

**The Complete Uncensored Truth About Hoodia**

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Hello, and thank you for your purchase of **The Complete Uncensored Truth About Hoodia.**

Let's start with **the basics...**

One of the largest markets anywhere, both online and in the real world, is weight loss. The US weight loss market alone has been forecast to possibly reach \$61 billion by the year 2008.

Obesity in developed countries is on the rise, and people are becoming ever more aware that they face an increased risk of death from degenerative diseases as a result. Anything which has the potential to suppress the appetite, and consequently lead to weight loss, is going to have an eager swarm of people waiting to test out the claims of its effectiveness.

If you have not heard of Hoodia before now, then the chances are you soon will. Hoodia is a plant which looks very similar to a cactus, but is in fact a succulent plant. It is found in a few select areas of Southern Africa.

There are many different types of Hoodia, several of which are grown as plants in gardens, but the one that has been attracting all of the interest is known as Hoodia Gordonii. Hoodia Gordonii has had millions of dollars spent in research by pharmaceutical companies, because they believe it will prove to be an appetite suppressant.

The San bushmen of the Kalahari Desert have used Hoodia plants for food for a long time. It was back in the early 1960s that the Council for Scientific and Industrial Research tested a large number of plants used by bush people as food.

The researchers were looking mainly for effects of toxicity, but instead, quite by accident, found that extracts from Hoodia Gordonii led to a reduction in appetite, and consequently body weight, in the animals that were tested. This testing was then escalated to human subjects, due to the obvious potential importance of the findings.

With obesity levels rising all the time, Hoodia could potentially save thousands of lives, as well as relieving health services worldwide of many burdens. Not to mention the improved quality of life for millions of patients around the world.

Hoodia could also bring in vitally needed revenue for a very poor part of the African economy. The British company Phytopharm, working in conjunction with the scientists of the CSIR, have spent more than \$20 million on research already. Phytopharm holds the licenses to the patents for Hoodia Gordonii.

The CSIR have signed a contract with an organization representing the local population, to ensure that the people whose knowledge led to the plant being

investigated in the first place, gain a direct benefit from its commercialization.

So, how does Hoodia work? Well, it seems that significant amounts of biologically active substances actually deceive the brain into thinking that the body does not need any more nutrient.

This means that people feel no hunger, or desire to overeat, meaning they consume less calories during the day. Subjects in tests have consistently been consuming more than 1000 calories less than they did before they began using the Hoodia.

As calorific intake is the most important factor in maintaining body weight, this will be a very significant find if the results continue to show this kind of success. For the obese people of the developed world, it could be a lifesaver.

## **Online Information**

If you haven't come across Hoodia yet, it is the cactus like plant which has proven itself in scientific trials as being capable of suppressing the human appetite. It has the potential to save millions of people the embarrassment, inconvenience, and severe health risks, of chronic obesity.

However, a breakthrough as large as this is never without those unscrupulous people who try and take

advantage by selling products which have a limited value, and even those which contain no Hoodia at all. This is why it is so important to do your due diligence, and make sure you find the correct information before you part with any money.

The easiest place to do this research is, of course, online. You have to be careful, however, because there is a lot of misinformation on the internet, purposefully put there to make sales of bogus, worthless, products.

One of the first websites to look at is the site of Phytopharm, the British company that holds the license to the patents for Hoodia. They have already spent no less than \$20 million in research on the new discovery. Their website has a comprehensive question and answer section, which will give you a good grounding into the potential of the Hoodia plant.

Official government opinion is, at the moment, thin on the ground. As of yet there are no official warnings against Hoodia, or Hoodia products or suppliers. All the Government says is that we should treat the claims of all diet products with “a healthy portion of skepticism”.

There are several cases pending where the Federal Trade Commission is bringing suit against companies who claim that their products contain Hoodia, when in fact they do not. The Government has now issued a patent for the active ingredient in Hoodia Gordonii,

known as “P57”, so it seems that they are convinced of the results of the basic research, and prepared to accept that the genuine product does in fact work.

It is absolutely critical that you take the necessary step of arming yourself with enough information to avoid falling foul of the Hoodia scams, many of which are selling products that contain no Hoodia at all. Mike Adams, a journalist with News Target, has said that he believes as many as four out of every five Hoodia products are either completely fake, or else have some form of dilution to make the effect negligible. Many of these products are offered on the internet with fake certificates of authenticity.

Hoodia is a rare plant that take four to five years to grow in climatic conditions which are exactly right for it. It is also subject to a CITES agreement between governments, which mean that a permit is needed to grow or harvest the plant. Although there are laboratories which test Hoodia products, and are prepared to issue certificates attesting to their authenticity, there is nothing to stop unscrupulous retailers from sending off genuine samples, and then selling an adulterated product in the marketplace. There are a very few brands of Hoodia which do seem to have consistently passed the tests that have been made on them, but it is a very few.

## **Best Books About Hoodia**

Hoodia Gordonii is a cactus like plant, actually a stem succulent, which grows in the Kalahari desert of Southern Africa. It has created a storm in recent years, due to the claims that this plant can suppress the appetite, and play a significant part in weight loss.

These claims are no flash in the pan. The local San people have been using the plant for years, and when scientists from the African CSIR did a study into it, they found that it had significant appetite reducing effects on animals that were tested. When the test were done on humans, the pattern continued.

The big problem with the Hoodia phenomenon at the moment is obviously the inevitable rush of conmen offering counterfeit or watered down product to a desperate marketplace. If you are looking to lose weight, and want to try Hoodia, then you are strongly advised to do your research first.

As well as doing information searches on the internet, you may like to avail yourself of one of the books available on the subject, so you can go into the market armed with some basic background knowledge.

One of these books, which is available on Amazon, is “Hoodia: The New, All-Natural Appetite-Suppression Phenomenon”. Powerful and far reaching claims are made for the product, including that it will completely change the way medical practitioners will deal with diabetes, as well as weight loss.

Another book is “Hypochondriac's Guide to Hoodia Gordonii”. This book claims to be able to tell you the official US Government viewpoint, including Congress and the FDA.

The book is a collection of information culled from public sources, presented as one package, very convenient for the busy modern person looking to get the most accurate information about Hoodia as quickly as possible.

Possibly the most comprehensive book on Hoodia Gordonii available at the moment is “Supreme Properties of Hoodia Gordonii: Part of a New Weight Control Revolution in the Combat Against the Metabolic Syndrome X” by Stephen Holt.

This book is written by an author who claims to be one of the makers of the best selling brand of Hoodia on the market. It tells the full story of how the San people used Hoodia for years in their own travels across the desert, how the plant was tested by South African scientists, and found to contain a unique molecule, how it is only the Gordonii strain of the species which has this capability.

The book goes on to mention the British clinical trials which have been done, which suggest that it is possible to reduce the calorific demand by up to 2000 calories a day. This will, of course, have a dramatic

effect on the weight of any patient, if it can be maintained over a significant period of time.

This is an extension of the data on the website of Phytopharm, which is the most accurate place to look for research, as Phytopharm is the company which own the patents for the use of Hoodia Gordonii, and has spent over \$20 million on research into it. No company would spend that kind of money without a lot of belief in the potential of the product.

## **Problems and Pitfalls with Hoodia**

By far the largest potential pitfall with Hoodia Gordonii is the difficulty of finding out whether or not your intended supplier is actually selling genuine Hoodia Gordonii, or an adulterated version with a fraction of the necessary active ingredient, or even a completely counterfeit product containing no Hoodia Gordonii whatsoever.

According to Mike Adams, a top journalist with News Target, as many as 80% of all Hoodia products may be fakes, or at best contain only a fraction of the necessary ingredients. This is a problem even if the website you buy from has a certificate of authenticity on it.

Although there are laboratories which will test the samples given to them, and issue certificates of authenticity, it is always possible for the determined

con artist to get around the rules. Many of them will send a sample to the laboratory for certification, and then sell a watered down version of the product to customers.

Phytopharm, who hold the license to the patents on Hoodia, have stated that they believe most of the Hoodia products on the market today have less than 0.1% of the active ingredient that they should have.

These scam sites do offer a money back guarantee, but on what basis could that operate? Weight loss, even with totally effective products, is not quick. By the time a few months have passed, and no lasting improvement has occurred, the company selling the ineffective product has already profited handsomely from doing so.

The best course of action is to do a lot of research, especially on the internet, and find out which journalists have enough of a reputation not to want to ruin them by recommending shoddy products.

The main potential problem with any health related product is obviously side effects. Many, if not most, of the websites selling Hoodia products will claim that Hoodia has absolutely no side effects. That may or may not be true, we simply do not know yet.

Phytopharm, the British company that owns the license to the patents filed on Hoodia, is currently

engaged in extensive testing to try and determine what, if any, side effects Hoodia does produce.

All that can be said at the current time is that there are no known side effects of Hoodia Gordonii, and therefore it is very unlikely that the clinical trials will produce evidence of any major problems caused by its regular use. At the moment it looks as though a genuine discovery of far reaching importance has been made.

## **Top 10 Tips About Hoodia**

Hoodia Gordonii is a cactus like plant with the potential to suppress the appetite, and encourage consistent weight loss. Here are some tips -

### **1 – Do your research**

Because Hoodia is a product with an incredible potential demand, it is like a magnet to fakers and counterfeiters. Make sure you take the time to learn about Hoodia before you make any purchases.

### **2 – Get hold of a good book**

If you are interested in using Hoodia seriously, then it will be a good idea to gain some background knowledge from one of the books available on the subject. There are books available very cheaply, which will give you the background information you need.

### 3 – Think if you really need to lose weight

This is a big one. So many people, especially women, have become so obsessed with the 'culture of slim' that they try to lose weight even when they have no need to, even in cases where they are actually underweight and weight loss is potentially dangerous. Take your medical advice from a doctor, not a fashion magazine.

### 4 – Read the Government information

As Government information is available for free there is no sense in not reading it. The US Government has granted patents for the active ingredient in Hoodia Gordonii, so they must be convinced that it does what is claimed for it.

### 5 - Buy from a recommended site

There are so many retailers selling substandard Hoodia, and even fake Hoodia, that you simply must do some basic research on the internet to determine which sites are likely to be reliable. If you can find the opinion of a journalist with a reputation, so much the better.

### 6 – Make sure they have a money back guarantee

Even though there are limits to the usefulness of a money back guarantee when the product is supposed

to show gradual results, it still makes no sense to buy from anyone who won't stand behind their product. There are plenty that do, so avoid the ones who don't.

#### 7- Try to lose weight slowly

If you decide to use Hoodia Gordonii as part of a calorie restricted diet, do it slowly. Even a dieting person needs a regular supply of many essential nutrients, so no crash diets, even if the hunger pains are not there. Make sure you still eat food rich in essential vitamins and minerals, and that it is only the calories that are cut down.

#### 8 Watch out for Phytopharm's product

Of course Phytopharm are still in the process of developing their product. When it appears, it will be worth looking into it, as it will be from the source which has done most of the independent testing. Even if you have been disappointed with the results of another brand, Phytopharm's may well be worth considering.

#### 9 Keep watching this space

Hoodia is a relatively new product. New research is being carried out on an ongoing basis. Make sure you keep up with the latest developments by using the global medium of the internet. Even the exact nature of the side effects, if any, remains unknown as yet.

10 Don't get stressed out over it

Whatever happens, your health is the most important consideration. Don't allow the whole weight loss issue to affect the rest of your life. Use Hoodia by all means, and use it with optimism, but keep a balanced mind. You are still a precious human being, even if you don't lose weight.

### **Final Words**

Thank you very much for reading! We hope you enjoyed **The Complete Uncensored Truth About Hoodia**.

*Remember...*It takes dedication to lose weight with hoodia. You have to keep doing research, double check it, and persist!

Now go and start losing weight with hoodia!

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