptogenic
- Antioxidant
- PhytoGlycemic

### UNBOUNDED ENERGY

- Probiotic Nutrients™
- Adaptogenics
- Thermogenics
- PhytoGlycemics
- Antioxidants

### GREEN & WHITE TEA

- Thermogenic
- Antioxidant
- Cell Protective\*
- PhytoGlycemic



### RHODIOLA FORCE

- Adaptogenic
- Antioxidant
- Cell Protective\*
- Thermogenic



\* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

As part of the *New Chapter 'Purple Loves Green'* commitment, we proudly work with recycled, recyclable, and ecologically sensitive materials:

ENVIRONMENTAL BENEFITS STATEMENT				
	New Chapter saved the following resources using New Leaf Opaque 100 (east) made with 100% post-consumer waste and processed chlorine free. New Leaf Opaque 100 is designated Ancient Forest Friendly, certified FSC, and manufactured using Biogas energy.			
trees	water	energy	solid waste	greenhouse gases
1,200 fully grown	515,355 gallons	863 million BTUs	57,629 pounds	112,406 pounds
Calculations based on research by Environmental Defense and other members of the Paper Task Force.				
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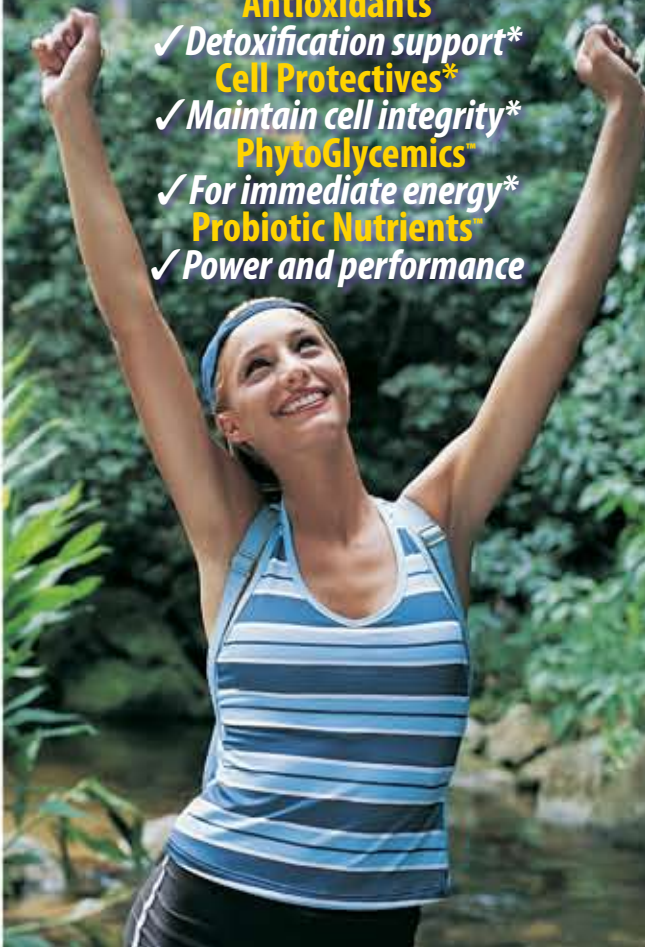
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NEWCHAPTER®

## Diet to lose weight not energy!

### diet&energy 6 Stage Program

- Thermogenics
- ✓ Promote fat oxidation\*
- Adaptogenics
- ✓ Normalize cortisol\*
- Antioxidants
- ✓ Detoxification support\*
- Cell Protectives\*
- ✓ Maintain cell integrity\*
- PhytoGlycemics™
- ✓ For immediate energy\*
- Probiotic Nutrients™
- ✓ Power and performance



## An Epidemic of Obesity

Sixty-seven percent (67%) of Americans are now overweight, and sixty-eight (68) million Americans have **metabolic syndrome X** which puts them at a disadvantage to losing weight. Due to low insulin sensitivity, glucose does not burn as energy in the cells; it stores as fat.

Eating too many of the wrong fats is increasing our bad cholesterol and decreasing our good cholesterol. This elevates our blood pressure and creates imbalances in our blood sugar giving us low insulin sensitivity.

Low insulin sensitivity stops glucose from burning as energy – and forces the body to store it as fat. There are two basic ways to burn fat: reduce energy intake or increase energy expenditure. But with the fast pace of our lifestyles, it is hard to exercise regularly and stay on a healthy diet.

## How Stress Affects Our Weight

Life presents multiple demands that stress the mind and body. Under stressful situations our bodies release many hormones, including cortisol, which prepare us for fight or flight. However, excessive amounts of cortisol increase our risks for heart disease, cancer, diabetes, inflammation, and weight gain.

Besides the risk of disease, research demonstrates that stress directly contributes to central body fat. A recent study has found that women with high levels of body fat accumulating at their waists also have high levels of cortisol in their systems. Research from numerous prestigious institutions demonstrates that many herbs and spices like cinnamon, holy basil, green tea, ginger, and rhodiola are of great value in the management of obesity as they stimulate thermogenesis, combat stress through reducing cortisol, and help maintain blood sugar already in the normal range.\*

## CINNAMONFORCE™

### Blood Sugar Balance\*

- **Helps maintain blood sugar already in normal range\***
- **Supports cellular energy\***

Research from numerous prestigious institutions suggests that cinnamon, an ancient spice, possesses a unique power – it assists the body's conversion of sugar into energy and has the ability to lower cholesterol and potentially reverse the course of obesity.\*

**New Chapter** is proud to be the first company in the world to introduce a high potency, dual extract of the two species of cinnamon, maximizing this botanical's precious elements. As part of your daily diet and energy program, **New Chapter's Cinnamonforce** helps you maintain blood sugar levels already in the normal range, and promotes healthy weight management by helping glucose do its primary work – creating immediate cellular energy – rather than storing potential energy as fat.\*

## SC HOLY BASIL™

### Uplift, Calm, and Balance

- **Supports healthy cortisol, insulin metabolism, and blood sugar already in the normal range\***
- **Elevates Spirit**

Phytonutrients within Holy Basil are some of the most prized molecules in the plant pharmacy. Research prizes the molecules in Holy Basil for reducing cortisol levels and for demonstrating hypoglycemic and anti-hyperglycemic activity.\* Pharmaceutical companies could deliver those molecules in an isolated form, but that would no longer be the infinitely complex Holy Basil treasured by traditional medicine.

At **New Chapter**, therefore, we deliver the wisdom of Holy Basil in its most complete herbal form, grown without chemical pesticides or fertilizers in pristine meadows bordering the Himalayas, and extracted with potency and purity in our laboratory in Germany. We are, of course, also respectful of those "prized molecules", and **SC Holy Basil** delivers *Potency Assured*™ levels of the four best known "active" molecules: caryophyllene, ursolic acid, eugenol, and oleanolic acid.

## UNBOUNDED ENERGY™

### For Power and Performance

- **Delivers 22 essential vitamins and minerals within the infinite complexity of whole food**
- **Provides the vital essence from seven natural energy sources, including flowers, fruits, and probiotics\***

In nature, energy is unbounded. It is limitless and self renewing. It is around us and within us, yet this infinite energy source within gets depleted. We all need a way to connect to the unlimited energy of Nature so that our own energy can flow again and enliven consciousness. **Unbounded Energy Multi** is the unique formulation that synchronizes our energy with Nature.

Synthetic vitamins, inorganic mineral forms, and solvent-extracted botanicals can never resonate with a high enough energy vibration to enliven our subtle energy and awareness. Organic foods, free from added GMOs, synthetic chemicals, and pesticides are purer and more nutritious, creating a synergistic symphony of higher-vibrational energy which is the basis for the experience of unbounded energy – *clean, high, balanced, and more alive.*

As part of your daily diet and energy program, **New Chapter's Unbounded Energy** delivers the vitality of seven organic energy sources – flowers, fruits, herbs, roots, mushrooms, and probiotic vitamins and minerals – to enhance cellular energy, build stamina, boost metabolism, and promote natural weight control.\*

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## SC DIET & ENERGY™

### Herbal Thermogenics\*

- **Helps maintain healthy blood sugar already in normal range\***
- **Promotes fat burning\***
- **Optimizes energy and well-being\***

As part of your daily diet and energy program, **New Chapter's SC Diet and Energy**, which is made with organic ingredients, has five primary herbal responses to dramatically increase your energy and help you lose weight.\*

The first herbal response is **Thermogenic**. It contains a blend of green and white teas, ginger, and cayenne to safely promote fat oxidation.\*

The second response is **Adaptogenic**. It contains rhodiola and maca which support normal cortisol function and speed up fat metabolism.\*

The third response is **PhytoGlycemic**. It contains fenugreek and dual extracts of cinnamon to help glucose create immediate cellular energy, rather than be stored as fat.\*

The fourth response is **Antioxidant**. It contains turmeric, peppermint, clove, and rosemary to provide detoxification support.\*

The fifth response is **Cell Protective**. It contains sea buckthorn and calendula to promote normal membrane integrity.\*

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