



Contact: Krista Nilsen
Public Relations Manager
Source Naturals
Phone: (831) 461-6337
E-Mail: kristan@thresholdent.com

Source Naturals Introduces Ultra Potency Gymnema Sylvestre and Gymnema Sylvestre

Scotts Valley , CA – Tuesday November 12, 2008 – Our modern diet of sugar-rich, over-processed foods and our sedentary lifestyle challenge the body's systems for regulating blood sugar—with serious consequences for our health.

New scientific research supports the use of *Gymnema sylvestre*, a valued botanical in traditional Ayurvedic herbalism, to help maintain balanced blood sugar levels when taken as part of a healthy diet. Building on that research, Source Naturals has developed two gymnema products—Ultra Potency Gymnema Sylvestre, standardized to 75% gymnemic acids for powerful metabolic support, and Gymnema Sylvestre, standardized to 25% gymnemic acids.

Ayurvedic practitioners used gymnema for thousands of years to support balanced blood sugar levels. They observed that chewing a few leaves from this woody vine suppressed the taste of sugar and had the capacity to reduce sugar cravings. They called the plant "gurmar," which literally means "sugar destroyer" in Hindi.

"Today's scientific research is revealing the reasons for gymnema's health benefits," says Source Naturals National Science Educator, Guy Devin. "*Gymnema sylvestre* has been shown to support healthy blood sugar by mediating the release of insulin and supporting healthy function of the pancreas." Devin adds, "Researchers have identified the gymnemic acids in the plant as the compounds responsible for gymnema's ability to inhibit sensitivity to sweet tastes."

Ultra Potency Gymnema Sylvestre and Gymnema Sylvestre were formulated with a profound understanding of the body's intricate system for Sugar Regulation—one of the key SystemiCare™ body systems identified by Source Naturals as critical to health and well-being. Gymnema also supports Digestion and Metabolism/Hormones.

To learn more about Source Naturals and Ultra Potency Gymnema Sylvestre and Gymnema Sylvestre, as well as to find purchase locations, visit www.SourceNaturals.com.

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