

## SCI/MED BOARD ARTICLES



**Sidney Stohs, Ph.D.** is Senior Vice President of Research and Development at ADVOCARE. He is also a former Dean, School of Pharmacy, Creighton University; professor of pharmacology and toxicology; holder of the Gilbert F. Taffe Jr. Endowed Chair in Research; fellow, American College of Nutrition; fellow, Academy of Toxicological Sciences; author, more than 300 research and educational publications; doctorate in biochemistry and microbiology, University of Wisconsin.

### Keep Your Cravings in Check

Over 97 million adults in the United States are overweight or obese. This results in reduced energy levels and can have a negative impact on self-esteem. This rapidly increasing problem can also lead to serious diseases and other life-threatening conditions. To counteract this, even modest weight loss can help reduce the risk of obesity-related diseases and can increase life span. The new [Crave-Check™](#) botanical dietary supplement from ADVOCARE can help.



Overeating is a major contributory factor to the weight management problems observed in this country. The USDA 2005 Report from the Dietary Guidelines Advisory Committee recommends that people reduce their calorie intake as part of a diet and exercise program. However, this can be difficult considering average serving sizes. Additionally, most Americans eat high calorie foods faster than the brain's feeding control center can register fullness. Crave-Check supplement provides a feeling of fullness and aids in appetite control because it contains the safe and effective dietary fiber, glucomannan.\*

Glucomannan is obtained from the root of the Konjac plant and is used in a variety of foods in Asia. Glucomannan's soluble dietary fiber absorbs water and swells in the stomach to create a feeling of fullness.\* This sense of fullness sends signals to the brain, which decreases appetite and cravings for food.\* Crave-Check supports weight loss and weight management by aiding in the reduction of food consumption and overall calorie intake.\* Crave-Check can be taken 30 minutes before a meal, twice a day with a full glass of water. It can also help ease that mid-afternoon snack craving by prolonging the feeling of fullness because it slows digestion.\*

In addition to being a fantastic aid in appetite control, Crave-Check supports intestinal health and regularity and helps maintain cholesterol and glucose levels that are already in the normal range. It can also be used with any of the Metabolic Nutrition Systems, and it is a powerful addition to any weight management program for those 18 years and older. Glucomannan - a Wonder-Full Fiber with a prolonged action, which does not lose its effectiveness.\*