

## **Svetol® proven to burn fat: natural ingredient supplement helps achieve goals for fitness enthusiasts**

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For the past five years, sports nutrition sales have outperformed all other categories of consumer health globally, according to Euromonitor International, with the U.S. accounting for 60 percent of global spending which represented \$4.7 billion of sales in 2012. Historically, sports nutrition consumers have been limited to bodybuilders and serious athletes; however, this is changing as weekend sport enthusiasts and lifestyle users are creating new market opportunities. Regardless of your athletic level, sports nutrition supplementation can provide an array of benefits including increasing workout performance and building lean body mass.

Natural ingredient Svetol® by Naturex helps sports enthusiasts to achieve their goals by burning fat while decreasing fat body mass. Svetol® is a unique green coffee bean extract derived from 100% premium Robusta beans that have undergone a proprietary processing technology that extracts a high concentration of key chlorogenic acids. Svetol® is proven safe and is the green coffee bean extract that has undergone the most studies. In fact, the latest published in-vitro study shows that Svetol® increases the lipolytic activity by 124% vs. control in fat cells.

“In the latest clinical study, we already demonstrated that Svetol® has a slimming action by significantly increasing the lean mass to fat mass ratio,” said Dr. Antoine Bily, R&D Director and Nutrition & Health of Naturex. “This new study explains the mechanism of action and supports its use in fat burning formulations.”

Emerging trends in sports nutrition are now driving the sector towards greater convenience and accessibility of products. Thus, sports beverages and ready-to-mix solutions, which are easy to carry and consume on the go are growing in popularity. Naturex is showcasing this market with a pre-workout mix concept containing Svetol® and specifically formulated with a triple action for pre-workout.

Svetol® is safe and supported by published scientific studies and can be used in any food preparation and food supplements. Products containing Svetol® can be found in stores and supermarkets nationwide.

### **About Naturex:**



*Naturex is the global leader in specialty plant-based natural ingredients. Through its dedicated business units, the Group addresses the specific needs of 3 strategic markets: Food & Beverage, Nutrition & Health, and Personal Care. The company offers its customers a full array of high quality ingredients, responsibly sourced from nature for food, pharmaceutical, nutraceutical and cosmetic applications.*

*Naturex's head office is Avignon, France. The company employs more than 1,400 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 15 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of sales offices in more than 20 countries.*

**[www.naturex.com](http://www.naturex.com)**

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