For more than a thousand years the hoodia plant was a nutritional secret of the San Tribesmen of southern Africa’s Kalahari Desert. The sustenance the San derived from hoodia as a food source allowed them to travel lightly, without the burden of extra food, on their long hunting trips.

Source Naturals—one of the first companies to bring premium Hoodia Extract to the U.S. market—now offers you a comprehensive formula that enhances the power of hoodia with a carefully selected herbal-nutrient blend. Source Naturals Hoodia Complex combines potent, highly concentrated hoodia with chromium, 5-HTP, Siberian eleuthero root and standardized extracts of green tea leaf, St. John’s wort, cocoa seed, garcinia, and gymnema.

Hoodia Complex addresses five of the deep dozen SystemicCare™ metabolic systems identified by Source Naturals as critical to optimal well-being: Energy, Cognition/Nerves (mood), Circulation, Antioxidant Defense, and Blood Sugar Regulation.
The San Tribesmen of the Kalahari Desert in southern Africa have known for millennia what the modern world has only recently discovered: that the cactus-like *Hoodia gordonii* plant can be used as a healthy alternative food source. Because Source Naturals is dedicated to your good health, we’ve fused ancient San tradition with modern science to develop HOODIA COMPLEX with thermogenic herbs.

**Hoodia Enhanced**
At the heart of this formula is Source Naturals’ premium quality hoodia. Source Naturals uses a 20-1 hoodia stem concentrate that is thoroughly tested to guarantee it is true *Hoodia gordonii* with the active compound P57 (oxypregnane); every batch is tested against a standard provided by the government of Namibia in southern Africa, where much of the world’s supply is grown.

Source Naturals HOODIA COMPLEX enhances the beneficial effects of hoodia with a comprehensive blend of herbs and nutrients that address key metabolic systems:

- **Green tea** contains three main components that are responsible for its thermogenic properties: theanine, caffeine, and catechins, especially EGCG. The catechins are believed to be the main components that promote good health. In addition to their thermogenic effects, they help maintain cholesterol levels already in the normal range and reduce the oxidation of lipoproteins, in this way supporting healthy circulation and heart function. For maximum benefit, HOODIA COMPLEX combines a green tea leaf extract standardized to 95% polyphenols and 35% EGCG with a second green tea leaf extract standardized to 50% caffeine.
• **Garcinia cambogia** is a small pumpkin-shaped fruit; it is part of the traditional system of herbalism in India, where a decoction of the rind is used for joint and colon support. Garcinia’s dried rind contains hydroxycitric acid (HCA), the active ingredient. HCA may decrease appetite, inhibit fat synthesis, and lead to a reduction in body weight when used as part of a healthy diet and lifestyle plan. The garcinia fruit extract used in **Hoodia Complex** is standardized to 50% HCA.

• **St. John’s wort** (*Hypericum perforatum*) is a flowering plant discovered thousands of years ago. References to its benefits have been found in texts by Hippocrates, Pliny, Dioscorides, Theophrastus, and Galen. Modern science has shown that St. John’s wort inhibits the reuptake of serotonin, norepinephrine, and dopamine, all excitatory neurotransmitters, so they are active for longer periods of time. St. John’s wort contains multiple constituents, which may contribute to its ability to support a positive mood. Source Naturals offers you St. John’s wort standardized to 0.3% hypericin, a widely recognized beneficial constituent.

• **5-HTP**, a serotonin precursor, is an intermediate in the conversion of L-tryptophan to serotonin. An increase in serotonin levels can eliminate carbohydrate cravings and leave an individual feeling positive and energized. In combination with **St. John’s wort**, 5-HTP can help an individual retain a positive outlook while dieting. 5-HTP has also been shown to be an effective antioxidant.

• **Chromium** was first discovered in France in the 1790’s; however it was not until the 1960’s that chromium was recognized as an essential trace element that is important for the functions of insulin. Chromium has been shown in many trials to enhance insulin activity and glucose metabolism. It sensitizes glucose receptors in the brain, resulting in stimulation of thermogenesis, and down-regulation of insulin secretion.

• **Cocoa** has been consumed for more than 3000 years, dating back to its use by the Mayans and Aztecs. Cocoa is derived from the fruit of the *Theobroma cacao* tree, which grows in West Africa, Central America, parts of South America, and the Caribbean. **Cocoa extract** contains alkaloids including theobromine, caffeine, and phenylethylamine (PEA), a mood modulator. The combination of PEA and theobromine has been associated with a sense of euphoria. The cocoa seed extract used in **Hoodia Complex** is standardized to 10% theobromine.

• **Gymnema sylvestre** has been used in traditional Ayurvedic herbalism for...
more than 2,000 years. Gymnema has been shown to enhance carbohydrate metabolism, suppress glucose absorption in the small intestine, support healthy blood glucose levels, and suppress the craving for sweets. Source Naturals’ gymnema leaf extract is standardized to contain 75% gymnemic acids.

- **Eleuthero** is prepared from the root bark of the Siberian *Eleutherococcus senticosus* plant. Eleuthero is classified as an adaptogen. Long used in Eastern herbalism, adaptogens support the body’s ability to resist internal and external stress, as well as enhancing physical performance and mental capacity. Supplementation with eleuthero has revealed an increase in ATP synthesis, creatine phosphate, and glycogen in muscle tissue, all main sources of energy.

**Scientific Nutrition: Cornerstone of the Wellness Revolution**

Source Naturals brings you the science of Hoodia Complex as part of our commitment to offer the latest emerging wellness strategies. Source Naturals is pleased to partner with your health food store and other outlets in bringing to market cutting-edge supplements to help you take personal charge of your health.

**References**