

Product overview of *Gymnema*

Standardized extract of *Gymnema sylvestre*.

- All-natural blood glucose regulator.
- Possess insulin-secreting and anti-sugar craving properties.
- A traditional Ayurvedic herb used in India for more than 3,000 years.

Product Description

Powdered extract of *Gymnema sylvestre* (leaves) standardized to 25% Gymnemic acids for use in dietary supplements and nutraceutical food and beverage products.

Product Overview

Gymnema is a traditional Ayurvedic herb with a 3,000 year history of balancing elevated blood sugar levels. This woody, vine-like plant is known in India as the “destroyer of sugar.” The active ingredients, *gymnemic acid* and *gurmarin*, have similar molecular structure like glucose and are beneficial in many ways. Gurmarin has the ability to fill taste bud receptors and reduce the sweet taste of sugary foods, thus greatly reducing the craving for sweets. Gymnemic acid helps increase the production of insulin by stimulating the production of new insulin producing cells, called beta-cells, in the pancreas. Gymnemic acid also facilitates insulin release from the beta-cells into the blood stream by increasing beta-cell membrane permeability. Gymnemic acid also inhibits the absorption of sugar molecules in the intestines during digestion, thus reducing increases in blood sugar levels. Finally, *Gymnema* has also been shown to significantly lower cholesterol in animal models.

Proposed Structure/Function Claims:

- Promotes healthy blood sugar levels
- Promotes insulin secretion
- Reduces sugar cravings
- Promotes weight control
- Promotes healthy cholesterol levels