



OBESITY IS MORE THAN JUST LOSING YOUR LOOKS

Obesity is a growing concern in both developed and underdeveloped countries. Nations are spending huge budgets to tackle a problem that can be prevented with adequate awareness, dietary measures and disciplined exercise. Being obese and having a high percentage of body fat is not merely a cosmetic issue, robbing one of their looks, but in fact exposes the obese person to a host of health conditions including life threatening heart disease, stroke, high blood pressure and diabetes. The increased weight also directly affects movement and flexibility. Extra weight overloads our joints, and it is not uncommon for an obese person to experience breathing difficulties.

CURBING OBESITY AND LIFESTYLE DISEASES

Tackling obesity starts with a change of the individuals' mind set. He or she needs to recognise that beyond looking unfit and unattractive, obesity is often the breeding ground for many silent killers. The impact that diabetes, high blood pressure and unhealthy cholesterol ratios have on our health is not immediately noticeable or palpable in the early stages. Diagnosis of these diseases are usually made at their more chronic stages when the body develops complications. In most cases the individual who contracts these diseases become dependent on lifelong treatment to prevent further deterioration.

Many global communities have been identified as obese, not least, developing nations who are exposed to the conveniences of modern lifestyle such as fast foods and automation that reduces manual work. Several South East Asian countries including Malaysia, Indonesia and Singapore have been listed as nations with a growing obese population, with Malaysia ranking as number one. There appears to be a correlation between the rate of modernisation, availability of calorie rich processed foods and the rate of obesity.

At COCOLAB, we are deeply concerned about this growing health menace and about the lack of urgency to arrest obesity. More effort is needed to raise awareness of the dangers of obesity. COCOLAB has turned to scientific research and studies to seek natural remedies to combat this seemingly harmless condition of being obese. COCOLAB's efforts has uncovered the amazing benefits of **medium chain triglycerides (MCT)** and **provitamin A carotenoids**. It is now the mission of COCOLAB to bring this discovery to communities and bring about a better quality of life.



BELLY FAT BURNER - BREAKTHROUGH FORMULATION

COCOLAB has developed a first-in-the-market formulation which combines the benefits of these 2 natural food compounds to manage obesity. **MCT and Provitamin-A carotenoids** have been scientifically proven as an effective, natural and safe supplement against obesity. Further, the combination of MCT and Provitamin-A Carotenoids is a powerful antioxidant that every individual needs to sustain the optimal functions of the body.

COCOLAB's **Trimmax Belly Fat Burner** formulation is easily consumed in a single supplement serving. This breakthrough formulation addresses the issue of obesity by targeting belly fat, which is stubborn fat that accumulates around the girth. Fat especially around the girth has been found to lead to various health problems such as cardiovascular diseases, high blood pressure and diabetes. **The Trimmax Belly Fat Burner** is a natural **mixed-carotene complex concentrate** that is predominantly a complex of **alpha-carotene, beta-carotene, gamma-carotene and lycopene**. This scientifically tested and formulated mixture imitates the natural proportions found in carrots and has the highest ratio of alpha-carotene in the market. Using only the purest and highest grade ingredients, COCOLAB's MCT oil, is packed with **Caprylic (C8), Capric (C10) and Lauric (C12) triglycerides**. Besides aiding weight loss, MCT is also known to improve gut health, improve brain health and provide energy. This formulation is readily and easily absorbed by the body to serve its benefits.

THE SCIENCE BEHIND THE FORMULATION

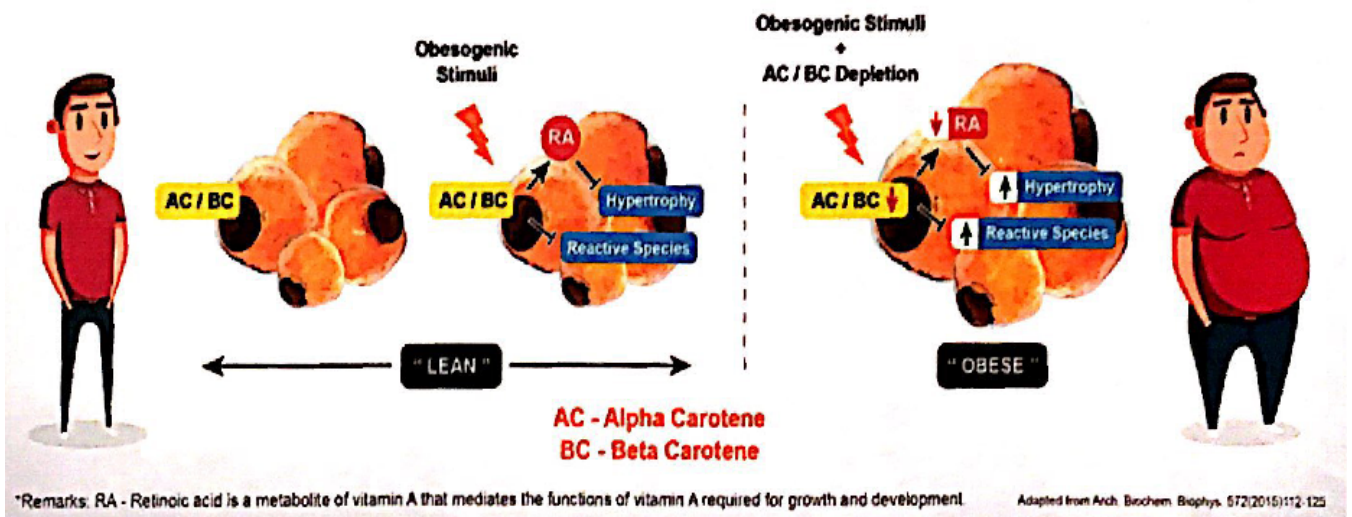
Research has shown that supplementation with COCOLAB's Trimmax Belly Fat Burner has a positive impact on overweight children and adults. This formulation when consumed, preferentially accumulates in the tummy region, targeting existing fat cells. It actively inhibits the growth of existing fat cells and more importantly, reduces the formation of new fat cells. Additionally, the Trimmax Belly Fat Burner also targets excess visceral fats accumulated around the internal organs such as the liver, pancreas and intestines, inhibiting its growth in number and size. High amounts of visceral fat has been associated with a list of health problems including diabetes. Carotenoids are found in high concentration in abdominal adipose tissues and play its role in fat cells by inhibiting its growth in number and size.

The Trimmax Belly Fat Burner supplement increases **diet induced thermogenesis and accelerates metabolic rate**, enhancing its effect by burning off excess calories that will otherwise be accumulated as fat. Furthermore, MCT oil is known to have a satiating effect,

addressing problems with overeating. Overall findings after supplementation **include reduction in waist circumference, waist to height ratio, visceral adipose tissue and subcutaneous adipose tissue.**

An interesting finding is the increase of adiponectin levels during supplementation with Trimmax Belly Fat Burner. Adiponectin is a hormone that regulates body metabolic processes, vital in supporting **metabolic health**, and is generally found in lower concentrations in obese people. Metabolic health includes the measure of blood pressure, triglycerides, cholesterol levels, blood sugar and insulin resistance. Optimal metabolic health supports proper cellular function which in turn results in a healthy functioning system. Elevated levels of adiponectin is thought to help enhance insulin sensitivity, lowering the risk of diabetes. Low levels of adiponectin are associated with inflammation, lipid abnormalities, insulin resistance and increased risk of diabetes, NAFLD, coronary heart disease, and cancer.

A healthy system cannot be achieved without first addressing the metabolic health of an individual. Supplementation with COCOLAB's Trimmax Belly Fat Burner helps in the modulation of metabolic-inflammatory processes. Daily supplementation with this formulation will eventually address the problem of obesity among children and adults as well as regulate metabolic health and therefore reduce risk of chronic lifestyle diseases.



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