

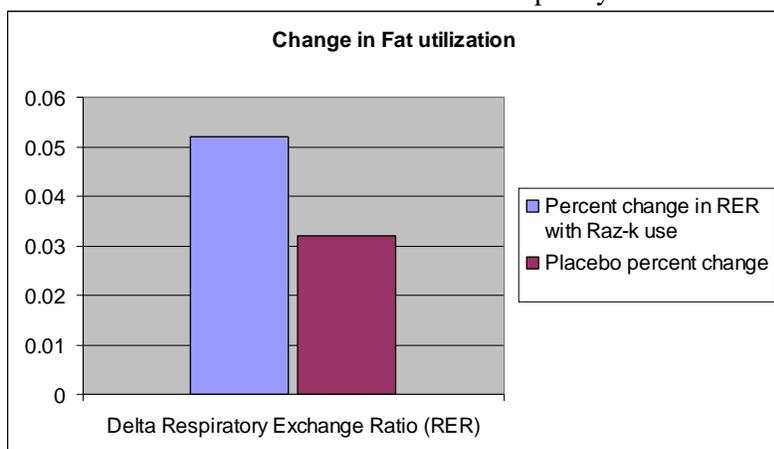


What is Razberi-K?

Razberi-K, also known as 4-(4-hydroxyphenyl) butan-2-one, is a ketone unique to raspberries. Raspberries contain many bioactive constituents beneficial for health. One particular constituent, 4-(4-hydroxyphenyl) butan-2-one appears to have the potential to support body fat reduction. Razberi-K is very similar in structure to two compounds known to induce fat reduction, capsaicin and synephrine.

How Does it Work?

In a study (Morimoto et al, 2005), mice were fed a high fat diet to induce obesity while treated groups were also fed an additional 1 or 2% raspberry ketone. The treated groups gained less body fat than the control groups. Razberi-K appears to support reductions in body fat in two ways. First, decreasing the absorption of dietary fat and secondly, increasing norepinephrine-induced lipolysis. In another study researchers were able to demonstrate that Raspberry ketone was capable of inhibiting alpha amylase



activity a dietary enzyme involved in starch breakdown and sugar absorption, helping reduce fat. Importantly other research in this area has shown that Razberi-K can ameliorate fat absorption by inhibiting a key step in absorption, trioleoylglycerol hydrolysis. While the decreased absorption of dietary fats and sugars aid in reducing body fat by Razberi-K, it is not the main fat reducing effect, this is mainly contributed

to its effect on fat oxidation. In the study by Morimoto et al., 2005 they demonstrated that Razberi-K supplementation resulted in an increase in Hormone Sensitive Lipase (HSL) translocation to fat cell lipid droplets suggesting that Razberi-K enhances norepinephrine Lipolysis. Research has also shown that Razberi-K stimulates an increase in thermogenesis in brown adipose tissue. In a recent study (Parks, K.S., 2010) showed that a 10 micro molar concentration of Razberi-K significantly increased cellular and secretory concentrations of adiponectin, a protein that increases skeletal muscle fatty acid oxidation and also markedly reduced the amount of lipid accumulation in fat cells. Also it increased beta-oxidation of fatty acids by 115% compared to the control. In a field study by Tim Ziegenfuss, ten participants received a 200mg per day Razberi-K supplement along with exercise. This was done to asses the effects of RK on fat oxidation and blood chemistry, the results showed a trend toward enhanced fat oxidation as shown with a 62% increase in Respiratory Exchange Ratio (RER) and no adverse effects on blood chemistry were observed implying RK's safety and efficacy.

Application and Serving Size

Razberi-K is appropriate in a product for weight management. It can be administered in a capsule, tablet, powder or liquid. The recommended serving is 100mgs twice daily or 200mgs prior to workout. As with any weight management program, Razberi-K should be used in conjunction with proper nutrition and exercise.



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