

**PGIX<sup>®</sup>**

**Will change  
your life, even if  
you don't<sup>®</sup>**

[www.pgix.com](http://www.pgix.com)

# Natural Factors Where Great Health Begins



Roland Gahler has led Natural Factors for the past three decades, expanding the company's product offering as well as

its manufacturing capacity and expertise in scientific research. Roland is dedicated to establishing the highest standard of reliability and effectiveness for natural products, as well as total quality control.

*"I have never before felt so strongly about any product. I believe PGX Daily can change everybody's life... There has never been a product this safe and natural with an efficacy that rivals pharmaceutical drugs."*

– Roland Gahler, Executive Chairman



**PGX DAILY** is available in convenient 3 softgel Tri-Packs (box of 60 packets) or in bottles of 120 or 240 softgels.

SlimStyles® PGX Ultra Matrix Plus Smooth Digest is available in bottles of 120 softgels.



naturalfactors.com



## Our Mission

At Natural Factors, our mission is to enhance the well-being of our customers through research, development and delivery of effective nutritional supplements and other health-building products. We are in business to contribute, in a cooperative and sustainable manner, to the lives of our customers, employees, suppliers, and the communities we serve.

From clinically-tested Echinamide® to revolutionary Healing Foods™, Natural Factors has been manufacturing superior vitamins, herbs, supplements, and other natural health products for more than 50 years. Natural Factors is an integral part of North America's natural health industry, working through natural health retailers to meet consumer needs.

## PGX – A Product You Can Trust

The evolution of PGX technology has led to the development of PGX Daily Ultra Matrix Softgels, a product which will have a profound effect on insulin resistance, satiety, and overall health. Regulating blood sugar is a key factor in many health conditions. More than 60% of Canadians have insulin resistance, which is one of the root causes of obesity, heart disease, high cholesterol and diabetes.

PGX is the result of over 15 years of scientific and clinical research at a leading Canadian university. Dr. Michael Lyon, Medical and Research Director of the Canadian Center for Functional Medicine (CCFM), collaborated with researchers to further develop PGX. The CCFM also implemented a weight loss program with PGX. Participants who complied fully with the program achieved remarkably consistent results in weight reduction.

PGX®, PGX Daily®, PolyGlycopleX®, PGX® Ultra Matrix Plus Smooth Digest™ and the unique two-toned PGX Daily Ultra Matrix Softgel™ capsule are trademarks of InovoBiologic Inc. PGX® patent pending.





# Will change your life, even if you don't®

Years of research involving thousands of participants have shown that taking PGX (PolyGlycopleX®) with food can reduce a meal's glycemic index by up to 50%. Regulating blood sugar is a key factor in many health conditions, including weight gain. Most people gain weight gradually, adding five or ten pounds every decade. Change isn't easy. Incorporating PGX Daily into your diet can help you lose weight safely and gradually, even if you are not ready to make other positive diet and lifestyle changes at first. Naturally, the beneficial effects of PGX will be greatly enhanced by a healthy diet and exercise, leading to incredible results.

## The Health Benefits of PGX Daily

- Controls and balances blood sugar levels
- Lowers the glycemic index of meals by up to 50%
- Supports healthy weight loss for life
- Promotes satiety and reduces food cravings
- Lowers cholesterol and triglyceride levels
- Contains no stimulants

## PGX – Scientifically Based and Clinically Proven

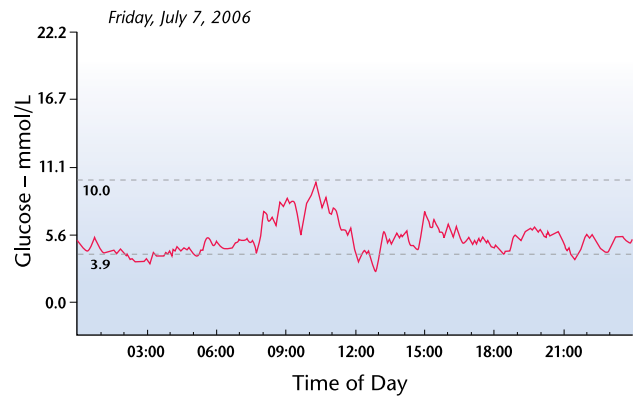
Research has shown that people who gain weight often spend much of their day on a "blood sugar roller coaster"; with blood sugar alternately surging and plummeting, leaving them tired or irritable and leading to frequent and unhealthy food cravings. Eating the wrong foods (especially high glycemic index foods) magnifies the problem, but the underlying cause is insulin resistance, a condition where insulin is released after meals but the body fails to respond appropriately.

Fortunately, PGX can restore insulin sensitivity and get you off the blood sugar roller coaster. PGX is a unique complex of naturally-occurring, water-soluble polysaccharides (dietary fibres) and is the result of years of intensive clinical and laboratory research at a leading Canadian university in collaboration with the Canadian Center for Functional Medicine.

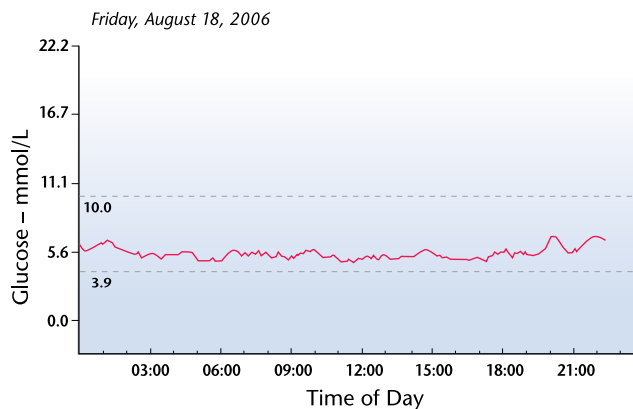
PGX is the only nutritional ingredient proven to promote healthy blood sugar management by slowing digestion and reducing the glycemic index of meals (see figures 1 and 2).

### REFERENCES

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- Vuksan V., Lyon M., Breitman P., Sievenpiper J., "3-week consumption of a highly viscous dietary fibre blend results in improvements in insulin sensitivity and reductions in body fat." Results of a double blind, placebo controlled trial presented at the 64th Annual Meeting of the American Diabetes Association, Orlando, Florida; June 4-8, 2004



**Figure 1:** Uncontrolled and erratic blood sugar levels of an obese woman over 24 hours with a poor diet and no physical activity.



**Figure 2:** Controlled and balanced blood sugar levels of the same woman after consuming PGX for 6 weeks and experiencing a healthy weight loss of 2 pounds per week.

## Feel Good About Eating Again

Changing life-long eating habits can seem impossible when you're overweight. If you don't have the "willpower" to stick to restrictive diets; if you have to fight fatigue in order to exercise; or if you have uncontrollable food cravings; don't beat yourself up. Poor blood sugar control may be at the heart of your weight problem. PGX can start changes from the inside out, getting you off the blood sugar roller coaster and helping you feel in control again. Then change can occur comfortably and naturally.

# Tame Your Appetite and Tune Your Metabolism for Lifelong Weight Control!

## Dr. Michael Murray



*Dr. Michael Murray, N.D., is widely regarded as one of the world's leading authorities on natural medicine. He is a graduate, faculty member, and serves on the Board of Regents of Bastyr University in Seattle, Washington.*

## Dr. Michael Lyon



*Dr. Lyon is an internationally renowned teacher, author and researcher in many areas including ADHD, diabetes, environmental toxicology, and chronic pain. Dr. Lyon is the author of *Healing the Hyperactive Brain, Is Your Child's Brain Starving?* and co-author of *How to Prevent and Treat Diabetes with Natural Medicine.**

## HUNGER FREE FOREVER

The NEW Book by Dr. Michael Murray, N.D. and Dr. Michael Lyon, M.D.

### Satiety the Key to Lifelong Weight Management

*Hunger Free Forever* is a new book for those hungry for answers to the roller coaster of weight gain, weight loss, weight gain...you know the routine. What can another book tell us that hasn't already been said?

Dr. Michael Lyon and Dr. Michael Murray have joined forces to bring recent scientific discoveries to light – discoveries that can help anyone with weight and diet concerns. The message of *Hunger Free Forever* may sound impossible, but these experts in natural health solutions show that it CAN be done.

*"We are driven by concern for people's health,"* explains naturopathic physician and co-author of *Hunger Free Forever*, Dr. Michael Murray. *"Stopping the obesity epidemic is key to preventing so many major health problems – cardiovascular disease, diabetes, stroke, dementia, depression, even liver disease, impotence and arthritis. Obesity needs to be addressed, and fast, if we are going to improve people's health. Individuals CAN do something about their weight. With this book we want to give them more than hope; we can help them get real results."*



**PART OF THE SOLUTION** – The authors of *Hunger Free Forever* advise that there are many natural methods and products that can make it easier to reach, and maintain, a healthy weight. One key aspect of weight management is the use of fibre. In this book you will find out about the extensive scientific research behind a remarkable soluble fibre complex called PGX® (PolyGlycopleX®). PGX can help re-train an overweight body so that hunger and cravings are reduced and the process of eating is, once again, under the individual's control.

Written in an easy-to-read style, *Hunger Free Forever* offers many key weight loss and life style tips that can "terminate" bad relationships with food. The reader will find assistance from these health professionals for reducing stress and learning how to alter destructive habits and transform them into good habits. Using this book, you can come to understand, and control, the relationships between eating, appetite, metabolism, hormones, stress, muscle mass, attitude and glycemic index — to name a few! It just might change your life and health for the better, forever!

# HUNGER FREE FOREVER

by Michael T. Murray, N.D. and Michael R. Lyon, M.D.

## The New Science of Appetite Control

From two leading authorities on appetite control, obesity, natural medicine and food, comes a breakthrough in getting healthy and staying slim without starving.

Millions have spent years searching for the perfect diet, one that enables them to lose weight without going hungry, and now they can finally find it – and make it work for life – in *Hunger Free Forever*.

This blockbuster book gives readers the secret to feeling full while staying fit, revealing the newly discovered “super fibre” PolyGlycopleX® (PGX®). By simply taking PGX before or during a meal, readers can painlessly shed pounds without ever feeling starved, because PGX creates and maintains a satisfying sense of fullness. Based on sound clinical research, PGX and the Hunger Free program restore normal appetite regulation, eliminating the trap of yo-yo dieting. With plenty of easy-to-prepare recipes, food plans, and valuable information, *Hunger Free Forever* teaches readers how to eliminate food cravings and never feel deprived.

By retraining appetite and metabolism, readers will gain the power they need to change their unhealthy relationships with food forever.



*Hunger Free Forever* and **PGX DAILY** are available at natural health stores. For more information, call 1-800-895-1470 or visit the following websites:



[www.hungerfreeforever.com](http://www.hungerfreeforever.com)



[www.pgx.com](http://www.pgx.com)



Available at participating natural health stores and wherever books are sold.

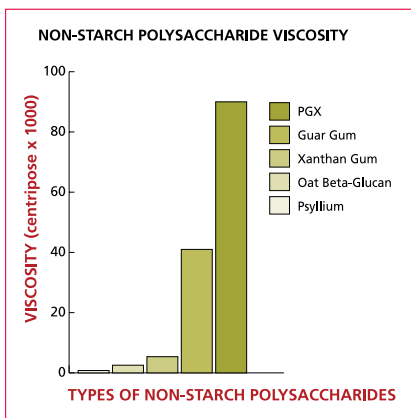
# The Science & Research Behind PGX®



## PGX® – What is it?

PGX® (PolyGlycoPlex®) is a unique, proprietary complex of highly-purified, water soluble polysaccharides (fibres) developed using advanced Enviro-Simplex™ technology. This patented blend is associated with unparalleled physiological effects and health benefits supported by randomized clinical trials.

PGX uses polysaccharides that complement each other and act synergistically to form strong bonds for a level of viscosity 3-5 times higher than any known polysaccharide (*See figure below*). The physiological effects, and overall benefits to human health, of a soluble polysaccharide are directly proportionate to its viscosity.



Viscosity of PGX compared to other viscous non-starch polysaccharides after hydrating for 3 hours.

## Insulin Resistance – The Greatest Plague of the 21<sup>st</sup> Century

Science now tells us that almost all the health risks associated with increased body fat occur because most overweight people develop insulin resistance (sometimes referred to as Syndrome X or Metabolic Syndrome), a state in which insulin, the hormone that facilitates the uptake of glucose into the cells, works less efficiently with every pound of added fat. As the body's cells become less sensitive (less responsive) to insulin, the body tries to compensate by producing higher than normal amounts of insulin. Insulin resistance can eventually lead to the development of diabetes, increased blood pressure, damage to the heart and blood vessels, weight gain, inflammation and other health conditions. The key to preventing or addressing these and other health problems is to improve insulin sensitivity, which can be achieved by normalizing and sustaining healthy blood glucose levels.

## Obesity and the Blood Sugar Roller Coaster

Overweight and obese people, especially those who tend to collect excess fat around the waist, spend much of their day riding a virtual "blood sugar roller coaster". As a result, they could potentially experience hundreds of neurological commands to eat, most of which are inappropriate. They become more sensitive to both internal and external signals to eat and less sensitive to feelings of satiety after they have eaten adequately. The volumetric and viscous effects of PGX create a feeling of fullness (satiety), making it possible to decrease food intake without experiencing hunger. PGX also dramatically restores the body's ability to control blood glucose levels. Research has shown that by slowing digestion and the absorption of carbohydrates, PGX can lower the glycemic index of meals by up to 50%.

In a double-blind, placebo-controlled study conducted at the University of Toronto, subjects taking PGX for three weeks lowered their after-meal blood glucose levels by 23%, and reduced body fat by 2.8%. The control group lowered blood glucose levels by only 0.4% and body fat by 1.4%.

## Diabetes – A 21<sup>st</sup> Century Epidemic

Adults with diabetes have death rates from cardiovascular disease about two to four times higher than adults without diabetes and just over 75% have high blood pressure. Restoring insulin sensitivity is the only real answer to this diabetes dilemma.

## Reducing Heart Disease Risk Factors

Insulin resistance is correlated with cardiovascular disease risk factors such as elevated cholesterol, triglycerides, and blood pressure, and the development of atherosclerosis.

Two studies showed that the consumption of PGX significantly reduced total and LDL-cholesterol by up to 19% and 29% respectively in individuals with Metabolic Syndrome or diabetes. This is similar to the cholesterol-lowering effect of a modest dose of statin drugs.

## Viscosity – The Critical Characteristic of Fibre

The effect of fibre on reducing appetite, blood glucose, and cholesterol is directly proportionate to the amount of water it can absorb and how viscous (or thick) it becomes in the stomach and intestine. PGX is able to bind several hundred times its weight in water and stomach fluids, far more than other highly soluble fibres like psyllium or oat beta glucan. Compared to PGX, such large amounts of other highly-soluble fibres would have to be consumed to produce any meaningful health benefit that for most people it would be difficult and the side effects undesirable.

# PGX<sup>®</sup> Makes Every Diet Work Better!

PGX is also available from Natural Factors in several convenient forms so you can choose the ones that suit you best

## SlimStyles PGX Products

- Promote fat loss – not muscle or water loss
- Curb appetite and prevent food cravings
- Balance blood sugar levels and eliminate post-meal blood sugar spiking
- Improve insulin sensitivity
- Can be used on their own or to enhance any diet plan



### SlimStyles Meal Replacement Drink Mix with PGX

*For healthy, permanent weight loss*

- Highly nutritious, yet low in calories
- Contains 5 grams of PGX per serving
- Comes in 9 delicious natural flavours: Very Strawberry, Double Chocolate, French Vanilla, Rich Mocha, Mango/Peach, Tropical Piña Colada, Orange Cream, Black Cherry Cream, Savoury Veggie

### SlimStyles Meal Replacement Drink Mix with PGX

*Convenient single-serving packets*

- Contains 5 grams of PGX per packet
- Available in two flavours: Double Chocolate and French Vanilla

### SlimStyles PGX

*In the following convenient forms*

- SlimStyles Ultra Matrix Plus Smooth Digest (softgels)
- SlimStyles PGX capsules
- SlimStyles PGX SlimStyx
- SlimStyles PGX Appetite Control Fibre Blend
- SlimStyles PGX Granules, 300 g container

**Disclaimer:** This information is provided for educational purposes only, and is not intended for self-diagnosis or self-treatment of conditions that should be assessed and treated by your healthcare provider. While the information contained in this document has been carefully reviewed and reflects current clinical and scientific knowledge, it is subject to change. © All rights reserved. Natural Factors Nutritional Products Enquiries: [custservice@naturalfactors.com](mailto:custservice@naturalfactors.com) • 39531 • April 29, 2009.

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For more information, contact  
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**1-800-895-1470**

or email [support@pgx.com](mailto:support@pgx.com)



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[naturalfactors.com](http://naturalfactors.com)