

## **Dietary Supplement Users Focused on Weight Loss Choose Supplements with No Negative Side Effects, Adhere to Strict Safety Standards, and Have Clinically Proven Benefits**

*Svetol®, manufactured by Naturex, is the most studied and proven green coffee bean (GCB) extract for weight loss and increasing lean body mass*

**South Hackensack, N.J. - September 4<sup>th</sup>, 2014**

Among U.S. adults who have taken some type of dietary supplements in the past year, who would like to lose weight, many have taken (57%) or would consider taking (71%) supplements to help with weight loss, according to a recent poll<sup>1</sup> conducted of 929 people by Ipsos Public Affairs on behalf of Naturex. At the same time, however, similar proportions agree they have concerns about the efficacy (86%) and safety (82%) of weight loss supplements. Additionally, more than 6 in 10 (66%) say they are confused about the composition/formulation of weight loss supplements.

### **Most Important Features for Dietary Supplements**

According to the Ipsos study, when it comes to choosing dietary supplements, a number of factors come into play. Among the most important factors are having no negative side effects (75% say this is very important), being subject to stringent quality and safety standards (75%), and having clinically proven benefits (69%). Two-thirds also find being manufactured in an FDA-registered facility (65%), and being clinically proven to help with weight loss (65%) to be very important. “Svetol® has no side effects, is supported by 8 published studies, and can be used in any food preparation and food supplements, as well,” said Dr. Antoine Bily, R&D Director, Naturex. “We see the inclusion of Svetol® as part of a holistic wellness plan.”

This opinion was confirmed by some respondents (38%) who found it very important that the dietary supplement they chose is part of a treatment that includes regular exercise. Naturex stresses the importance usage of dietary and weight loss supplements should be part of an overall health and wellness strategy that includes regular exercise and a sound nutrition plan.

### **What Is Svetol®?**

Svetol®, developed by Naturex, is a natural plant extract of decaffeinated green coffee. It is derived from 100% unroasted premium Robusta beans that have undergone a proprietary extraction process and possess a unique composition that offers the benefits of green coffee in a plant extract and helps spur weight loss. The Ipsos study found that respondents were most impressed by Svetol’s® safety, quality, and efficacy.

Svetol® is a 100% all-natural plant concentrate, has no side effects and contains less caffeine than a quarter cup of coffee. Naturex controls the entire Svetol® production process from sourcing to extraction and manufacturing in a U.S.-based, FDA-registered facility.

Svetol® differs from other green coffee beans because its traditional extraction process ensures a well-balanced chlorogenic acids profile, unlike most green coffee bean extracts on the market that primarily focus on one particular acid. Studies show that these compounds support weight loss by slowing down the absorption of sugars in the bloodstream, ultimately increasing the burning of fat. To learn more, visit [www.svetol.com](http://www.svetol.com).

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<sup>1</sup> These are some of the findings of an Ipsos poll conducted on behalf of Naturex from March 10-14, 2014. For the survey, a representative randomly selected sample of 3,034 U.S. adults ages 18+, including 929 who have both personally taken a dietary supplement in the past year and who would like to lose weight were interviewed online. These data are weighted to ensure that the sample’s age/gender composition reflects that of the actual U.S. population according to Census information.

## **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 1,600 people and benefits from 8 sourcing offices around the world and high-performance manufacturing operations across 16 sites in Europe, Morocco, the United States, Brazil, Australia, and India. It also has a global commercial presence through a dedicated network of 25 sales offices.*

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

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