

# ZENITH

*by* AWAKEND

**The Most Clinically-Effective  
Weight Loss Product Currently Available!**



# What is ZENITH?

ZENITH is a combination of:

- **HPMCs** (hydroxypropyl methylcellulose; three very specific viscous fibers)
- **Proprietary mixture of 6 cetylated fatty acids** (ie, cetyl-myristoleate)



# Rationale behind ZENITH

- **Patented technology**

- Granted US#6,899,892 – “Methods to reduce body fat”
- Published US#2020/0253910 – “Method for increasing serum adiponectin for treatment and reduction of the risk of cardiovascular, vascular, and related disease.”
- World-Wide patent (PCT; WO/2003/053469)
- Dr Dan Gallaher (Professor, Food Science and Nutrition, U Minn)
- Patent shows reduction in body fat and serum leptin using highly viscous polysaccharides (eg, HV HPMCs)

- **Proprietary anti-inflammatory**

- Obesity is associated w/chronic low-grade inflammation
- Esterified fatty acid combo is a patented anti-inflammatory



# Clinical Substantiation



# Effects of ZENITH On Weight Loss, Fat Loss And Adipocytokines In Calorically-Restricted And Exercising Overweight Women

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**\*Key Points:** This clinical was conducted in the US which is rare for a nutraceutical product as vast majority of clinicals supporting various ingredients and products are conducted outside the US + it is so well-controlled – both of which *increase the validity of the clinical results*

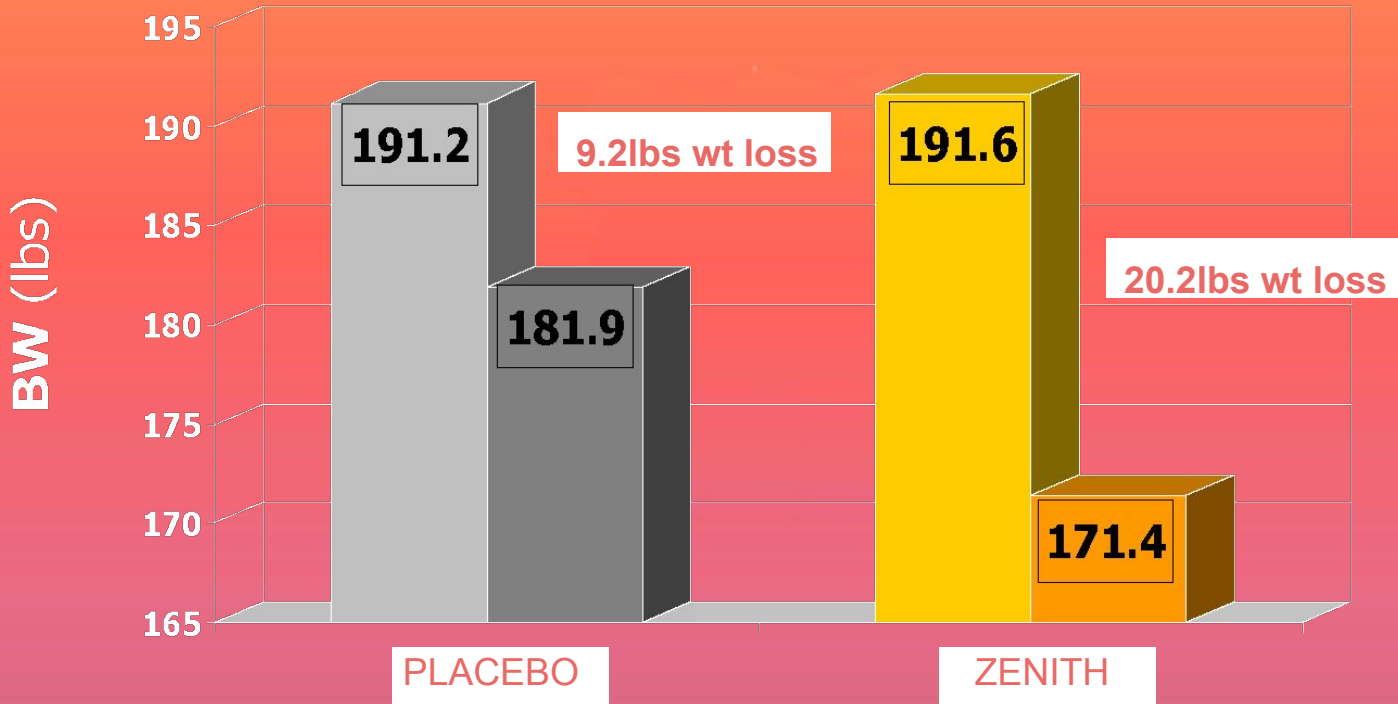


# Study Design

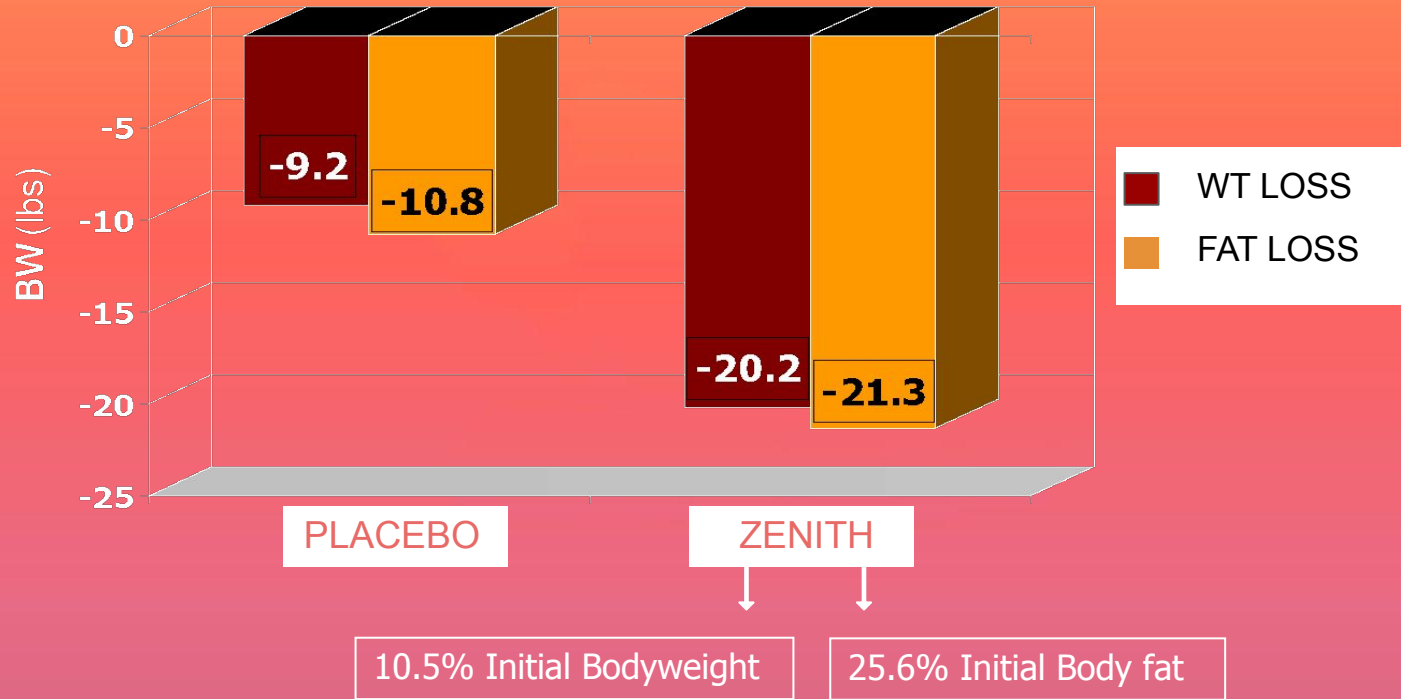
- **Subjects:** 22 ♀ (from 33; BMI - 32.7; age – 37 yrs)
- **Design:** DBPC
- **Duration:** 8 wks
- **Intervention:**
  - Diet:** ~1500 kcal/d (~500 kcal deficit)
  - Supplement:** ZENITH or P (1200mg with 2 largest meals; Total Daily Dose: 2400 mg)
  - Exercise:** Controlled (30-60min; 4-5x/wk in lab)
- **Publication:** Fargala M et al. *Influences of a dietary supplement in combination with an exercise and diet regimen on adipocytokines and adiposity in women who are overweight.* **Eur J Appl Physiol** 2009;105:665-72.



# Effects Of ZENITH On *Weight Loss*

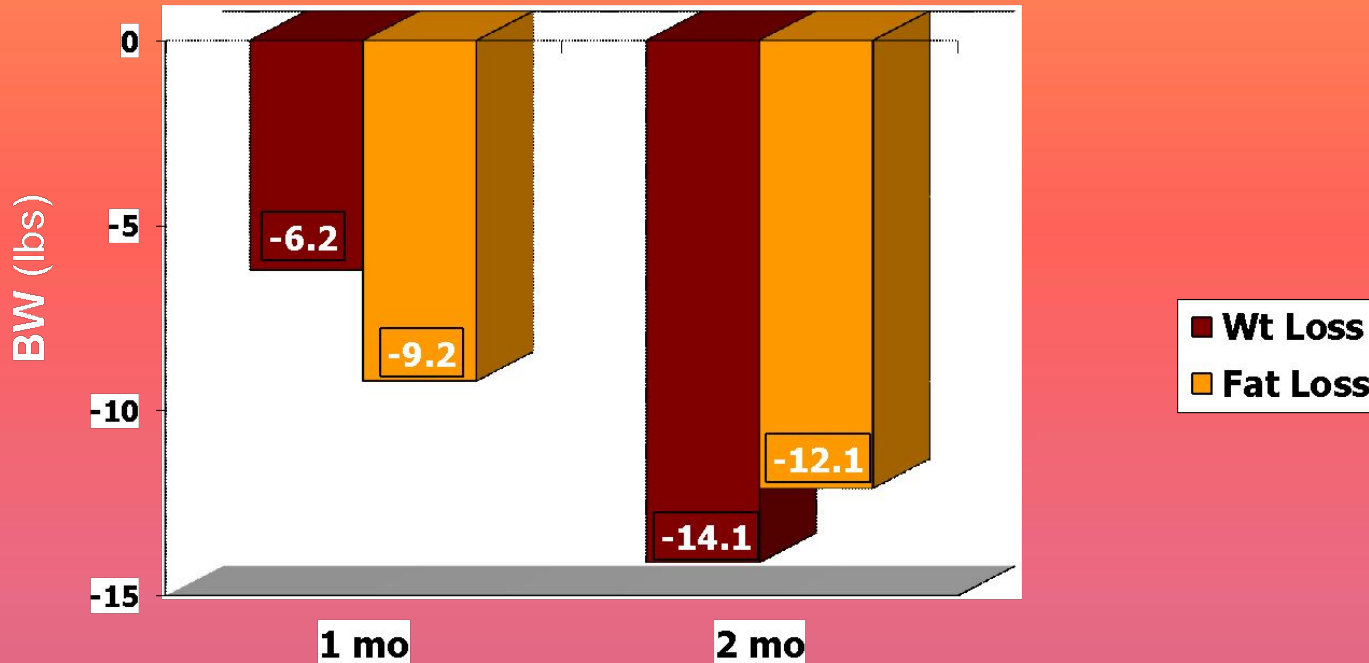


# Effects Of ZENITH On *Weight Loss And Fat Loss*





# Effects Of ZENITH On *Weight Loss & Fat Loss Per month*



# ZENITH: Clinical Summary

- **Wt Loss**

- **Total: 20.2 lbs** (vs 9.2); an *extra* 11 lbs (119%>P)
- **Per week: an extra 1.3 lbs** (2.5 vs 1.2 lbs)

- **Fat Loss:**

- **Total: 21.3 lbs** (vs 10.8); an *extra* 10.5 lbs (97%>P)
- **Per week: an extra 1.3 lbs** (2.7 vs 1.4 lbs)

- **Waist: 3.9 in** (vs 2.0;  $p<0.05$ ; 92%>P)

- **Hips/Thighs: 2.9in/1.2in**

- **Serum Adiponectin: ↑ 116%** (vs 73%↑;  $p<0.05$ ; 59%↑ >P)

- **Serum Leptin: ↓43%** (vs 32%↓;  $p<0.05$ ; 34%↓ >P)



# ZENITH: Effect On Leptin

- **Leptin is a key satiety** (“feeling full”) **hormone made by fat cells**
- **Obese and women have higher levels, but body becomes insensitive**  
(or resistant; similar to insulin insensitivity)
- **Leptin resistance leads to...**
  - Overeating
  - Impairs thyroid function leading to weight gain, decreased metabolism
- **Elevated leptin disrupts thyroid hormones**
  - Stimulates TRH to increase TSH (which leads to low thyroid hormones)
  - Suppresses conversion of T4 (inactive) to T3 (active)
  - Increases reverse T3 (rT3) causes weight gain



# ZENITH: Effect On Adiponectin

- **Adiponectin is another key hormone made by fat cells**
- **Obese have lower levels of adiponectin**
- **Effects of adiponectin include:**
  - Increases fat utilization (“fat burning”)
  - Increases insulin sensitivity
  - Increases circulation
  - Decreases production of sugar (ie, gluconeogenesis)
  - Decreases inflammation
- **Zenith more than doubled adiponectin levels**



# ZENITH: Clinical Take-Aways

- **DiETING + exercise do work**
- **ZENITH *doubles* the effects of dieting and exercise**—ie, *maximizes* their effects
- ***Doubles* weight loss**
  - **An extra 11 lbs of weight loss** (20.2 vs 9.2 lbs w/P)
  - **An extra 1.3 lbs of weight loss per week !!!**
- ***Doubles* fat Loss:**
  - **An extra 10.5 lbs of fat loss** (21.3 vs 10.8 lbs w/P)
  - **An extra 1.3 lbs of fat loss per week !!!**
- ***Doubles* loss in waist circumference** (3.9in vs 2.0 inches w/P)
- **100% of weight loss was due to fat loss** (21.3 lbs fat loss vs 20.2 lbs wt loss)



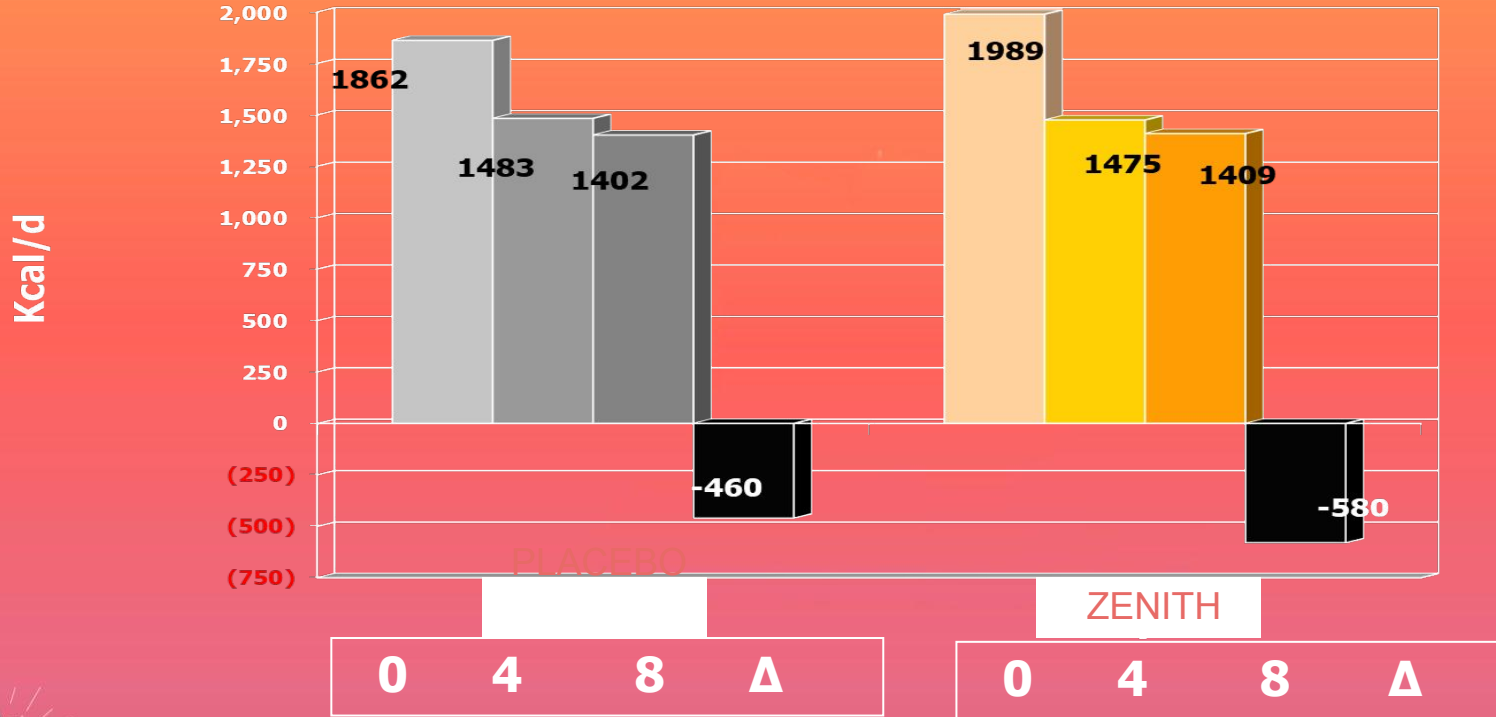
# ZENITH: Clinical Take-Aways

- Overall, *doubles* the effects of dieting + exercise
- All of the above benefits are a result of ingesting just **2 capsules ZENITH twice-a-day** (ie, before 2 main meals)



# Caloric Intake

No significant difference in caloric intake



# Supporting Animal Data (per 5 studies)

- **Prebiotic** – Beneficially alters gut microbiome
- **Decreases Intestinal Permeability** (ie, leaky gut)
- **Increases Bile Acid + Cholesterol Excretion** -  
may lower cholesterol levels
- **Increases AMPK** – Key anti-aging molecule
- **Increases Mitochondrial Biogenesis** – Anti-aging





# ZENITH: Product Development

- **Patents:** 2 US Patents
- **Sourcing:** US Sourced + Produced
- **TechReg:** Both Ingredients Are Acceptable And Currently Sold In US



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