

## The SafSlim family of flavors:

**Berry Cream Fusion**  
(16 oz.)

**Tangerine Cream Fusion**  
(16 oz.)

**TO LEARN MORE ABOUT OUR LEAN BELLY CHALLENGE, LOG ON TO [WWW.SAFSLIM.COM](http://WWW.SAFSLIM.COM)**



## What is Belly Fat?

Belly fat is comprised of visceral, or omentum, fat. This fat is different from subcutaneous fat (the fat you can pinch) — it lies underneath and acts as a storage facility for our fat. Experts agree that omentum fat is the most dangerous fat on the body because of the way it packs itself around our vital organs. Excess belly fat in both men and women can contribute to many serious health conditions.\*

### ● Say NO to:

- High Glycemic Carbs and Simple Sugars\*
- High-Fructose Corn Syrup\*
- Trans (Hydrogenated) Fats\*
- Artificial Colors, Flavors and Sweeteners\*
- Processed Foods\*

### ● Say YES to:

- Low Glycemic Carbs\*
- Natural, Organic and Hormone-Free Protein Sources\*
- Natural and Organic Fruits and Vegetables\*
- Sugar Substitutes – Stevia, Xylitol\*
- Healthy Omega Fats including SAFActive78™ in SafSlim\*

### Why is BELLY FAT so hard to lose?

Research and science has revealed that there are good belly fat hormones and bad belly fat hormones that contribute to the loss of belly fat.\*

Omentum fat triggers the release of bad hormones, which can contribute to insulin imbalance and insensitivity. Conversely, it hinders secretion of good hormones, which keep inflammation in check and help balance our insulin levels. As we gain more fat around our midsection we create less of the good hormones needed to help mobilize it!\*

### How much BELLY FAT is too much?

Measure your waist across your belly button, your total in inches should be ½ or less than your height.

*Example: If you are 5'6" or 66 inches your waist should be 33 inches or less.*

### Optimal Waist Sizes:

Women: 32 ½" or less  
Men: 35" or less

## Belly Fat: The Hormonal Bulge

### Bad Belly Fat Hormones:

Trigger Belly Fat Accumulation

**Insulin:** The primary regulator of fat storage, shuttles fat to the omentum (belly) region

**Ghrelin:** Increases appetite and slows metabolism

**Resistin:** Reduces insulin sensitivity

### Good Belly Fat Hormones:

Activate Belly Fat Mobilization

**Adiponectin:** Improves insulin sensitivity and metabolism of fats

**Leptin:** Reduces appetite and increases metabolic rate

### Belly Fat Cause

Poor diet, sedentary lifestyle, genetics, stress

Blood sugar imbalance and elevated insulin levels

Shuts down the hormones adiponectin and leptin, and activates resistin and ghrelin

Appetite increases, metabolism slows

Body responds selectively, storing fat in the omentum (belly) region

### Belly Fat Solution

Daily supplementation with high-linoleic safflower omega oil

Activates adiponectin and influences increases in leptin

Regulates blood sugar and improves insulin sensitivity

Appetite decreases, metabolism increases

Body responds selectively, shedding fat in the omentum (belly) region

Triggers additional adiponectin release

**THE 1st CLINICALLY RESEARCHED, ALL-NATURAL SOLUTION TO REDUCING BELLY FAT!\***

**TAKE!**  
THE LEAN BELLY CHALLENGE

**WIN!**  
CASH PRIZES!

**SEIZE!**  
A SLIMMER WAISTLINE & IMPROVED HEALTH

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## THE TECHNOLOGY

# Reducing Stubborn Belly Fat Just Got Easier!\*

**Introducing SAActive78™, the world's first "body-ready" emulsified source of high-linoleic, expeller pressed safflower oil.**

A revolutionary breakthrough in targeted belly fat science. SafSlim, powered by SAActive78™, is the first-ever solution to target the root causes of unsightly and health-threatening OMENTUM fat, the fat that accumulates in the belly region.\*

Emulsified and "body-ready" for maximum absorption, SafSlim is whipped into a delicious creamy texture that's fun to take. It's the easiest and most effective way to transform your belly and ab flab... naturally.\*

### KEY FEATURES:

- All-Natural, Non-GMO, Expeller Pressed, High-Quality Oil with No Solvents\*
- High-Linoleic Safflower 78%\*
- Delicious Creamy Texture\*
- Body-Ready, Emulsified Safflower for Enhanced Absorption and Assimilation\*
- All-Natural, Free of Artificial Flavors, Sweeteners and Colors\*

## THE SCIENCE

# The Science Behind High-Linoleic Safflower Oil

In a 16-week, double-blind controlled study conducted at Ohio State University, researchers compared Safflower Oil (SAF) and CLA with 55 overweight, diabetic and post-menopausal women. The findings showed:

**SAF outperformed CLA** in measurements of trunk adipose (Belly Fat), fasting glucose, insulin and adiponectin levels.

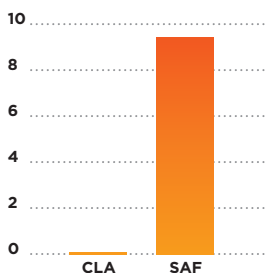
**Belly Fat** measured by DXA: SAF group significantly lost belly fat, up to 9.4%.

**Adiponectin:** Levels of this important belly fat hormone increased an average of 20%.

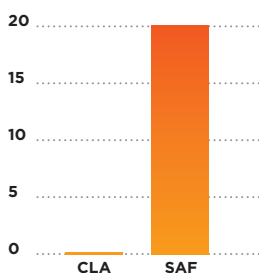
SAF significantly decreased fasting glucose.

*These results were obtained with no exercise or modification to diet.*

**TRUNK ADIPOSE  
% WEIGHT LOSS**



**ADIPONECTIN  
% INCREASE**



## Our Expert



"Incorporating healthy fats into the diet is an essential component for a healthy body and lifestyle. Recent research shows that a linoleic-acid rich oil, such as SafSlim™, is an excellent way to reduce dangerous belly fat. Delicious, convenient and easy to take, SafSlim will help achieve your healthy body goals."

- Karlene Karst, RD



## THE SOURCE

# Safflower Oil: Not All Safflower Is Created Equal

### LINOLEIC VS. OLEIC ACID

There are two distinct types of safflower oil:

- **Monounsaturated safflower oil:** high in OLEIC, used as cooking oil, not designed for oral consumption.
- **Polyunsaturated safflower oil:** high in LINOLEIC, preferred form for nutritional supplements. Linoleic acid is considered an essential fatty acid.

### EXPELLER PRESSED VS. SOLVENT EXTRACTED

There are two ways in which safflower oil is extracted from the plant:

- **Chemical process:** oil is refined and extracted using harsh chemical solvents, eliminates the essential nutrients found in the oil.
- **Mechanical process:** oil is taken from the plant by using a natural expeller, instead of using chemicals. This method is the preferred and healthier option.

Our patent pending SActive78™ is always expeller pressed and contains the highest linoleic acid content available. It is also the only emulsified form of safflower available, which optimizes absorption and assimilation.

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