

PGX® DAILY ULTRA MATRIX SOFTGELS

Contributes to healthy weight loss

Every day millions of people go through life feeling sick, tired and overweight. Over time, people forget what "healthy" feels like, and start to believe that the way they feel is normal. Many health experts agree that over the last 50 years profound changes in our environment have contributed to an increase in obesity, heart disease, cancer, Alzheimer's and other age-related physical and mental disorders. A marked reduction (by most people) in physical activity; a substantial increase in the consumption of foods that are nutrient-poor and high in saturated fats, simple carbohydrates, and salt; and an increase in stress, all contribute in a negative way to people's health. In the developed world, obesity is a true epidemic. North America has the highest percentage of people who are obese and/or succumbing to obesity-related illnesses such as heart disease and diabetes.

Much research has been conducted on obesity, cardiovascular disease and diabetes and a common denominator appears to be insulin resistance. Although healthy dietary choices, physical activity, and stress management can go a long way in preventing obesity, diabetes and heart disease, PGX Daily Ultra Matrix Softgels may be the most effective natural health product ever developed for balancing blood glucose levels and reducing insulin resistance.

INSULIN RESISTANCE – THE GREATEST PLAGUE OF THE TWENTY FIRST CENTURY

Science now tells us that almost all the health risks associated with increased body fat occur because most overweight people develop insulin resistance (sometimes referred to as Syndrome X or Metabolic Syndrome), a state in which insulin, the hormone that facilitates the uptake of glucose into the cells, works less efficiently with every pound of added fat. As the body's cells become less sensitive (less responsive) to insulin, the body tries to compensate by producing higher than normal amounts of insulin. Insulin resistance can eventually lead to the development of diabetes, increased blood pressure, damage to the heart and blood vessels, weight gain, inflammation and other health conditions. As many as 40% of North American adults, and an ever-increasing number of children, now have some degree of insulin resistance. The key to preventing or addressing these and other health problems is to improve insulin sensitivity, which can be achieved by normalizing and sustaining healthy blood glucose levels.

PGX DAILY ULTRA MATRIX SOFTGELS

The result of many years of intensive clinical and laboratory research at a leading Canadian university in collaboration with the Canadian Center for Functional Medicine, PGX is a completely unique proprietary blend of highly-purified water-soluble polysaccharides (fibres) developed using advanced Envirosimplex® technology. The proprietary PGX formula combines, in a very specific ratio, polysaccharides derived from konjac root, sodium alginate and xanthan gum, which act synergistically to normalize blood glucose levels and restore insulin sensitivity – better than any other natural health product, drug, or dietary program ever studied.

AN ADVANCED DELIVERY SYSTEM

Ongoing research and development involving PGX has led to the development of the PGX Daily Ultra Matrix Softgels – an advanced delivery system that produces superior results. The Ultra Matrix technology involves suspending PGX in an MCT-rich oil matrix (medium-chain triglycerides) derived from purified coconut oil. This matrix, when combined with stomach acid, disperses better than any other tested delivery system for soluble or insoluble fibre, including previous forms of PGX such as the granules. Rapid dispersal substantially increases the volumetric potential of PGX Daily Ultra Matrix Softgels because the polysaccharides quickly hydrate and form strong bonds for a level of viscosity which is greater than any known polysaccharide. This effect is referred to as "acid-induced viscosity" and it begins within minutes of ingesting PGX Daily Ultra Matrix Softgels.

Although the primary health benefits of PGX Daily Ultra Matrix Softgels come from the PGX itself, the thermogenic effect of MCTs increases metabolism, helping to burn more calories each day. Ongoing research also indicates that MCTs may help improve blood-glucose-related disorders such as diabetes. The ease with which MCTs are digested and metabolized compared to other fats is another benefit, especially for people who have problems digesting fats.

OBESITY AND THE BLOOD SUGAR ROLLER COASTER

Overweight and obese people, especially those who tend to collect excess fat around the waist, spend much of their day riding a virtual "blood sugar roller coaster". In fact, this blood glucose volatility is characteristic of almost every person with a weight problem and is strongly correlated to their inability to lose weight and keep it off. As a result, they could potentially experience hundreds of neurological commands to eat, most of which are inappropriate. They become more sensitive to both internal and external signals to eat and less sensitive to feelings of satiety after they have eaten adequately. To make matters worse, the health risks associated with obesity, such as heart disease, stroke, high blood pressure, and Type II diabetes can be life threatening.

The effect of fibre on reducing appetite, blood glucose, and cholesterol is directly proportionate to the amount of water it can absorb and how viscous (or thick) it becomes in the stomach and intestine. PGX is able to bind several hundred times its weight in water and stomach fluids, far more than other highly soluble fibres like psyllium or oat beta glucan. Compared to PGX, such large amounts of other highly-soluble fibres would have to be consumed to produce any meaningful health benefit that for most people it would be difficult and the side effects undesirable.

The volumetric and viscous effects of PGX create a feeling of fullness (satiety), making it possible to decrease food intake without experiencing hunger. PGX Daily Ultra Matrix Softgels also dramatically restores the body's ability to control blood glucose levels. Research has shown that by slowing digestion and the absorption of

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Where Great Health Begins

carbohydrates, PGX can lower the glycemic index of meals by up to 50%.

One study involving overweight, insulin-resistant subjects showed that continued use of PGX can lower insulin secretion by approximately 40%, producing a whole body insulin sensitivity index improvement of nearly 55%. When insulin sensitivity is restored, more nutrients enter muscle cells after each meal, making fewer calories available to fat cells and more calories available for energy. In a double-blind, placebo-controlled study conducted at a leading Canadian university, subjects taking PGX for three weeks lowered their after-meal blood glucose levels by 23%, and reduced body fat by 2.8%. The control group lowered blood glucose levels by only 0.4% and body fat by 1.4% (Vuksan).

Incorporating PGX Daily Ultra Matrix Softgels into your diet can help you lose weight safely and gradually, even if you are not ready to make other positive diet and lifestyle changes at first. Naturally, the beneficial effects of PGX will be greatly enhanced by a healthy diet and exercise, leading to incredible results.

DIABETES – A TWENTY-FIRST CENTURY EPIDEMIC

The "diabetes epidemic" that is now sweeping the Western world (and is increasingly affecting affluent groups in developing nations as well), parallels the obesity epidemic that began about a decade ago. Although being obese is the single most important risk factor for Type II diabetes, having a "normal" weight is no guarantee of protection against diabetes. Some slim people also develop insulin resistance mainly because of unhealthy body fat levels. Adults with diabetes have death rates from cardiovascular disease about two to four times higher than adults without diabetes and just over 75% have high blood pressure. Restoring insulin sensitivity is the only real answer to this diabetes dilemma. A randomized, controlled clinical trial was conducted on subjects with high-risk coronary heart disease who also had Type II diabetes and were being treated with drugs for diabetes, high cholesterol and blood pressure. Compared to placebo, PGX reduced serum fructosamine, a marker of glycemic control, as effectively as the oral hypoglycemic agent Acarbose (manufactured by Bayer, Germany) (Vuksan, *et al*).

REDUCING HEART DISEASE RISK FACTORS

Insulin resistance is correlated with cardiovascular disease risk factors such as elevated cholesterol, triglycerides, and blood pressure, and the development of atherosclerosis.

Two studies showed that the consumption of PGX significantly reduced total and LDL cholesterol by up to 19% and 29% respectively in individuals with Metabolic Syndrome or diabetes. This is similar to the cholesterol-lowering effect of a modest dose of statin drugs. Compared to previous studies using other viscous fibres such as psyllium or oats to lower cholesterol, PGX has a three to five fold greater effect (Vuksan, *et al*).

In the colon, PGX is highly "prebiotic" in that it promotes the growth of healthy bacteria and, via fermentation, the production of short-chain fatty acids (SCFAs): substances that are vitally important to colon health. The key SCFA produced is propionate, which is partially taken up by the liver and may help decrease the synthesis of cholesterol. PGX also increases the production of bile acids, increasing the excretion of cholesterol and triglycerides through the stools.

DOSAGE

PGX is a highly concentrated and effective form of fibre. In fact, gram for gram, PGX is several times more effective than any other dietary fibre. It can take time for your body to adjust to increased amounts of dietary fibre and PGX is no exception to this rule. To avoid minor side effects such as increased gas, bloating, loose stools or constipation, it is best to start with small amounts of PGX and then gradually increase your intake as your body adjusts. If you take PGX consistently and increase the dose gradually, it is almost certain that you will be able to consume a highly effective dose within a few days to a couple of weeks.

- To enjoy the full benefits of PGX, try to take the softgels before each and every meal
- Be sure to take PGX Daily Ultra Matrix Softgels with at least 250 ml. (8 oz) water per 3 softgels
- Start with 1-2 softgels before each meal and increase by 1 softgel per meal every 2-3 days. Continue to increase the dosage until you experience a significant reduction in hunger and between-meal food cravings. The effective dose is typically 3-6 softgels before each meal. As little as 1-2 softgels per meal may be effective for some people, and others will require the maximum recommended dose of 6 softgels per meal.
- After your initial weight loss goals have been achieved, you may find that lower doses can effectively control your appetite and will allow you to comfortably maintain your ideal weight

SAFETY

PGX has an excellent safety profile, and is suitable for long-term use.

Pregnancy and lactation: Pregnant or lactating women should discuss PGX Daily Ultra Matrix Softgels with their health care practitioner.

Children: Half the adult dose is recommended for children following the same dosage recommendations as above. Therefore, 1 to 3 softgels before each meal until the child notices a reduction in hunger and between-meal food cravings.

Drug interactions: If taking medication, take one hour prior to, or two hours after taking PGX. PGX Daily Ultra Matrix Softgels can be used along with insulin or diabetes drugs. People with diabetes must monitor their blood glucose and adjust their medication accordingly, as PGX helps control blood glucose and may lessen the need for insulin or other diabetes medications over time. Persons with Type I and Type II diabetes should work closely with their prescribing health care practitioner.

Contraindications: Anyone on a large number of medications that need to be taken with food should discuss PGX Daily Ultra Matrix Softgels with their health care practitioner. If you are under 18 years of age or have health concerns, consult your health care practitioner before starting any weight loss program.

PGX Daily Ultra Matrix Softgels represents a new frontier for achieving and maintaining vigorous health. It primarily focuses on normalizing blood glucose levels, which is key to promoting healthy weight loss and preventing the onset or progression of diabetes and cardiovascular disease risk factors. Let PGX Daily Ultra Matrix Softgels help reveal the healthy person inside of you.

PGX Daily Ultra Matrix Softgels patent pending.
For more information on the research behind PGX, consult the product monograph.

KEY REFERENCES

Vuksan V., *et al.*, "3-week Consumption of a Highly Viscous Dietary Fibre Blend Results in Improvements in Insulin Sensitivity and Reductions in Body Fat", Results of a double-blind, placebo-controlled trial presented at the 64th Annual Meeting of the American Diabetes Association, Orlando, Florida, June 4-8, 2004

Vuksan V., Jenkins, D.J., Spadafora P., Sievenpiper, *et al.*, "Konjac-mannan (glucomannan) improves glycemia and other associated risk factors for coronary heart disease in Type II diabetes". A randomized, controlled metabolic trial, Diabetes Care, 22:8, 913-919, June, 1999

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Will change your life, even if you don't®

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Natural Factors
Where Great Health Begins



Roland Gahler has led Natural Factors for the past three decades, expanding the company's product offering as well as its manufacturing capacity and expertise in scientific research. Roland is dedicated to establishing the highest standard of reliability and effectiveness for natural products, as well as total quality control.

"I have never before felt so strongly about any product. I believe PGX Daily can change everybody's life…There has never been a product this safe and natural with an efficacy that rivals pharmaceutical drugs."

– Roland Gahler, Executive Chairman



PGX DAILY is available in convenient 3 softgel Tri-Packs (box of 60 packets) or in bottles of 120 or 240 softgels.

SlimStyles® PGX Ultra Matrix Plus Smooth Digest is available in bottles of 120 softgels.



Our Mission

At Natural Factors, our mission is to enhance the well-being of our customers through research, development and delivery of effective nutritional supplements and other health-building products. We are in business to contribute, in a cooperative and sustainable manner, to the lives of our customers, employees, suppliers, and the communities we serve.

From clinically-tested Echinamide® to revolutionary Healing Foods™, Natural Factors has been manufacturing superior vitamins, herbs, supplements, and other natural health products for more than 50 years. Natural Factors is an integral part of North America's natural health industry, working through natural health retailers to meet consumer needs.

PGX – A Product You Can Trust

The evolution of PGX technology has led to the development of PGX Daily Ultra Matrix Softgels, a product which will have a profound effect on insulin resistance, satiety, and overall health. Regulating blood sugar is a key factor in many health conditions. More than 60% of Canadians have insulin resistance, which is one of the root causes of obesity, heart disease, high cholesterol and diabetes.

PGX is the result of over 15 years of scientific and clinical research at a leading Canadian university. Dr. Michael Lyon, Medical and Research Director of the Canadian Center for Functional Medicine (CCFM), collaborated with researchers to further develop PGX. The CCFM also implemented a weight loss program with PGX. Participants who complied fully with the program achieved remarkably consistent results in weight reduction.

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PGX, PGX Daily®, PolyGlycopleX®, PGX® Ultra Matrix Plus Smooth Digest™ and the unique two-toned PGX Daily Ultra Matrix Softgel™ capsule are trademarks of InovoBiologic Inc. PGX patent pending.

INOVO Biologic

PGX DAILY

Will change your life, even if you don't®

Years of research involving thousands of participants have shown that taking PGX (PolyGlycopleX®) with food can reduce a meal's glycemic index by up to 50%. Regulating blood sugar is a key factor in many health conditions, including weight gain. Most people gain weight gradually, adding five or ten pounds every decade. Change isn't easy. Incorporating PGX Daily into your diet can help you lose weight safely and gradually, even if you are not ready to make other positive diet and lifestyle changes at first. Naturally, the beneficial effects of PGX will be greatly enhanced by a healthy diet and exercise, leading to incredible results.

The Health Benefits of PGX Daily

- Controls and balances blood sugar levels
- Lowers the glycemic index of meals by up to 50%
- Supports healthy weight loss for life
- Promotes satiety and reduces food cravings
- Lowers cholesterol and triglyceride levels
- Contains no stimulants

PGX – Scientifically Based and Clinically Proven

Research has shown that people who gain weight often spend much of their day on a "blood sugar roller coaster", with blood sugar alternately surging and plummeting, leaving them tired or irritable and leading to frequent and unhealthy food cravings. Eating the wrong foods (especially high glycemic index foods) magnifies the problem, but the underlying cause is insulin resistance, a condition where insulin is released after meals but the body fails to respond appropriately.

Fortunately, PGX can restore insulin sensitivity and get you off the blood sugar roller coaster. PGX is a unique complex of naturally-occurring, water-soluble polysaccharides (dietary fibres) and is the result of years of intensive clinical and laboratory research at a leading Canadian university in collaboration with the Canadian Center for Functional Medicine.

PGX is the only nutritional ingredient proven to promote healthy blood sugar management by slowing digestion and reducing the glycemic index of meals (see figures 1 and 2).

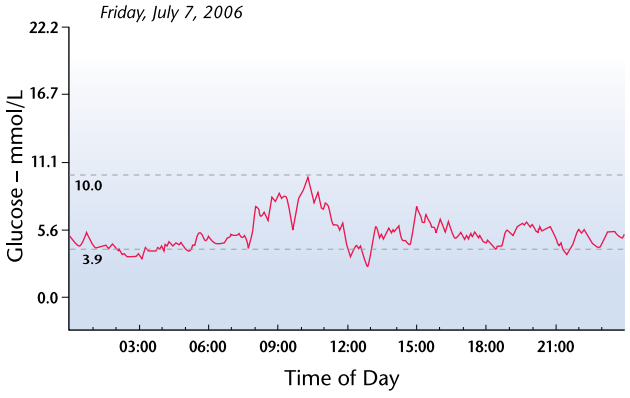

Figure 1: *Uncontrolled and erratic blood sugar levels of an obese woman over 24 hours with a poor diet and no physical activity.*

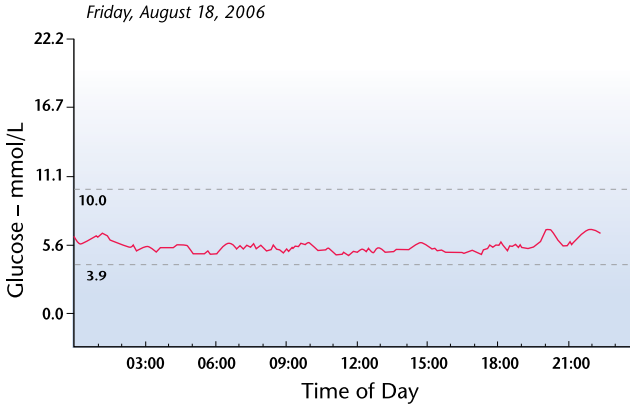

Figure 2: *Controlled and balanced blood sugar levels of the same woman after consuming PGX for 6 weeks and experiencing a healthy weight loss of 2 pounds per week.*

Feel Good About Eating Again

Changing life-long eating habits can seem impossible when you're overweight. If you don't have the "willpower" to stick to restrictive diets; if you have to fight fatigue in order to exercise; or if you have uncontrollable food cravings; don't beat yourself up. Poor blood sugar control may be at the heart of your weight problem. PGX can start changes from the inside out, getting you off the blood sugar roller coaster and helping you feel in control again. Then change can occur comfortably and naturally.

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Tame Your Appetite and Tune Your Metabolism for Lifelong Weight Control!

Dr. Michael Murray



Dr. Michael Murray, N.D., is widely regarded as one of the world's leading authorities on natural medicine. He is a graduate, faculty member, and serves on the Board of Regents of Bastyr University in Seattle, Washington.

Dr. Michael Lyon



Dr. Lyon is an internationally renowned teacher, author and researcher in many areas including ADHD, diabetes, environmental toxicology, and chronic pain. Dr. Lyon is the author of Healing the Hyperactive Brain, Is Your Child's Brain Starving? *and co-author of* How to Prevent and Treat Diabetes with Natural Medicine.

HUNGER FREE FOREVER

The NEW Book by Dr. Michael Murray, N.D. and Dr. Michael Lyon, M.D.

Satiety the Key to Lifelong Weight Management

Hunger Free Forever is a new book for those hungry for answers to the roller coaster of weight gain, weight loss, weight gain…you know the routine. What can another book tell us that hasn't already been said?

Dr. Michael Lyon and Dr. Michael Murray have joined forces to bring recent scientific discoveries to light – discoveries that can help anyone with weight and diet concerns. The message of *Hunger Free Forever* may sound impossible, but these experts in natural health solutions show that it CAN be done.

"*We are driven by concern for people's health,*" explains naturopathic physician and co-author of *Hunger Free Forever*, Dr. Michael Murray. "*Stopping the obesity epidemic is key to preventing so many major health problems – cardiovascular disease, diabetes, stroke, dementia, depression, even liver disease, impotence and arthritis. Obesity needs to be addressed, and fast, if we are going to improve people's health. Individuals CAN do something about their weight. With this book we want to give them more than hope; we can help them get real results.*"



PART OF THE SOLUTION – The authors of *Hunger Free Forever* advise that there are many natural methods and products that can make it easier to reach, and maintain, a healthy weight. One key aspect of weight management is the use of fibre. In this book you will find out about the extensive scientific research behind a remarkable soluble fibre complex called PGX® (PolyGlycopleX®). PGX can help re-train an overweight body so that hunger and cravings are reduced and the process of eating is, once again, under the individual's control.

Written in an easy-to-read style, *Hunger Free Forever* offers many key weight loss and life style tips that can "terminate" bad relationships with food. The reader will find assistance from these health professionals for reducing stress and learning how to alter destructive habits and transform them into good habits. Using this book, you can come to understand, and control, the relationships between eating, appetite, metabolism, hormones, stress, muscle mass, attitude and glycemic index — to name a few! It just might change your life and health for the better, forever!

HUNGER FREE FOREVER

by Michael T. Murray, N.D. and Michael R. Lyon, M.D.

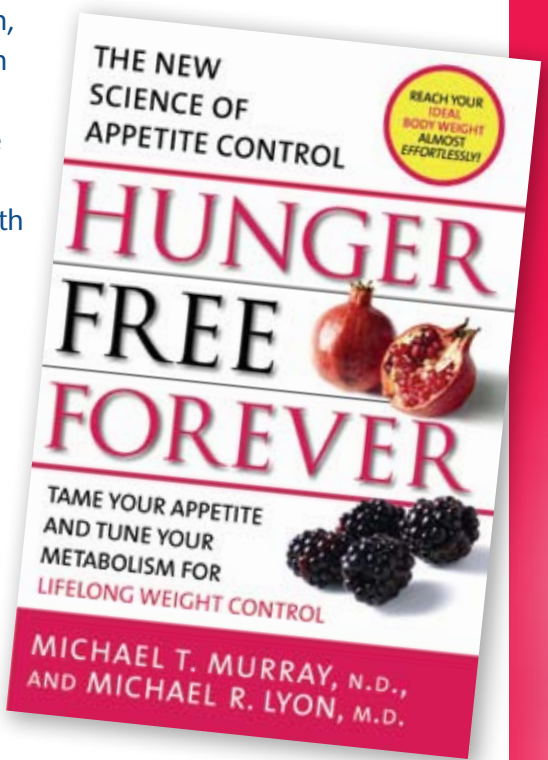
The New Science of Appetite Control

From two leading authorities on appetite control, obesity, natural medicine and food, comes a breakthrough in getting healthy and staying slim without starving.

Millions have spent years searching for the perfect diet, one that enables them to lose weight without going hungry, and now they can finally find it – and make it work for life – in *Hunger Free Forever*.

This blockbuster book gives readers the secret to feeling full while staying fit, revealing the newly discovered "super fibre" PolyGlycopleX® (PGX®). By simply taking PGX before or during a meal, readers can painlessly shed pounds without ever feeling starved, because PGX creates and maintains a satisfying sense of fullness. Based on sound clinical research, PGX and the Hunger Free program restore normal appetite regulation, eliminating the trap of yo-yo dieting. With plenty of easy-to-prepare recipes, food plans, and valuable information, *Hunger Free Forever* teaches readers how to eliminate food cravings and never feel deprived.

By retraining appetite and metabolism, readers will gain the power they need to change their unhealthy relationships with food forever.



Hunger Free Forever **and PGX DAILY are available at natural health stores. For more information, call 1-800-895-1470 or visit the following websites:**



www.hungerfreeforever.com



www.pgx.com



Available at participating natural health stores and wherever books are sold.

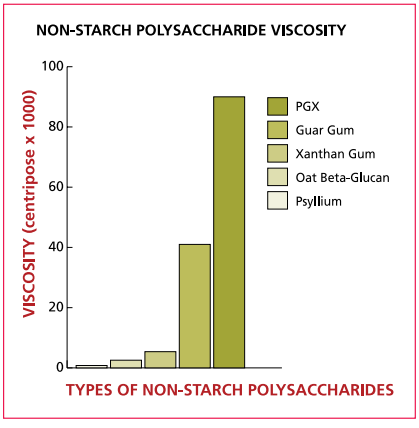
The Science & Research Behind PGX®



PGX® – What is it?

PGX® (PolyGlycopleX®) is a unique, proprietary complex of highly-purified, water soluble polysaccharides (fibres) developed using advanced Enviro-Simplex™ technology. This patented blend is associated with unparalleled physiological effects and health benefits supported by randomized clinical trials.

PGX uses polysaccharides that complement each other and act synergistically to form strong bonds for a level of viscosity 3-5 times higher than any known polysaccharide (*See figure below*). The physiological effects, and overall benefits to human health, of a soluble polysaccharide are directly proportionate to its viscosity.



Viscosity of PGX compared to other viscous non-starch polysaccharides after hydrating for 3 hours.

Insulin Resistance – The Greatest Plague of the 21st Century

Science now tells us that almost all the health risks associated with increased body fat occur because most overweight people develop insulin resistance (sometimes referred to as Syndrome X or Metabolic Syndrome), a state in which insulin, the hormone that facilitates the uptake of glucose into the cells, works less efficiently with every pound of added fat. As the body's cells become less sensitive (less responsive) to insulin, the body tries to compensate by producing higher than normal amounts of insulin. Insulin resistance can eventually lead to the development of diabetes, increased blood pressure, damage to the heart and blood vessels, weight gain, inflammation and other health conditions. The key to preventing or addressing these and other health problems is to improve insulin sensitivity, which can be achieved by normalizing and sustaining healthy blood glucose levels.

Obesity and the Blood Sugar Roller Coaster

Overweight and obese people, especially those who tend to collect excess fat around the waist, spend much of their day riding a virtual "blood sugar roller coaster". As a result, they could potentially experience hundreds of neurological commands to eat, most of which are inappropriate. They become more sensitive to both internal and external signals to eat and less sensitive to feelings of satiety after they have eaten adequately. The volumetric and viscous effects of PGX create a feeling of fullness (satiety), making it possible to decrease food intake without experiencing hunger. PGX also dramatically restores the body's ability to control blood glucose levels. Research has shown that by slowing digestion and the absorption of carbohydrates, PGX can lower the glycemic index of meals by up to 50%.

In a double-blind, placebo-controlled study conducted at the University of Toronto, subjects taking PGX for three weeks lowered their after-meal blood glucose levels by 23%, and reduced body fat by 2.8%. The control group lowered blood glucose levels by only 0.4% and body fat by 1.4%.

Diabetes – A 21st Century Epidemic

Adults with diabetes have death rates from cardiovascular disease about two to four times higher than adults without diabetes and just over 75% have high blood pressure. Restoring insulin sensitivity is the only real answer to this diabetes dilemma.

Reducing Heart Disease Risk Factors

Insulin resistance is correlated with cardiovascular disease risk factors such as elevated cholesterol, triglycerides, and blood pressure, and the development of atherosclerosis.

Two studies showed that the consumption of PGX significantly reduced total and LDL-cholesterol by up to 19% and 29% respectively in individuals with Metabolic Syndrome or diabetes. This is similar to the cholesterol-lowering effect of a modest dose of statin drugs.

Viscosity – The Critical Characteristic of Fibre

The effect of fibre on reducing appetite, blood glucose, and cholesterol is directly proportionate to the amount of water it can absorb and how viscous (or thick) it becomes in the stomach and intestine. PGX is able to bind several hundred times its weight in water and stomach fluids, far more than other highly soluble fibres like psyllium or oat beta glucan. Compared to PGX, such large amounts of other highly-soluble fibres would have to be consumed to produce any meaningful health benefit that for most people it would be difficult and the side effects undesirable.

PGX® Makes Every Diet Work Better!

PGX is also available from Natural Factors in several convenient forms so you can choose the ones that suit you best



SlimStyles PGX Products

- Promote fat loss – not muscle or water loss
- Curb appetite and prevent food cravings
- Balance blood sugar levels and eliminate post-meal blood sugar spiking
- Improve insulin sensitivity
- Can be used on their own or to enhance any diet plan



SlimStyles Meal Replacement Drink Mix with PGX

For healthy, permanent weight loss

- Highly nutritious, yet low in calories
- Contains 5 grams of PGX per serving
- Comes in 9 delicious natural flavours:
  Very Strawberry, Double Chocolate, French Vanilla, Rich Mocha, Mango/Peach, Tropical Piña Colada, Orange Cream, Black Cherry Cream, Savoury Veggie



SlimStyles Meal Replacement Drink Mix with PGX

Convenient single-serving packets

- Contains 5 grams of PGX per packet
- Available in two flavours
  Double Chocolate and French Vanilla



SlimStyles PGX

In the following convenient forms

- SlimStyles Ultra Matrix Plus Smooth Digest (softgels)
- SlimStyles PGX capsules
- SlimStyles PGX SlimStyx
- SlimStyles PGX Appetite Control Fibre Blend
- SlimStyles PGX Granules, 300 g container

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PGX®

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- Supports healthy weight loss for life
- Promotes satiety and reduces food cravings
- Lowers cholesterol and triglyceride levels
- Contains no stimulants



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