

# FORM™ FACTS

## How does FORM™ work?

SIMPLE: It's all about meal portion control...

FORM™ is NOT a "miracle weight loss pill." Each FORM™ capsule contains hundreds of microbeads made from our proprietary, non-toxic, super-absorbent polymer called SWELL® that has been designed to expand 500 to 1,000 times its weight in water when taken as directed.

Each FORM™ rapid-acting capsule dissolves within minutes of ingestion. The microbeads absorb the free water and expand to partially fill the stomach; promoting the release of hormones that signal the hunger center in the brain to suppress your appetite. So by the time you sit down and start eating, you are already beginning to "feel full." **1 capsule expands to about the size of an apple.**

Simply stated: FORM™ lets you eat less without feeling hungry. And in combination with a healthy lifestyle and weight management program, most people using FORM™ tend to lose more weight than with dieting and / or exercise alone.

## How do I use FORM™?

FORM™ is typically taken as 1 or 2 capsules **with 4 to 6 oz. of water for 1 capsule, and 8 to 10 oz. of water for 2 capsules**, 30 to 60 minutes before eating. Whether you need 1 or 2 capsules varies by individual, so see what works best for you. As a general guideline, you should start with 1 capsule, especially if you weigh 150 lbs. or less. If you don't have a sense of fullness during the meal from one capsule, then next time try 2 capsules. Everyone is different, so FORM™ works slightly differently for everyone.

**NOTE:** Also visit <http://www.SkinnyBizInfo.com> and see the page called **Product Usage**

## Can FORM™ clog up my system?

**NO:** SWELL® microbeads have an extremely slick and slippery surface so they do not stick to one another, and they do not adhere to the mucous membranes or the linings of the GI tract. Fully expanded, each microbead is about the size of a grain of steamed rice allowing it to easily and gently slide through the GI tract without clumping or sticking to anything.

## Is FORM™ associated with GI or bowel problems?

**NO:** FORM™ is totally bio-inert. It is made from a water-swelling polymer that is not absorbed or digested, neither does it absorb nutrients or other ingested materials. FORM™ is designed to behave like many natural foods that pass through the GI tract undigested (i.e., corn, lentils, peanuts, etc.).

## Can you discuss the SWELL® technology in greater detail?

**The Technology:** SWELL® is a proprietary pre-meal gastric bulking agent used as an adjunctive tool for people seeking to lose or manage their weight. The SWELL® material is a member of the same chemical class as other bio-inert carbomer compounds that are marketable under the FDA's

1994 GRAS (“generally recognized as safe”) exemption and which have been extensively used worldwide for decades in a wide variety of products including: medical devices, food and pharmaceutical applications, as well as nutritional supplements.

**Simple Mechanism:** Each SWELL® microbead has the remarkable ability to gently expand up to 1,000 times its size in the stomach when activated by water. When taken 30 to 60 minutes prior to meals along with an 8oz glass of water, the hundreds of SWELL® microbeads in each capsule collectively expand within minutes to fill a volume about the size of a large apple. The expanded microbeads have a very slippery gel-like consistency much like caviar and promote a sense of early satiety (fullness) with the initiation of the meal. **The indigestible bio-inert beads are retained in the stomach for 2 to 3 hours; then safely pass through the GI tract and are eliminated naturally.**

## **Does FORM™ have any significant side effects?**

**NO:** FORM™ is a mechanical gastric bulking agent that has no nutritional value. It does not contain ephedrine, or any stimulants. FORM™ promotes bowel regularity, but it is not a laxative; nor does it interfere with digestion, metabolism, or blood sugar levels.

FORM™ is not known to promote any significant side effects. It is non-fermenting and does not cause flatulence (gas).

FORM's™ SWELL microbeads are made from a proprietary polyacrylate hydrogel developed for use as a temporary pre-meal gastric bulking agent. These materials have been "generally recognized as safe" (GRAS) for many years and have been used in a wide variety of FDA-approved applications.

**Important:** If you've taken prescriptive drugs or nutritional supplements over the past 15 years, you've probably consumed hydrogel microbeads, and didn't know it. Pharmaceutical companies have used hydrogel microbeads in these type of products for years as "a filler." Dr. Davis and his team simply re-engineered the hydrogel technology into a patent pending, pre-meal bulking agent.

## **Tested for Purity:**

**SWELL is entirely bio-inert, non-toxic, and non-absorbable**, and is manufactured to meet the same standards for purity that is required for pharmaceutical products.

## **Do I have to drink water with FORM™ capsules?**

**YES:** Drinking 6-8 oz of pure water with each FORM™ capsule is VERY IMPORTANT for 2 reasons:

First; FORM™ capsules work best if they are swallowed whole - without chewing or breaking them open in the mouth.

Second; once the capsules dissolve in the stomach, the microbeads expand by absorbing water. In order for the beads to expand properly, the stomach needs to have enough free water present. Six to 8 ounces of water must be taken with each capsule 30 to 60 minutes before meals for FORM™ to work safely and achieve maximal swelling effectiveness.

(Maximum Limit- 2 capsules per meal, or 6 capsules per day).

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## **What is the maximum number of FORM™ capsules that I can take with each meal?**

**TWO:** Taken as directed, SWELL® microbeads are designed to expand 500 times their weight in water (1 capsule will end up taking up space of about the size of an apple).

Taking more than 2 capsules at a time (unless directed by a physician) for a single meal is NOT RECOMMENDED unless 2 capsules just does not do it – this is RARE for most individuals.

## **How soon does FORM™ begin to work?**

**LESS THAN 15 MINUTES:** Taken as directed, FORM's™ specialized fast-dissolving capsules release the SWELL® microbeads quickly, which gently expand fully within about 15 minutes of ingestion.

Once the stomach begins to expand with meals, the brain's hunger center is signaled to slow down the hunger drive; providing the user with a more rapid sense of "Fullness."

## **Is FORM™ recommended as a stand-alone diet or weight management tool?**

**NO:** FORM™ works best if used as part of a healthy lifestyle in combination with regular exercise, a low-fat nutritious whole-food diet, smoking cessation, and other positive decisions that are part of a comprehensive health and weight management program.

The makers of FORM™ also recommends supplementing the diet with a multi-vitamin formula to ensure complete absorption of all of the necessary vitamins and minerals needed for good health - some of which may become restricted in some diets and weight management programs.

Remember, before beginning FORM™ or any weight management program you should always consult with your doctor first.

## **Can FORM™ be used with other diet products?**

**YES:** FORM's™ natural mechanism of action compliments other weight loss products, as well as those weight management programs that may be recommended by your doctor.

FORM™ can be used in combination with these technologies to obtain maximal and synergistic results.

## **Once I Reach my Target Weight, Can I use FORM™ as part of my daily lifestyle?**

**YES:** FORM™ has no nutritional value. Each capsule is drug free, stimulant free, and is non-habit-forming.

Once most people reach their target weight, the brain will attempt to adjust to the new body mass and reset its "hunger-stat" (the amount of food it needs to consume). For some people, this process can take a year or more. In the meantime, if you still feel hungry before meals after reaching your

target weight, for best results and as part of a healthy daily weight maintenance program, FORM™ consumption can be adjusted to a one or two doses daily before the main meal of the day, whatever works best for you and your body.

## **Does FORM™ Damage the Environment?**

**NO:** Carbomers are listed on the EPA's Inert Ingredients List (4B) and the Exempt from Residues List (CFR 180.960). FORM™ is incinerated with the residual biomass in waste treatment facilities. It is non-toxic and does not accumulate in groundwater, lakes, or other ecosystem niches.

## **Can I use FORM™ with my overweight pets?**

**NO:** FORM™ is not intended for veterinary use.

## **Clinical Data:**

FORM™ Clinical Trial Results:

FORM™ has been evaluated in a clinical trial designed to define its clinical efficacy and safety. From December 2007 through February 2008, thirty participants were evaluated at four clinical sites located at physician-managed medical weight loss clinics. Each enrollee signed an informed consent and was provided with ninety 750mg capsules of FORM™. Participants were instructed to take FORM™ as directed and return weekly for weigh-ins, consultation and to answer study questionnaires. Information was collected weekly for four weeks from each person regarding: a) certain personal information; b) diet and eating habits and behaviors; c) FORM™ utilization; d) FORM™ effectiveness; e) hunger status; f) meal portion sizes, and g) any associated side effects or adverse events. The findings are summarized below:

1. Participant Statistics:
  - \* Average Age: 49
  - \* Average Beginning: BMI - 30.5; Weight - 183 lbs; Height - 65 in
  - \* Average Ending: BMI - 29.3; Weight - 175 lbs; Height - 65 in
2. Responders: 94.1%
3. Average 4-week Weight Loss: 7.6 lbs (4...2% of Body Mass)
4. Average Number of Capsules Taken per Day: 2.1
5. Average Reduction in Meal Portion Size: 34.3%
6. Average Rating of Hunger Control Effectiveness: 86.7%
7. Average Time to "feel" Fullness Effect: 33 minutes
8. Average Duration of "Fullness" Effect: 2.5 hours
9. Total Doses Administered: >2,000
10. Total Incidence of Side-effects: 3.6%; Adverse Events: None