

love me,
love me not...



LOVE ME.

Fall in love with yourself.

Weight at the Top with PESO **STOP**

Welcome to a healthy world.

Quality, Efficacy, Guarantee.



Scientific evolution in body weight control: new offerings from Erba Vita research.

New Peso Stop range by Erba Vita: Phyto-therapeutic management of body weight control.

Erba Vita has carried out extensive screening of the best scientific literature, in order to:

- **identify** the best plants and micro-nutritional factors available internationally, **mix them**, in a rational manner, to **acts simultaneously on all metabolisms, morphotypes and body types and optimise the weight loss process**;
- operate in progression, thanks to the parallel action of the **pluri-metabolic phyto-drainage**, on **all fat deposited in all of the body's regions**;
- **inhibit and control hunger, in a rational manner and with differentiated mechanisms**;
- control **visceral inflammation** (with a decrease of the overall cardio-vascular risk and local inflammation which is connected to panniculopathy - cellulite).

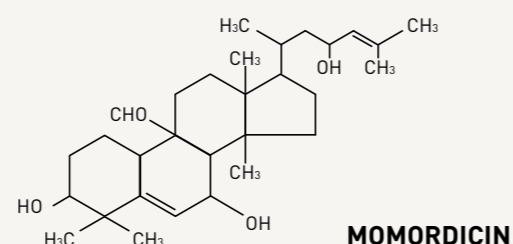
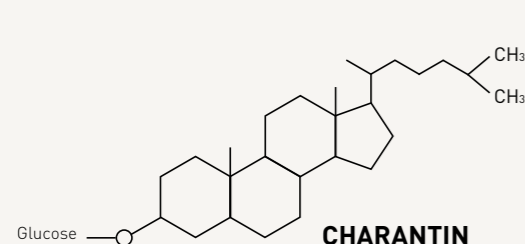
Erba Vita has selected a medicinal plant that acts on different metabolisms and on all body types.

BITTER MELON AND ADIPOSE TISSUE:

- **reduces lipid build-up** (during differentiation of a pre-adipocyte into adipocyte);
- triggers significant **down-regulation of adipogenesis**, acting on PPAR γ (cellular nuclear factor) during the adipocyte differentiation process;
- **limits fat absorption** at intestinal level (reduces the activity of pancreatic lipases);
- **increases cellular energy expenditure** by stimulating mitochondrial biogenesis.

BITTER MELON AND SUGAR METABOLISM:

- reduces glucose absorption at intestinal level;
- increases glucose availability (glucoside uptake) by cells and tissues, with action on the protein **Glucose transporter type 4 (GLUT4)**;
- optimises **glucose blood levels** and the structural integrity of pancreatic islets;
- **acts with an insulin-similar and insulin-mimetic effect**, thanks to polypeptide-p (or p-insulin).



Structural formula of some active principles of the Bitter melon phyto-complex.

PESO STOP BURN

GREEN THERMOGENIC FORMULA



FOOD SUPPLEMENT

Promotes weight loss, in all body types.

BURNS - DRIES UP - REDUCES - STIMULATES.

- Acts as **phyto-thermogenic**, by enhancing the **lipolytic** "fat-melting" metabolic processes and reducing slimming time;
- inhibits the lipidic synthesis and deposit (**reduction of the fatty mass**), stimulates and **accelerates basal metabolism** (slimming effect), also stimulating **lipolysis** (lipid "burning" action);
- increases energy production from fatty acids (**fat "burning" effect**);
- increases metabolic glucose transformation (**carbohydrate "burning" effect**), **with reduction of body mass**;
- controls **visceral inflammation**.

SHOCK ACTION
9 TITRATED EXTRACTS
+ 3 NUTRITIONAL
FACTORS

**PHYTO-
INTEGRATED
THERMOGENIC
FACTORS**



Based on: Green coffee, Bitter melon, Citrus aurantium, Capsicum, Wakame, Garcinia, Black pepper, Cinnamon, Cocoa, CLA, L-Carnitine, Chromium picolinate.

Directions for use: 1-2 tablets at main meals (at breakfast and lunch or at lunch and dinner), taken with a glass of water.

Content: 80 1g tablets

BITTER ORANGE (6% synephrine). The unripe fruit is rich in synephrine. Marked induction of **thermogenesis** and decisive action on **lipolysis** (use of fats for energy purposes).

CLA (conjugated linoleic a.). Reduction of the fat mass, stimulates consumption of fats and inhibits their deposit; brings about a decrease in adipocyte size, with long-lasting effects (no "yo-yo effect").

CAPSICUM (2% capsaicinoids). Active stimulation of lipolytic processes (fat melting), with decrease in body mass and waistline.

L-CARNITINE. By using **fats for energy purposes**, it aids the slimming activity, promoting **maintenance of lean mass and reducing visceral fat**.

BLACK PEPPER (95% piperine). Important in body weight loss: piperine has significant **thermogenic activity** (greater lipid consumption).

WAKAME (10% Fucoxanthin). Reduction of the **white adipose tissue** in the abdominal area, with stimulation of UCP1 protein expression, which has a key role in regulating **energy expenditure** (further Burn action).

PESO STOP PROTEIN

HUNGER CONTROL



FOOD SUPPLEMENT
plant protein based

Counters hunger with differentiated action mechanisms.

SATIATES - CONTROLS - REDUCES HUNGER.

- Induces a **high feeling of satiety** and **counters** “metabolic” hunger from carbohydrate craving with **insulin “calm”**;
- **reduces emotional eating** and controls excess appetite (eating caused by stress and bad mood);
- it is an excellent support for **maintenance, trophism** and **tone of the muscle mass**: strategic nutritional integration, in controlling body weight.



Based on: Veggie protein blend (extra pure protein from peas, Rice, Potato and Hemp), Oxynea®, Griffonia, Vitamin B12.

Directions for use: 2 or 4 sachets a day (equal to 30/60 g), in the morning and at lunch, dissolved in 200-300 ml of water or other plant-based beverage. Stir well and take after the product has dissolved completely

Content: 20 15g sachets

OXYNEA®. Fruit and vegetable extract standardised in ORAC value. It is a mixture of fruit and vegetables having high antioxidant value, as well as detoxifying and re-mineralising actions.

PISANE® (extra pure plant **PROTEINS** isolated from **PEAS**). Very digestible protein mix, which is absorbed in a slower and more fractionated manner than milk serum proteins, giving rise to a complete sense of satiety. These proteins contain high levels of branched amino acids, and are particularly rich in Leucine.

HEMP PROTEINS. Their overall protein content has high biological value and mostly consists of Edestin, a special protein very similar to globulin, naturally occurring in human blood plasma.

RICE PROTEINS. They represent an extraordinary plant protein resource (excellent amino acid source), also rich in essential amino acids.

Special extra pure **PROTEINS** extracted from **POTATOES**. They increase **CCK** levels (CCK= cholecystokinin, a biological substance that acts promoting the sense of satiety). They reduce blood glucose and insulin peaks, making them less intense.

VITAMIN B12. The important multi-functional vitamin micro-component, which also acts on satiety. Indeed, it amplifies the control action over hunger, thereby reducing it. It stimulates the satiety hormone hPYY, leading to a sense of fullness.

PESO STOP DEPUR SNELL

PLURIMETABOLIC FORMULA – TOTAL ACTION



FOOD SUPPLEMENT

Intense phyto-drainage and pluri-metabolic stimulation.

TREATS – ACTS – MODULATES – MAINTAINS.

- Acts on body mass reduction with **pluri-metabolic actions and intense phyto-drainage**;
- **eliminates waste, toxins and excess liquids** when one feels heavier, bloated and tends not to drink enough;
- contributes to **maintaining one’s figure** and controlling body weight;
- it is also useful for **overweight people, who do not do any exercise**;
- **controls visceral inflammation**.



Based on: Apple and Plum juice, Green tea, Garcinia, Dandelion, Pineapple, Artichoke, Solidago, Banaba, Green coffee, Lespedeza, Coleus forskohlii, Phyllanthus Niruri, Chromium picolinat.

Directions for use: 20 ml in 500 ml of water to be drunk throughout the day or 10 ml diluted in a glass of water twice a day.

Content: 500 ml

GREEN COFFEE (45% chlorogenic a.). Useful to normalise the blood level of sugars and to inhibit their absorption. Lypolytic action of caffeine.

GARCINIA (60% hydroxycitric a.). Decrease of the lipid biosynthesis. Increase of fat use. Inhibition of the hypothalamic nucleus of hunger.

COLEUS. Multi-functional plant that has been employed for centuries in Ayurvedic tradition, it increases calorie expenditure by increasing thermogenesis. It increase the amount of cAMP (cyclic adenosine monophosphate), triggering enzyme reactions that lead to systematic splitting of triglycerides.

LESPEDEZA (4% total flavonoids expressed as rutin). Glycosylated flavonoids found in the phyto-complex promote elimination of the toxins produced by the body and bring about a longer-lasting drainage action.

GREEN TEA (50% total polyphenols). Great synergy between the diuretic action (by the phyto-complex) that compounds the effects on basal metabolism and body weight (by caffeine and catechins – by increasing thermogenesis).

PESO STOP CELL

DAY AND NIGHT

FOOD SUPPLEMENT



Acts on cellulite blemishes (H24).

ACTS - SOOTHES INFLAMMATION - REDUCES - COUNTERS.

DAY

- Stimulates **lipid metabolism**;
- reduces **localised fluid retention**, protecting vessels;
- **eliminates** metabolic waste.

NIGHT

- Acts on **localised fat deposits**;
- **venotonic, anti-inflammatory, antioxidant, anti-oedema** and **capillary-protective** action;
- supports **micro-circulation functions**, protecting vessel walls.

Based on: Bitter orange, Moringa, Birch, Centella, Lespedeza, Mate (**DAY capsule**).

Red vine leaves and seeds, Bromelain (from Pineapple), Bio-flavonoid complex, Melilotus, Boswellia, Horse chestnut, Quercetin (**NIGHT capsule**).

Directions for use: 2 DAY capsules in the morning upon waking up;
2 NIGHT capsules in the evening after supper, with water.

Content: 30 500mg DAY capsules;
30 500mg NIGHT capsules.



BROMELAIN (2400 GDU/g, from Pineapple). Due to its anti-inflammatory action, it provides a remarkable help in case of localised subcutaneous adipose deposits, which lead to fluid retention and panniculopathy.

CENTELLA (20% total triterpenes). The phyto-complex contains triterpenic ester glycosides (asiaticoside and madecassoside) and free triterpenic acids (asiatic acid and madecassic acid). In addition to the well-known capillary-protective and phlebotonic actions, it has diuretic, anti-oedemagenic and anti-cellulite activity.

HORSE CHESTNUT (seeds, 20% in aescin). Rich in Aescin, it increases capillary resistance, reducing their permeability. It has an

anti-inflammatory action and promotes lymphatic drainage. It also promotes the removal of interstitial fluids (anti-oedema action).

MORINGA (minimum 10% in saponins). It has anti-inflammatory action and a considerable antioxidant effect. It also improves and optimises circulation and systemic level and micro-circulation.

RED VINE (leaves 5% polyphenols and seeds 95% procyanidins). The leaves assure a marked phlebotonic and venous return effect and a supporting action on the whole micro-circulation. Great protective action on the epithelium of the small vessels and capillaries.

Plan of use.

TREATMENT	SHOCK 20 DAYS	MAINTENANCE 30 DAYS
MORNING	PROTEIN - 1 or 2 sachets BURN - 2 tablets DEPUR SNELL* - 10 ml	PROTEIN - 1 sachet BURN - 1 tablet DEPUR SNELL* - 10 ml
LUNCH	PROTEIN - 1 or 2 sachets BURN - 2 tablets	PROTEIN - 1 sachet BURN - 1 tablet
AFTERNOON	DEPUR SNELL* - 10 ml	DEPUR SNELL* - 10 ml

TREATMENT	TO CONTROL CELLULITE BLEMISHES 15 DAYS
MORNING	Peso Stop CELL - 2 DAY capsules Peso Stop DEPUR SNELL* - 10 ml in water
AFTERNOON	Peso Stop DEPUR SNELL* - 10 ml in water
EVENING	Peso Stop CELL - 2 NIGHT capsules

***As an alternative, Peso Stop DEPUR SNELL may be taken during the morning, by diluting 20 ml of product in one bottle of water.**

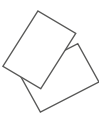
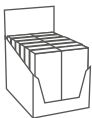

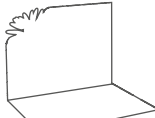




PoP Material

COUNTER TOP DISPLAY

SHOP WINDOW PANEL



	 SAMPLE	 DISPLAY BOX	 25x25 CM CUBE	 COUNTER TOP DISPLAY	 INFORMATION BROCHURE	 60x45 CM PANEL
PESO STOP BURN		12				
PESO STOP DEPUR SNELL	●		●	●	●	●
PESO STOP PROTEIN						
PESO STOP CELL		12				

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