

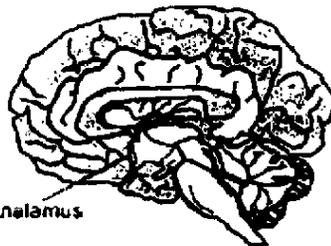
**EXHIBIT F**

# THE SCIENCE BEHIND THE HOODIA

It works by making patients feel full after ingesting it, and it has been shown to lower food intake by up to 50%.

When South African scientists were testing the Hoodia plant, they discovered the plant contained a previously unknown molecule.

Results of human clinical trials in Britain suggest that this active ingredient could reduce the appetite by up to 2,000 calories a day.



This active ingredient works by replicating the effect glucose has on hypothalamus in the brain telling the body it is full, even when it's not.

But Hoodia appears to contain a molecule that is almost 10,000 times stronger than glucose.

## THE ORIGIN OF OUR HOODIA

*I learned  
how to eat it  
from my  
forefathers...  
It is my food,  
my water,  
and also a  
medicine for  
me.*



The Hoodia Gordonii plant grows in the Kalahari desert region of South Africa and although it looks like a cactus and is in fact part of that family, it is categorized as a succulent.

The Hoodia plant has been used for centuries by the San people of the Kalahari to stave off pain, hunger and thirst when they traveled for weeks, months and even years across the vast desert.



Our Hoodia is grown from seedlings on approved farms in South Africa with the knowledge and help of the San people.

Sale of this product means direct financial benefit to economic development of South African people.

## CLINICAL TRIALS ON HOODIA

Dr. Richard Dixey organized the first animal trials for Hoodia. In Rats, a species that will eat literally anything, stopped eating completely.

When the first human clinical trial was conducted, a morbidly obese group of people were placed in a strictly enforced environment. All the volunteers could do all day was read papers, watch television, and eat. Half were given Hoodia, half placebo. Fifteen days later, the Hoodia group had reduced their calorie intake by 1000 a day. It was a stunning success.

### A NATURAL INGREDIENT

Hoodia Gordonii is NOT a drug. Pfizer did secure the rights to synthesize Hoodia's appetite suppressing molecule known as P57 to produce a diet Drug, but their synthetic molecule had little to no effect in comparison to the natural product and Pfizer has sense returned the rights. This material in its pure, dried and ground form is the most effective appetite suppressant ever to be introduced to the market.

To order Stella's Hoodia Gordonii 20:1 P.E.  
Call Toll Free 1-800-616-0625  
Visit Us On-line at [www.stellalabs.com](http://www.stellalabs.com) or  
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