

LIPORED

TARGETED FAT LOSS



LipoRED is a targeted fat burner containing the most powerful legal ingredients available in order to promote the most efficient fat burning metabolism, elevate the body's thermogenic furnace, suppress appetite and provide intense and extended energy.

LipoRED was specifically designed to attack deep fat stores through multiple pathways by stimulating both white and brown adipose tissues.[†]

The MMSN R&D Team created **LipoRED** to be the strongest fat burner available today by combining sound and evidence-based science and proven weight loss ingredients along with the newest most cutting edge fat-burning ingredients in one comprehensive all-purpose weight loss formula. **LipoRED** activates lipolytic nutrigenomic mechanisms and immediately activates lipolysis which promotes the release, mobilization and oxidation of stored body fat.[†]

This specially designed combination of ingredients, delivered in efficacious doses, gives **LipoRED** the thermogenic storm and metabolic power you expect from a top shelf weight loss dietary supplement. Selected ingredients include caffeine, which has been extensively researched in humans, showing it promotes the rapid breakdown and release of stored fat from fat cells. Caffeine stimulates the release of the catecholamine epinephrine which modulates fat breakdown (lipolysis) through lipolytic beta-adrenoceptors. This biochemical process is amplified by N-acetyl-L-tyrosine (NALT) which is a key biological precursor to epinephrine. NALT is an acetylated form of the amino acid L-tyrosine. Adding the acetyl group makes the amino acid more soluble and stable for enhanced absorption and less prone to urinary excretion. Additionally, NALT supports the synthesis of the brain neurotransmitters epinephrine, norepinephrine, and dopamine which are produced during high intensity exercise. NALT also enhances focus and vitality.

LipoRED's special formula contains a novel seed extract from the traditional West African Mango (*Irvingia gabonensis*) plant. Published research studies have shown statistically significant reductions in body weight, body fat, waist size and other clinical parameters in as little as 4 weeks. *Irvingia gabonensis* significantly inhibits adipogenesis in adipocytes mediated through down-regulation expression of the adipogenic transcription factors (PPAR gamma), leptin and by upregulation expression of the adiponectin anti-obesity mechanisms in humans. Raspberry Ketone (RK) is a naturally occurring compound of the red raspberry. Published studies in animals have shown that RK increases both catecholamine-induced lipolysis (fat breakdown) and beta-oxidation (fat burning) in adiposites. Amla (*Emblica officinalis*), or Indian gooseberry, is rich in polyphenolic antioxidants and vitamin C and has been used traditionally for a wide-variety of health benefits. Acai is a high energy berry of a special Amazon palm tree. Known as a "superfood", Acai is rich in antioxidants. We use a concentrated 4:1 Acai fruit extract in our formula to complement Amla and Raspberry ketone.

Octopamine is known to exert adrenergic effects in mammals stimulating alpha(2)-adrenoceptors and stimulating fat breakdown through beta(3)-adrenoreceptors. Yohimbine is the primary active alkaloid in the yohimbe plant (bark) and an extremely potent alpha-2-adrenergic antagonist that promotes stimulation of fat release from deep fat stores. Evodiamine is a unique compound with anti-obesity effects. Research suggests

(cont'd on p.2)

Size: 90 Capsules
Serving Size: 1 Capsule
Servings Per Container: 90

KEY FEATURES

- *Advanced Formula Stimulates Both White and Brown Adipose Tissues[†]*
- *Attacks Deep Fat Stores Through Multiple Fat Burning Pathways[†]*
- *Activates Lipolytic Nutrigenomic Mechanisms[†]*

KEY MESSAGES

- *Provides caffeine (275 mg per serving) for effective thermogenic, metabolic and lipolysis (fat oxidation) benefits.[†]*
- *Caffeine promotes the breakdown and release of fat from fat stores, potentiates the thermogenic action of the other ingredients in the formula, promotes mental alertness and increases energy levels.[†]*
- *Contains African Mango (*Irvingia gabonensis*) which has been shown to significantly reduce body weight, body fat, waist size and other clinical parameters in as little as 4 weeks.*
- *Provides Raspberry Ketone (RK) as published studies in animals have shown that RK increases both catecholamine-induced lipolysis (fat breakdown) and beta-oxidation (fat burning) in adiposities.[†]*
- *Includes Amla (*Emblica officinalis*) which are rich in polyphenolic antioxidants and vitamin C and has been used traditionally for a wide-variety of health benefits.[†]*
- *Acai is a high energy berry of a special Amazon palm tree rich in antioxidants.*
- *Octopamine is known to exert adrenergic effects in mammals by stimulating alpha(2)-adrenoceptors and stimulating fat breakdown through beta(3)-adrenoreceptors.*
- *Yohimbine is an extremely potent alpha-2-adrenergic antagonist that promotes stimulation of fat release from deep fat stores.[†]*

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Your assurance of quality[®]

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Supplement Facts

Serving Size: 1 Capsule Servings Per Container: 90

	Amount Per Serving	% DV*
LipoRED Thermogenic Blend:	712.6 mg	**
Caffeine (anhydrous), White Willow Bark Extract (15% Salicin), Raspberry Ketone, Amla Fruit Extract (45% Tannins), Acai Fruit Extract (4:1), African Mango (<i>Irvingia gabonensis</i>) Seed Extract, N-Acetyl-L-Tyrosine (NALT), Octopamine, Yohimbine HCl, Evodiamine, Vinpocetine		

*Percent Daily Values are based on a 2,000 calorie diet.

**Daily Value not established.

Directions: As a dietary supplement test your tolerance by taking one (1) capsule with food. If well tolerated may be taken without food. Morning: Take 1 capsule. Mid-Afternoon: Take 1 capsule. Stay well hydrated throughout the day while using this product especially in hot and humid temperatures. DO NOT TAKE AFTER 6 PM. MAY CAUSE SLEEPLESSNESS. USE RESPONSIBLY.

Other Ingredients: Magnesium Stearate, Rice Powder, Gelatin

Contains 275 mg Caffeine per serving.

Allergy Information: Manufactured in a cGMP facility that processes milk, soy and egg proteins, peanuts, other tree nuts and wheat.

WARNING: NOT FOR USE BY INDIVIDUALS UNDER THE AGE OF 18 YEARS. DO NOT USE IF PREGNANT OR NURSING. Consult a physician before starting any diet and exercise program and before using this product. Do not take this product if you have a medical condition. Discontinue use and call a physician or licensed health care professional immediately if you experience unexpected side effects. If taking prescription medications, consult a licensed health care professional prior to use. This product contains 275 mg caffeine per serving. Individuals who consume caffeine with this product may experience serious adverse health effects and those that are sensitive to the effects of caffeine should consult a physician before consuming this product. Improper use of this product may be hazardous to a person's health. Stay well hydrated throughout the day by drinking at least 2 liters of water daily when using this product.

Athlete Disclosure: Due to possible restrictions of dietary supplement use by amateur, Olympic and professional sports organizations (e.g., WADA, NCAA, NFL, MLB, NBA, etc.) it is recommended that you consult with the appropriate governing body before using this product or taking any dietary supplement.

KEEP OUT OF THE REACH OF CHILDREN. STORE IN A COOL, DRY PLACE AWAY FROM MOISTURE, SUNLIGHT AND EXCESS HEAT. ALWAYS KEEP TIGHTLY SEALED.

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evodiamine acts at the molecular level having the potential to prevent diet-induced obesity by inhibiting adipocyte differentiation through extracellular signal-regulated kinase (ERK) activation and negative effects on the insulin signaling pathways. Vinpocetine has the ability to dilate blood vessels thereby enhancing circulation and improving oxygen utilization for support of fat use as energy. Vinpocetine also has antioxidant properties. The extract from the white willow bark contains the bioactive compound salicin. Salicin promotes the longer working ability of the ingredients caffeine, octopamine and yohimbine.

LipoRED is the targeted fat lost supplement that you want to use delivering the correct and powerful ingredients to quickly shred fat to transform your body into peak physique.

As with any weight loss product, this dietary supplement is most effective when used in conjunction with a sensible and reduced caloric diet, exercise and behavior modification program along with a comprehensive multivitamin and mineral supplement from the Max Muscle line.

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- *White Willow Bark promotes the longer working ability of caffeine, octopamine and yohimbine ingredients.*
- *Vinpocetine has the ability to dilate blood vessels thereby enhancing circulation and improving oxygen utilization for support of fat use as energy as well as having antioxidant properties.†*
- *Evodiamine is a unique compound that acts on the vanilloid receptors to help with body fat utilization.†*
- *Fast-acting, delivering key bioactive ingredients to support your weight-loss program.*
- *Convenient and easy-to-swallow capsule.*

TARGET MARKET

Primary: Adults seeking the benefits of an extreme fat burner.

RECOMMENDED STACK

- **Quadra Cuts Advanced Thyroid Support**
- **Quadra Cuts Night Time**
- **Cleanse & Lean**
- **2Tx**

Key References

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† **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.**

To report a serious adverse event, contact:

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