

Coleus Forte

M1202

Quality is our Passion
 Passion Flower (*Passiflora incarnata*)

Coleus Forte

The root of *Coleus forskohlii* is one of the few plants to contain the important labdane diterpene known as forskolin. Extracts of herbs may be ‘standardized’ – this means they must contain a certain amount of important constituents. Coleus Forte is standardized to contain a certain amount of forskolin. Clinical trials suggest that to be effective Coleus extract should contain substantial levels of forskolin.*

How Coleus Forte Keeps You Healthy

Helps the body maintain healthy weight and aids moderate weight loss in conjunction with a balanced, calorie-controlled diet and exercise program

In April 2005, the American College of Physicians recommended that appropriate diet and exercise should always be part of an overall strategy for managing excess weight.¹ The National Institutes of Health recommends that a diet that creates a reduction of 500 to 1000 kcal per day is an important part of any program aimed at achieving a weight loss of 1 to 2 pounds per week. Physical activity should be part of a comprehensive weight loss therapy and weight control program because it:^{2*}

- modestly contributes to weight loss in overweight and obese adults
- may decrease abdominal fat
- increases cardiorespiratory fitness
- may help with maintenance of weight loss

Scientists at the Department of Health, Sport and Exercise Sciences, University of Kansas conducted a clinical trial using standardized Coleus extract in overweight men. Over a period of 12 weeks these men took either Coleus extract (providing 50 mg/day of forskolin) or an inactive compound (placebo). At the end of this time those taking Coleus extract *lost* 4.5 kg (about 10 pounds) in fat mass but their weight did not change. But those taking placebo *gained* weight (1.57 kg (about 3.5 pounds) and fat mass did not change. (Fat mass is the actual weight of fat in the body. By scanning the body with a special X-ray machine it is possible to calculate fat mass, lean body mass (weight of the body not including the fat) and bone mass.) All participants consumed their normal diet (about 2350 kcal each day) and they were not physically active.^{3*}

Supplement Facts		
Serving size:	1 tablet	
Servings per container:	60	
Amount per Serving		%DV
Calories	5	
Calcium	40 mg	4%
Coleus root 20:1 extract from <i>Coleus forskohlii</i> root 3.74 g Containing forskolin 18.7 mg	187 mg	†
† Daily Value (DV) not established.		

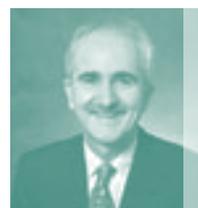
Other ingredients: Calcium acid phosphate, cellulose, sodium starch glycolate, magnesium stearate, maltodextrin and hypromellose.

Caution: Contraindicated in hypotension. Contraindicated in gastric or duodenal ulcers unless otherwise directed by a qualified health care professional. Not to be used during pregnancy and lactation unless otherwise directed by a qualified health care professional. Do not use this product while taking any prescription drug(s) without the advice of your prescribing physician.

Product No M1202 **Content** 60 Tablets



Coleus Forte M1202



Associate Professor Kerry Bone
 MediHerb Co-Founder and
 Director of Research and Development

A Phytotherapist's Passion

“Philosopher and teacher Rudolf Steiner once said that, for every human illness, somewhere in the world there exists a plant which is the cure. I believe that there is a healing potential locked inside plants which is integral with their evolution, just as it is part of human evolution to learn to tap this wonderful gift of Nature.”

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

In Waco, Texas another group of researchers also conducted a clinical trial using a standardized Coleus extract, this time with mildly overweight women. The Coleus extract used contained 50 mg/day of forskolin, and was given for 12 weeks in a regimen that did not include diet and exercise. Although both groups of women ate the same amount of food, at the end of the trial those taking Coleus experienced an average weight *loss* of 0.7 kg (about 1.5 pounds). But the placebo group *gained* an average of 1 kg (about 2.2 pounds). This suggests that standardized Coleus extract helped the body to maintain healthy weight by tending to prevent weight gain.^{4*}

Standardized Coleus extract achieves its effect on fat mass to some extent because of how forskolin interacts with fat tissue. Forskolin may help the fat cells to release free fatty acids to use as a fuel in the body.^{3,4} How forskolin interacts with cells is discussed below.*

Supports and maintains cellular health

Biochemists have known for some time that forskolin is able to directly increase cyclic AMP in cells.⁵ Cyclic AMP is a cellular messenger and regulator, so forskolin supports and maintains the health of the body's cells and tissues. (Tissues are collections of cells.)*

What Makes Coleus Forte Unique

Coleus Forte is unique in the professional herbal products industry because:

- It states on the label exactly how much each tablet contains of the important plant constituent (forskolin)
- MediHerb tests the quantity of forskolin in Coleus raw materials
- MediHerb's testing also ensures the forskolin is retained in the product throughout manufacture

Unique Manufacture & Analytical Testing

Quality and safety ensured

- Manufactured in Australia to the high standards of international pharmaceutical Good Manufacturing Practice
- Raw materials and finished product are subjected to tough quality standards

References

¹ Snow V, Barry P, Fitterman N et al. *Ann Intern Med* 2005; **142**(7): 525-531

² National Institutes of Health, National Heart Lung and Blood Institute. Obesity Education Initiative. Aim for a Healthy Weight: Information for Patients. http://www.nhlbi.nih.gov/health/public/heart/obesity/lose_wt/patmats.htm. Accessed September 2006.

³ Godard MP, Johnson BA, Richmond SR. *Obes Res* 2005; **13**(8): 1335-1343

⁴ Henderson S, Magu B, Rasmussen C et al. *J Int Soc Sports Nutr* 2005; **2**(2): 54-62

⁵ Wagner H, Hikino H, Farnsworth NR (eds). *Economic and Medicinal Plant Research*, Vol 2. Academic Press, London, 1988.



Quality is our Passion

MediHerb products are developed by experts and leaders in the field of herbal therapy, using scientific evidence and hundreds of years of traditional knowledge.

Kerry Bone and over 20 health care professionals work within MediHerb while still managing their own clinical practices, plus we consult with an advisory board of health care professionals from around the world.

Our products are made using only the highest quality ingredients which are extensively tested for purity and potency. The MediHerb manufacturing plant operates to a strictly regulated pharmaceutical standard and is regularly audited by the Therapeutic Goods Administration (similar to the FDA), the same body that audits conventional pharmaceutical manufacturing facilities. The comprehensive regulations in Australia mean that you receive a safe and effective product that has been manufactured to pharmaceutical standards.

We know from our experience as health care professionals that the quality of a product you take makes a huge difference to the health outcome you experience. We dedicate ourselves to researching and making the best possible products to deliver health solutions that work.



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