



APPETHYL

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About Appethyl™

Appethyl™ is an all-natural, patented, clinically-tested, safe and effective green product (both literally and environmentally) from spinach. Appethyl™ is either an ingredient in a finished product, or, if served in its' pure form, a green powder, ready to mix into for example a smoothie, a soup or a green drink.

Appethyl™ is clinically-tested and shown to have numerous benefits including significantly reducing hunger and cravings by slowing down digestion so that the body's own systems get time to signal to the brain that we are satisfied. It thereby helps us stay fuller, longer, since the digestion process takes longer. A recent study shows that the reduction in hedonic hunger, which we often refer to as cravings for sugar and unhealthy foods – or simply eating for pleasure – is a particularly strong effect of thylakoids: the active substances in Appethyl™.

Appethyl™ is made from 100% spinach, carefully processed in a proprietary and patent pending method, in order to free the actives that are inside the spinach cells, making them readily available to the body. By making sure that the thylakoids are not stuck within the spinach cells as if one were to eat regular spinach, Appethyl™ is therefore active, or bioactive, the moment it is ingested. Spinach is particularly rich in thylakoids, and therefore the chosen raw material for Appethyl™.

The use of plant cell membranes for appetite control is patented world-wide as well as being granted in the US and other countries.

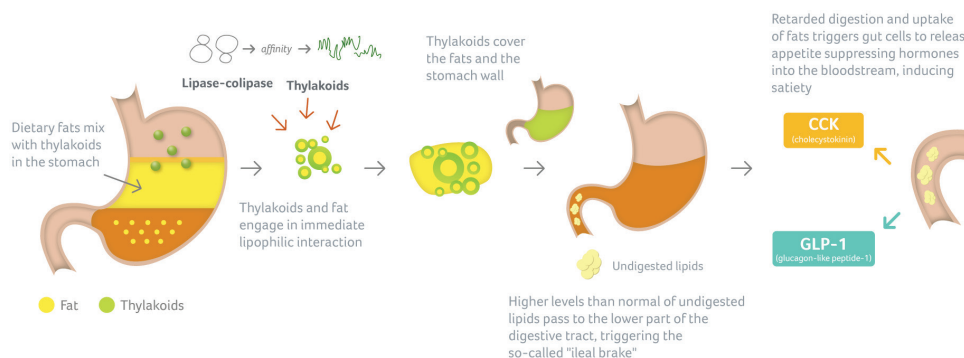


Clinical Studies

To date, several clinical studies evaluating the health benefits of thylakoids in humans have been completed by researchers at internationally well-renowned research institutions in Europe and USA, all demonstrating positive results. In addition, there are six completed animal trials, all of which are positive as well. The study results on humans verify previously published study results on both animals and biochemical mechanisms.

In summary, what the studies have shown is that the thylakoids delay and slow down the digestion and absorption of fats primarily, but also of that of carbohydrates. Through this action, the body's satiety system is able to work the way it is supposed to: releasing satiety hormones that signal to the brain that we are satisfied. Modern processed food is often digested very quickly, hardly giving the satiety system a chance to work, making us experience both hunger and cravings when we shouldn't have to.

Thylakoids: mechanism of action



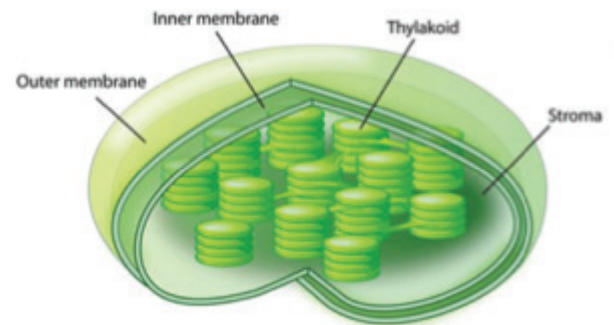
Emek SC et al. *Preparative Biochemistry & Biotechnology* 2010;40:13-27.
 Montelius C et al. *British Journal of Nutrition* 2011;106:836-44.

The clinical (or human) studies have been conducted at Lund University Biomedical Center in Sweden, at Pennington Biomedical Research Center in Baton Rouge, USA, and at the contract research organization Analyze & Realize in Berlin, Germany. Further clinical studies conducted for EFSA 13.5 health claim applications are being conducted and proprietary to Greenleaf Medical, the company which owns the world-wide rights to Appethyl™.

FAQs

What is a thylakoid?

A thylakoid is a membrane-bound compartment inside chloroplasts and cyanobacteria found in spinach and other leafy greens. They are the site of the light-dependent reactions of photosynthesis, and have also been found to have profound effects on appetite control. Spinach is particularly rich in thylakoids, and therefore the chosen raw material for Appethyl™ – a spinach extract, carefully treated to free the thylakoids hidden inside, providing a patented, clinically proven, all-natural and literally green product with profound health benefits.



How do thylakoids play a part in appetite control?

Clinical studies have shown that Appethyl™ helps reduce hunger and cravings by giving the body's own satiety signals time to work, thereby helping you make healthy food choices and stick to a healthy diet.

The thylakoids' profound effects on appetite control were first discovered by Charlotte Erlanson-Albertsson, Professor of Medicine and Physiological Chemistry at Lund University in Sweden. In her own words:

“It is about making use of the time it takes to digest our food. There is nothing wrong with our digestive system, but it doesn't work well with the modern 'pre-chewed' food. The thylakoids extend the digestion, producing a feeling of satiety and reducing hedonic hunger. This means that we are able to stick to the diet we are meant for without snacks and unnecessary foods like sweets, crisps and such”.

How are thylakoids ingested?

The secret behind Appethyl™ lies in freeing the thylakoids, since they pass through our digestive system untouched when we eat the green leaves as they are.

Appethyl™ is either an ingredient in a finished product, or, if served in its' pure form, a green powder, ready to mix into for example a smoothie, a soup or a green drink.

As an ingredient, Appethyl™ could be used in multiple ways: e.g. as a food supplement, a functional food, inserted into drinks or shots, juices, yogurts or meal replacements, soups or bars.

FAQs

Is Appethyl™ patented?

The use of plant cell membranes for appetite control is patented world-wide as well as being granted in the US and other countries.

Is Appethyl™ safe to take?

Yes, Appethyl™ is all-natural and safe to ingest.

Are there any side effects to taking Appethyl™?

There are no observed or reported adverse side effects to taking Appethyl™. After all, it's spinach!

What is the minimum effective dose of Appethyl™?

The clinical studies have shown that the minimum effective dose of Appethyl™ is 5 grams. If you are taking Appethyl™ in a finished product, please see the directions for use provided on the package.

An important note: The thylakoids need a certain amount of fat in order to work their best. If you are taking Appethyl™ with a green drink or smoothie, add a tablespoon of your choice of oil (e.g. olive, rapeseed or sunflower). If taken in a meal, make sure the meal is not completely fat free.

What does Appethyl™ do?

Appethyl™ is clinically-tested and shown to have numerous benefits including significantly reducing hunger and cravings by slowing down digestion so that the body's own systems get time to signal to the brain that we are satisfied. They thereby help us stay fuller, longer, since the digestion process takes longer. A recent study shows that the reduction in hedonic hunger, which we often refer to as cravings for sugar and unhealthy foods - or simply eating for pleasure - is a particularly strong effect of thylakoids.

What is the best time to take Appethyl™?

If you are taking Appethyl™ in a finished product, please see the directions for use provided on the package.

If you are taking pure Appethyl™, one 5 gram serving a day is enough to help you control your appetite and get into healthy eating habits. In the clinical studies, the participants took this exact dose (5 grams a day), at breakfast, found that it significantly reduced hunger at lunch as well as reducing cravings for unhealthy foods for the entire day.

An important note: The thylakoids need a certain amount of fat in order to work their best. If you are taking Appethyl™ with a green drink or smoothie, add a tablespoon of your choice of oil (e.g. olive, rapeseed or sunflower). If taken in a meal, make sure the meal is not completely fat free.