Extract of Gynostemma Pentaphyllum

supports healthy weight management*
More fat burning*

**Introducing ActivAMP™**

ActivAMP is extracted from *Gynostemma pentaphyllum*, an adaptogenic herb, and activates an enzyme called AMP-activated protein kinase (AMPk). AMPk is often called the “master metabolic regulator” and switches on the same fat-burning and energy-producing metabolic processes that exercise does. By regulating metabolic activity (in the liver, lipids, skeletal muscle and brain), AMPk influences glucose utilization, oxidation, and appetite.

**Product benefits**

**ActivAMP structure-function claims**

The following structure-function claims for ActivAMP are provided here for informational purposes only and should be reviewed by your legal counsel prior to use in marketing materials, including product labels. ActivAMP supports healthy weight management for those who are overweight, in the following ways:

- Helps reduce body fat**†
- Helps promote moderate weight loss**

**†**In a clinical study, participants taking ActivAMP™ averaged about 1.35 kilograms body fat related weight loss after 12 weeks compared to baseline.

**Science inside**

Human, animal and phytochemical studies have been conducted to determine the effect of ActivAMP in supporting the metabolic process through AMPk activation.

**Human clinical trial**

A 12-week randomized, double-blind, placebo-controlled study on 80 overweight participants investigated the effects of ActivAMP (then called Actiponin) on body weight, fat loss, and other metabolic markers. The results showed statistically significant decreases in active group compared to placebo group in:

- Body fat mass*
- Percent body fat*
- Body weight and BMI*
- Total abdominal fat area*


**Animal study**

An 8-week study on mice showed that oral administration of ActivAMP resulted in decreased body weight gain and liver weight with AMPk activation in the soleus muscle.

**Citation:** Gauhar, R, et al., 2012. Heat-processed *Gynostemma pentaphyllum* extract improves obesity in ob/ob mice by activating AMP-activated protein kinase. Biotechnology Letters, DOI: 10.1007/s10529-012-0944-1.

**Phytochemical study**

A phytochemical study of ActivAMP revealed that the extract contains two novel dammarane-type saponins (damulin A and damulin B) that strongly activated AMPk in cultured L6 myotube cells.


**Delivery and applications**

ActivAMP is available as a free flowing powder and is suitable for use in powders, tablets and capsules.

**Why choose ActivAMP?**

- Mechanism of action through AMPk activation
- Herb traditionally used in teas for centuries

*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.*

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