

United States

nutraceuticals

Satisfy your taste buds and your appetite with a fresh cup of coffee

Phytobase Nutritionals has developed a coffee that it suggests not only satisfies taste buds, but also appetites, thanks to its key satiety-promoting ingredient Hoodia gordonii.

Launched in April 2006, LeanCaffé contains 100% Arabica organic coffee with a hint of fresh hazelnut, French vanilla and cinnamon to create a 'sumptuously smooth' flavour that the company feels will satisfy the most discerning of taste buds.

Each 7g serving of the coffee contains 950mg of Hoodia gordonii, an up and coming supplement derived from a cactus-like plant that grows naturally in the African Kalahari Desert. It has been used for generations by native San Bushmen to stave

off hunger and boost energy during long trips across the desert.

The ingredient's ability to control appetite has been pinpointed to a specific molecule, which has now been named P.57 and has been discovered to be around 10,000 times as active as glucose in promoting satiety.

A human clinical trial was conducted in the UK in 2001 whereby a group of morbidly obese men and women were placed in a 'phase one unit', where all they could do was read, watch television and eat. Half of the group were given Hoodia supplements and half a placebo. After 15 days, those who had been taking Hoodia had reduced their food intake by around 1000 calories per day, which is almost half the average calorie intake in a regular diet.

LeanCaffé also features Rhodiola rosea, which is grown in eastern Siberia. The plant, dubbed 'golden root' by natives, is said to boost energy, enhance moods, increase the body's fat-burning mechanisms and improve mental alertness.



Sam D. Gur, Phytobase Nutritionals co-founder told **functionaldrinks**, "So many people love to drink coffee, why not make it even better and get an additional benefit of controlling ones appetite. Once we identified the satiety movement as the next big trend in health and wellness, we developed ChocoLeans [a dark chocolate that contains Hoodia gordonii], and LeanCaffé was the next logical step in developing a product that can be used as a tool for people looking for ways to control their appetites."

Mr Gur added that LeanCaffé, which is certified as fair trade, is aimed at "anyone who loves a great cup of coffee, and who is looking for ways to control their appetites to avoid weight gain, and those that are looking to reduce their weight by eating smaller portions."

Available to order through the company's website and large online retailers as well as selected health food stores across the US, LeanCaffé is available in a 342g bag (approximately 48 servings) for US\$39.95. International distribution plans are currently being finalised.

According to Mr Gur, Phytobase Nutritionals is working on several additional functional coffees and next generation beverages, which will be 'first-in-category' once launched.

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