

EXHIBIT 4



DR. LINDSEY

Naturopathic Doctor & Nutrition Expert Trekking the Globe in Search of Nature's Best Medicines

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The Green Coffee Bean: Weight Loss Myth or Miracle? Plus Bonus Weight Loss Tips!

Thursday, April 19, 2012 · 267 Comments



Normally, I don't recommend "weight loss" supplements, especially weight loss supplements that claim "easy weight loss" or "fast weight loss," but the Green Coffee Bean has truly amazed me. What has the media and the scientific community so excited about Green Coffee Bean Extract is that people don't have to do anything different when taking this food supplement, they don't need to exercise, they don't need to diet, they just appear to drop pounds!

The most recent study on Green Coffee Bean published in the *Diabetes, Metabolic Syndrome and Obesity* journal

DR. LINDSEY'S SHOPPING GUIDE:

- Caralluma Fimbriata Capsules
- Green Coffee Bean Capsules
- Moringa Capsules
- Raspberry Ketone Capsules
- Garcinia Cambogia Capsules
- Pycnogenol Capsules
- Ultimate Resveratrol Capsules
- Rhodiola Rosea Capsules
- Sea Buckthorn 100 Liquid
- Cupuacu Capsules

TESTED & TRUSTED BRANDS:

www.GenesisToday.com
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Dr. Lindsey Duncan
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[@drlindseyduncan](https://twitter.com/drlindseyduncan) @Saintfam I haven't tested that product, can't recommend. Either way, would add more superfoods - I recommend GenesisToday.com
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SugarJones Hey! Just saw a video of [@drlindseyduncan](https://twitter.com/drlindseyduncan) on Dr. Oz. Made me smile. :)
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followed a group of 16 adults who supplemented with Green Coffee Extract for 12 weeks. Over the course of the study, the subjects lost an average of 17 pounds each - this was 10 percent of their overall body weight and 16 percent of their overall body fat! That is very compelling information, and one reason why I think that Green Coffee Bean could be an effective solution against the obesity epidemic that is plaguing our country.

So, let's dig into Green Coffee Bean, starting with the question, "how does Green Coffee Bean work against weight gain?" Believe it or not, the key is not the caffeine! It is a very important natural active compound called Chlorogenic Acid. Chlorogenic Acid works by inhibiting the release of glucose in the body while at the same time boosting the metabolism or the "burning" of fat in the liver. These two mechanisms combined work together to inhibit the absorption of fat and eliminate weight gain.

You might wonder if you can get the same effects from the coffee you drink with breakfast in the morning - and the answer is no. When you roast coffee beans to give them that distinct color, aroma and flavor, you are also removing the Chlorogenic Acid, which is the key to healthy weight loss. Green Coffee Beans, in contrast, are unroasted, have little aroma, are bitter, and contain high amounts of Chlorogenic Acids. Roasting Coffee Beans destroys the Chlorogenic Acid, which is the key component to supporting weight management. Remember, as I've always said, "bitter is better".

The Green Coffee Bean supplement that you take daily only has about 23 mgs of caffeine per serving whereas your daily cup of coffee has over 100 mg, and your "venti drip" has as much as 400 mgs! So, needless to say, Green Coffee Bean is not a stimulant, it doesn't make you jittery and nervous and raise your heart rate like roasted coffee or ephedra. In fact, the Green Coffee Bean has actually shown in some studies to lower blood pressure - while still boosting metabolism!



drindseyduncan @Saintfam I've never heard that, if you are feeling dizzy, discontinue use to make sure that is the culprit.
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How many should I take per day?

First, look for a pure Green Coffee Bean capsule supplement - I suggest 400mg vegetarian capsules. Read the label carefully, look under "other ingredients" and make sure it does NOT contain cellulose, stearates, silica or any additional fillers. I do not recommend the tablet form.

To achieve the best results, you should take a minimum of 800 mg at least 30 minutes before each meal at least two times per day. Because *Green Coffee* is a food and no harmful side effects were reported in the study, I suggest taking 2 capsules before every meal!

Where should I buy Green Coffee Bean Capsules?

A lot of people are asking me which product I recommend, and my fans know that I love Pure Health's products because they always offer the purest form of all the superfoods that they sell. *Pure Health has a 400 mg vegetarian capsule that you can purchase online*. Another product that I love and recommend is Genesis Today's 100% pure Green Coffee Bean capsules, which you can find in health foods stores or call 1-800-916-6642.

Why capsules instead of the extract?

It's really a matter of convenience, as a naturopathic doctor, I am all about consuming superfoods in their purest form. Unless you want to grind up the green coffee beans and eat them (which takes a very, very resilient palate), capsules provide a premeasured, handy serving that you can keep in your purse, keep in your pocket - and keep in your carryon luggage! Just remember, look for the Green Coffee Bean, only the Green Coffee Bean and absolutely nothing but the Green Coffee Bean! If there is anything else added to your supplement, don't buy it.

What other Benefits Does Green Coffee Bean Provide?

Overall Health - Many polyphenols function as antioxidants. Chlorogenic Acid is a polyphenol that has been shown to neutralize several classes of carcinogenic compounds before they can cause cancer.

Cardiovascular Health - High homocysteine concentrations in blood is a risk indicator for cardiovascular disease. Chlorogenic Acid has been shown to aid in the decrease of total plasma homocysteine levels in those who ingested Chlorogenic Acid during clinical trials.

Chlorogenic Acid has also shown positive results for treating hypertension. By neutralizing free radicals and regenerating vitamin E, Green Coffee Beans have been shown to inhibit lipid and LDL degradation, thereby promoting optimal cardiovascular health.

Blood pressure (both systolic and diastolic) has also shown to decrease significantly during clinical studies of Chlorogenic Acid ingestion. During clinical trials, there was no difference in body mass index and pulse rate between test groups, nor were any apparent side effects detected. It also inhibits oxidation of the low-density lipoprotein (LDL), or bad cholesterol that can damage the arteries and accelerate atherosclerosis. Limiting this process is thought to help prevent cardiovascular disease.

Healthy Blood Sugar Levels - Chlorogenic Acid has been touted as supporting healthy blood sugar levels. A number of population studies identified Chlorogenic Acid users as being substantially less likely to get Type 2 diabetes. Further research has suggested the reason for this as being the effects of the Chlorogenic Acid on

glucose metabolism. Glucose is stored in the liver in a polysaccharide called glycogen, which is a long, branched chain of insoluble glucose molecules. In a process known as glycogenolysis, the enzyme glucose-6-phosphatase releases free glucose into the bloodstream, where it circulates to various organs. If glycogenolysis is inhibited, the body gets its energy from fat cells. This reduces blood glucose levels, helping to reduce the symptoms. Also, reducing the number of fat stores leads to weight loss.

The combined benefits of weight loss, cardiovascular health, healthy blood sugar levels and overall disease prevention due to the high levels of antioxidants in Green Coffee Beans all work synergistically to support a healthier, happier and more vibrant you!

Comments

267 Responses to "The Green Coffee Bean: Weight Loss Myth or Miracle? Plus Bonus Weight Loss Tips!"

Dr Lindsey says:

February 20, 2013 at 12:07 pm

Sue,

That all sounds great! A fresh, whole foods diet can do wonders for the body in supporting healthy weight management-as you have experienced.

The GCB can provide gentle liver cleansing benefits, if you wish to take it for that purpose. =)

In Health,
Dr. Lindsey

Reply

Dr Lindsey says:

February 20, 2013 at 10:28 am

Wendy,

I recommend brands with no extra "other ingredients". Please, feel free to go check out Genesis Today's line of superfood and superfruit supplements, including the Green Coffee Bean. You can find these at genesistoday.com.

Good luck!

In Health,
Dr. Lindsey

Reply

Dr Lindsey says:

February 20, 2013 at 10:26 am

Kim,

Have you heard of Genesis Today's Skinny Coffee? If not, go check it out at genesistoday.com. It is the perfect coffee beverage that actually contains GCB in it as well. It's tasty so it makes for the perfect new coffee drink.

Good luck!

In Health,
Dr. Lindsey

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Cheryl Wheeler Duncan

Find out more about Cheryl Wheeler Duncan, a Hollywood stuntwoman and certified nutritionist and how nutrition saved her life.

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