

Everyone knows the importance of good nutrition and the role supplementation plays in better health and wellness.

However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body.

The GNLD Difference: YOU DECIDE!

Fake Fads Or Real Science? FTC And GNLD Agree!

“Take our new pill and lose weight!”

“No, take our pill, lose weight, and reduce stress.”

“No, take our pill. Lose weight and prevent Alzheimer’s disease and cancer!”

Sound like crazy claims? They are. But these are actual claims made by popular weight loss promoters you’ve probably heard of, including Xenadrine EFX, TrimSpa, CortiSlim, and One-A-Day Weight Smart multivitamin. At GNLD, we consider these non-science-based claims outrageous—and we’re not alone.

The Federal Trade Commission (FTC) recently filed four separate claims against the marketers of the above-mentioned weight loss products. These claims resulted in \$25 million dollars being paid out for deceptive marketing practices. “The marketers are required to back up the claims with science, and if they can’t do that, they can’t make the claim,” states FTC Chairman Deborah Platt Majoras, (www.ftc.gov). Regarding Xenadrine EFX, the FTC’s complaint alleged that defendants made unsubstantiated claims that their product was clinically proven to cause rapid and substantial weight loss. In fact, several studies commissioned by the FTC did not substantiate these claims.

In one study, Xenadrine users lost an average of 1.5 pounds—total—over a ten week period, while a control group taking a placebo averaged a weight loss of 2.5 pounds over the same period! Further investigation revealed that endorsers with weight loss stories were paid from \$1,000 to \$20,000 for their testimonials.

The FTC’s complaint also targeted the marketers of CortiSlim, noting “false or

prevent weight gain for users over the age of thirty, and help users control their weight by enhancing their metabolism. “Paying for fad science is a good way to lose cash, not pounds,” warns Majoras.

GNLD’s commitment to quality products that are backed by science has never wavered. While a magic weight loss pill is a tempting idea, and the marketing of such a product could be extremely profitable, that’s not how GNLD operates. Like all GNLD products, the GR² Control weight loss program was carefully researched during every step of its development, and it is backed by the Scientific Advisory Board (SAB).

The GR² Control weight loss program controls glycemic response with a balance of protein, carbohydrates, and fats proven to keep people out of the Insulin Trap. This program, based in science, results in long-term success, and our many, many product testimonials are from real GNLD customers with real stories—not hired actors.

You can seek weight loss answers from companies using slick advertising and fad science, or you can rely on a program thoroughly researched and based in science—You Decide. You can believe weight loss stories from people who are paid thousands of dollars to endorse a product, or you can believe people who have achieved long-term success and want to share their GNLD stories—*You Decide!*

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—FTC Chairman
Deborah Platt Majoras

unsubstantiated claims” of weight loss and reduced risk of Alzheimer’s disease, cancer, and cardiovascular disease. The FTC also objected to the method of advertising—specifically infomercials that were deceptively formatted to seem like talk shows. In their claim against One-A-Day Weight Smart multivitamins, the FTC alleged that claims were not backed by scientific evidence. These claims include assertions that One-A-Day Weight Smart multivitamins increase metabolism, help