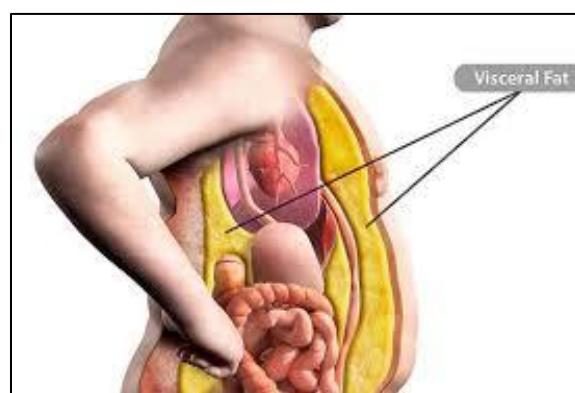


APLGO Product Q & A's - PFT

With Julia Flynn Werre and Mary Esther Gilbert, MSc HN, BSc NSP

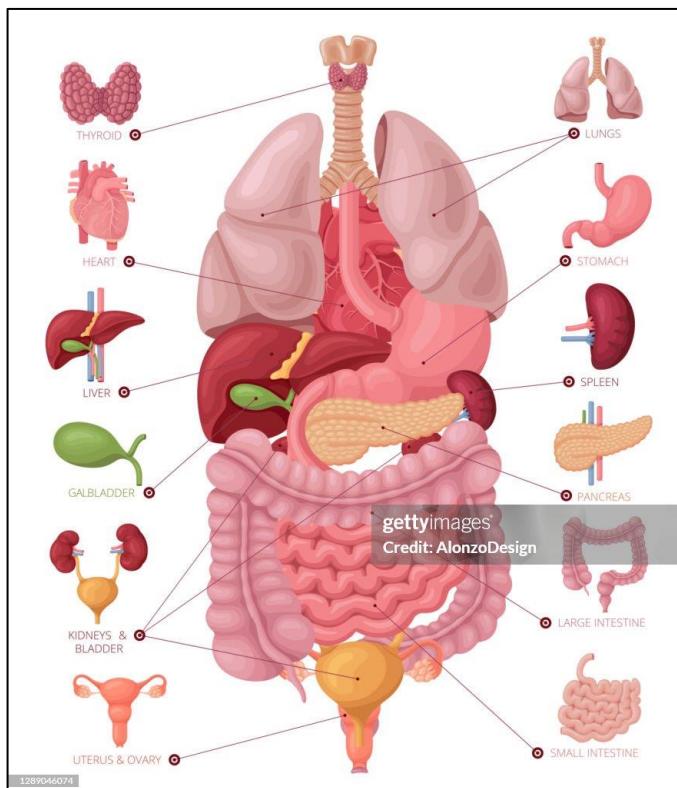
January 12, 2025

1. **"From a functional nutrition perspective, what early physiological signals tell us PFT is supporting appetite regulation and visceral fat metabolism — before visible weight loss?"**
 - How the body interprets satiety:
 - The gut-brain axis interprets and controls appetite and satiety through nerve and hormonal signaling.
 - Nutrients entering the small intestine stimulates peptides (smaller proteins) to be released, which monitor and help one determine when the meal should be terminated:
 - Hormones and cytokines secreted by peripheral organs affect energy balance when controlling feeding and energy expenditure.
 - Nerve cells that help regulate feeding are in the hypothalamus and brainstem.
 - Neuronal circuits in the complex circuitry of the limbic system in the brain mediate the psychological, behavioral aspects of motivation and reward in feeding.
 - Understanding the neurobiological basis of eating such as how peripheral metabolic signals interact with the brain has aided in the treatment of disorders such as disturbances in energy balance or homeostasis, obesity, and cachexia (unintentional weight loss, wasting of body tissues).
 - The motor commands from the CNS to the muscles, organs, and limbs control everything from voluntary movements to automatic functions like breathing and digestion (Ahima, 2008).
 - How the body uses visceral fat, how it affects energy expenditure and energy levels:



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- Fat accumulates mainly in fat deposits of adipocytes (fat cells) subcutaneously (just beneath the skin).
- Triglycerides (a type of fat) are found ectopically or on sites surrounding organs:
 - Visceral area: liver, pancreas, gallbladder, stomach
 - Muscle
 - Heart
 - Intestines (Gastadelli, 2010)
- Sustained exercise (aerobic, fat-burning) and raw food dietary enzymes reduce both subcutaneous and ectopic organ fat:
 - Exercises that elevate circulation and heart rate for at least 30 minutes several days per week.
 - Dietary enzyme-active, raw fresh foods at every meal.
 - Both are Important for utilizing (helping to deplete) body fat stores for:
 - ❖ Increasing cellular energy-production/ metabolism.
 - ❖ Cell structure maintenance (including brain and nerve cells).
 - ❖ Generating/creating and activating the regulating hormones. (Gilbert, 2024).
- Studies show that excess visceral fat distribution is a predictor of cardiovascular disease, and insulin resistance (Gastadelli, 2010) (Jensen, 2020).



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PFT

- The botanical phytochemical complexes in PFT aid signals of satiety and help regulate visceral fat metabolism:



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- Barley seed (*Hordeum vulgare L.*)
 - Has been shown to reduce visceral fat (belly fat deep in abdominal cavity and surrounding intestines, liver, and stomach (Raj, et. al., 2023).
- Flaxseed (*Linum usitatissimum*)
 - Rich in the class of compounds known as lignans, shown to improve blood lipid profiles, blood pressure, reduction in body weight and reduce fat accumulation in visceral fat (Park, 2012).
- Malabar tamarind fruit (*Garcinia cambogia*)
 - Contains an active ingredient, hydroxycitric acid (HCA). Studies show that HCA helps reduce visceral (abdominal fat) and subcutaneous fat (fat stores beneath the skin) in the body (hypolipidemic).
 - Recent studies have shown that *Garcinia cambogia* soothes the appetite, helps quickly burn calories.
 - Influences a "lipogenic brake" preventing the conversion of carbohydrates into stored body fat).(Semwal, et. al., 2015).
- Brown algae (a type of seaweed) (*Phaeophyceae* or *Fucophyceae*; Christensen, 1978)
 - Has been found to have an appetite-modulating effect that signals satiety levels, due to its bulking effect of its alginates.
 - Its polysaccharides improve the environment in the intestinal tract; thirty to sixty percent of total sugars in brown algae are aglycans.
 - Contains fucoidan, a sulfate-fucose polysaccharide compound that has shown its potential for inhibiting fat accumulation by inhibiting the formation and increase in adipocytes or fat cells (Wan-Loy, 2016).
- Ginger (*Zingiber officinale*)
 - Increases thermogenesis (increased heat production).
 - Stimulates lipolysis (breaking down fats for energy).
 - Suppresses lipogenesis (suppressing formation of body fat).
 - Inhibits intestinal fat absorption.
 - Controls appetite (Attari, et. al., 2018).

(Gilbert, 2024)

2. **“How would you recommend evaluating visceral fat improvement in everyday users — outside of lab testing — while ensuring muscle mass and metabolic health are preserved?”**

Goal of question:

- Shows we care about health, not just shrinkage.
 - Opens conversation about waist measurements, energy, hunger cues, digestion, and strength.
 - Aligns with overall messaging.
- First, a simple skinfold caliper test measures subcutaneous fat, fat that is stored beneath the skin cells, but is not considered visceral fat.

- Medical laboratory test results and imaging are the best measurement of visceral fat stores, the fat that is packed deep within the abdominal cavity and surrounds the body's organs as a protective layer.
 - Excess visceral fat leads to health risks for heart disease, stroke, certain cancers, and type 2 diabetes.
- The weight scale, with a sensible, gradual weight loss measurement of 1 pound of overall body weight per week, keeping in mind that consistent exercise effectively reduces both visceral and subcutaneous fat.
- Using a measuring tape to measure arms, waist, chest, hips, upper thighs, and calves.
- Keep in mind that with a progressive fitness-improvement protocol, muscle weighs more than fat, but waist measurements and how clothing fits are the most significant visual measures of fat loss.
- A daily nutrient/dietary intake of protein-carbohydrate-fat ratios with individual calorie needs maintain cell energy production and therefore high levels of energy, preventing physical and mental fatigue:
 - 30-35% animal-derived proteins of total calorie intake.
 - 45-65% whole food carbohydrates of total calorie intake.
 - 25-30% whole foods high in fats of total calorie intake.
- Calories per gram (weight):
 - Animal-derived protein = 4 calories per gram.
 - Carbohydrates = 4 calories per gram.
 - Fats = 9 calories per gram.
- *Serving sizes are a different set of percentages than caloric value percentages, best interpreted as seen from a plate of food:*
 - 30-40% animal-derived protein = 3-4 ounce serving size.
 - 50-65% whole food carbohydrates = 1-2 or more cups vegetables, greens, fresh fruit, root vegetables, beans, legumes.
 - 10-20% whole food fat (half animal-derived fat + half oils in whole plants) = 1 tablespoon of each type of fat.
 - Standard serving sizes such as real butter and fatty raw, unroasted, unsalted, unsweetened nuts and seeds.
 - Approximate serving amounts for fats are implied when consuming foods with embedded fats that cannot be measured.

- In order to succeed in reducing body fat stores, one must:
 - Exercise consistently 3-4 times per week according to one's current physical condition and fitness level, with a duration of 30 minutes to a varying number of hours. (Always get the go-ahead from your doctor if your health is compromised or it has been a long period since you have exercised.)
 - Provide substantial nutrient density from a balanced diet outlined above to:
 - Fuel your entire body's 37 trillion cells' energy needs.
 - Have the mental energy/desire and continued physical capacity to fuel body fat-adjusting exercise activities.
 - A highly-nourished, physically active body is always satisfied and able to distinguish true hunger signals from the brain compared to nutrient-deficient, inappropriate cravings.
 - When the body is sedentary, it is inevitably going to store excess subcutaneous and visceral fat.
 - When the body is physically worked consistently, the metabolic rate increases, improving:
 - Muscle strength and endurance.
 - Respiratory and cardiovascular performance and load capacity.
 - True health is synonymous with:
 - A stronger body and keener mind.
 - All body systems aligned in carrying out its trillions of life-perpetuating metabolic actions.
- (Gilbert, 2023) and (Gilbert, 2023)

3. “In your experience, what daily usage pattern and lifestyle context allows PFT to deliver its intended metabolic benefit most consistently?”

- Consistency is the key to experiencing PFT's beneficial effects to allow the body to complete its intricate tasks of cellular energy production, repair, self-replication/regeneration.
 - Take PFT consistently every day to ensure consistent flow of its nutrients for a steady daily supply of its vital nutrient factors.
 - Stay hydrated for faster nutrient delivery and absorption/utilization.
 - Get proper sleep with consistent sleep times to establish a most efficient biorhythm.
 - Eat nutrient-dense, whole organic foods, balancing animal-derived complete proteins, whole food carbohydrates eliminating processed or refined foodstuffs, and maintain an intake of an evenly balanced intake of animal and whole food plant fats.

- Avoid trans fats:
 - Fried foods and hydrogenated fats (solidified plant oils such as margarine, shortening) are known to:
 - ❖ Form plaques in blood vessels.
 - ❖ Obstruct circulation.
 - ❖ Block vital cell-to-cell communications.
 - Cause many cascades of inflammatory responses leading to a wide range of system disruptions, cell and organ damage, and many other degenerative health ailments.
- Exercise, using a holistic approach to:
 - Speed up metabolism or how rapidly and efficiently the body converts food and nutrient stores to energy, including body fat.
 - Increase muscular strength and flexibility through weight-resistance training, enabling muscles to utilize nutrients more thoroughly and therefore improve energy levels for more efficient physical actions.
 - Slow, progressive stretching exercises to increase tensile strength and increased range of motion in connective tissues: cartilage, tendons, ligaments, therefore preventing undue tissue stress leading injury.
 - Consistent exercise and eating nutrient-rich foods are fundamental to ensuring efficient nutrient delivery of all nutrients, unhindered and unobstructed, to every cell in every body system.

4. “Are there common behaviors that block results even when people take it correctly?”

Goal of question:

- Pulls out behavioral blockers (sleep, protein, alcohol, stress).
- Gives you language that prevents refunds and disappointment.
- Positions associates as someone who educates responsibly.

Discussion not only about “visceral fat”, but how to recognize metabolic improvement to avoid frustration or discouragement.

Talking points:

- appetite normalization
- craving reduction
- energy steadiness
- waist change over time

Visceral fat loss becomes the logical conclusion, not the promise.

- Unhealthy lifestyle habits:
 - Constant exposure to toxic substances known to prevent proper system functioning:
 - Synthetic ingredients in a vast variety of foodstuffs and consumer products.
 - Pollutants known to disrupt hormonal signals that regulate fat and sugar metabolism, as well as tax the immune and hormonal systems, impair nerve communications and brain functions.
 - Drugs: alcohol, tobacco, prescribed medications known to affect fat metabolism.
 - Poor or inconsistent sleep habits that disrupt brain and hormonal functioning, which in turn affect body fat levels and the ability use those stores for energy.
 - Chronic, emotional, psychological stressors, causing inflammatory biochemical reactions and production of stress hormones, also affecting the ability to use body fat stores of both subcutaneous and visceral fat for energy production.
 - Sedentary lifestyle, allowing toxins to be stored and accumulate in the body, resulting in a cascade of inflammatory conditions and poor natural detoxification, leading to a sluggish metabolism and increasing levels of visceral fat.
 - Chronic dehydration, nutrient deficiencies.
- As responsible Associates, you can help prevent refunds and disappointments:
 - Keeping a list or bulleted points to share with customers and new business recruits about the common, known facts about healthy weight management will position you as a responsible, trusted representative of APLGO's functional drops.
 - Informing people of the factors that prevent efficient and healthy weight management helps ensure greater credibility as an Associate, helping someone to succeed, knowing ahead of time what he/she must do to succeed as outline in this document.

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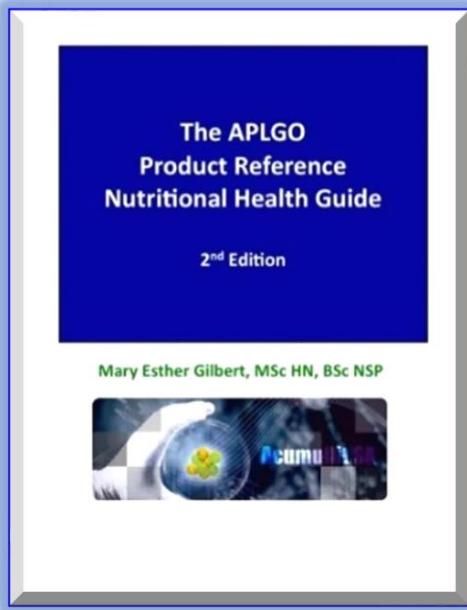
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PFT Sales Bullet Points Summary

<ul style="list-style-type: none">• The nutrient complexes in PFT botanicals improve the way the body handles and utilizes its fat stores, particularly, visceral fat.
<ul style="list-style-type: none">• The nutrient complexes in PFT botanicals aid the body's regulation of appetite, the feeling of satiety, and the glands that influence how one relates to food.
<ul style="list-style-type: none">• The plant complexes in PFT have been shown to increase the rate at which the body converts body fat to energy.
<ul style="list-style-type: none">• The plant complexes in PFT have been shown to help prevent visceral fat accumulations around the vital organs and therefore prevent the associated disease predictors concerning the heart, pancreas, liver, gallbladder, stomach, intestines, and muscles.
<ul style="list-style-type: none">• PFT's botanical phytonutrient complexes are an important component of a healthy lifestyle of exercise, an optimized healthy diet, and other vital lifestyle factors.

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By Mary Esther Gilbert, MSc, BSc HN, BSc NSP
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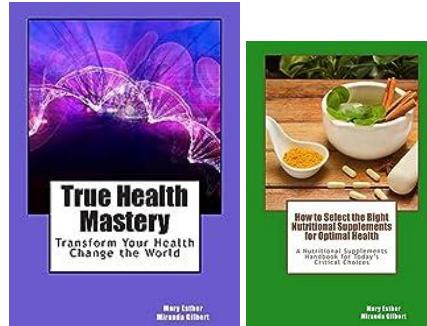
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