

## FACT SHEET

# Electrify®

High-Energy Three-Phase  
Power Boost Thermogenic

### Advanced Thermogenic Booster\*

We have two types of fat in our bodies: white (WAT) and brown adipose tissue (BAT). WAT is the primary site of energy storage, but BAT contains a large number of mitochondria — the “powerhouse” of our cells — and is specialized for energy expenditure.

Significant amounts of BAT are present in newborns and play an important role in temperature regulation by producing heat during the neonatal period. The primary “fuel” for these heat generators is fatty acids. That’s right... brown fat actually helps burn away the fat stores in our bodies to produce heat.

So how can we activate the BAT in our bodies? That’s where Electrify comes in. The key ingredients in this powerful formula can actually activate brown adipose tissue and promote inducible brown adipogenesis to enhance thermogenesis and energy expenditure when coupled with exercise.\*

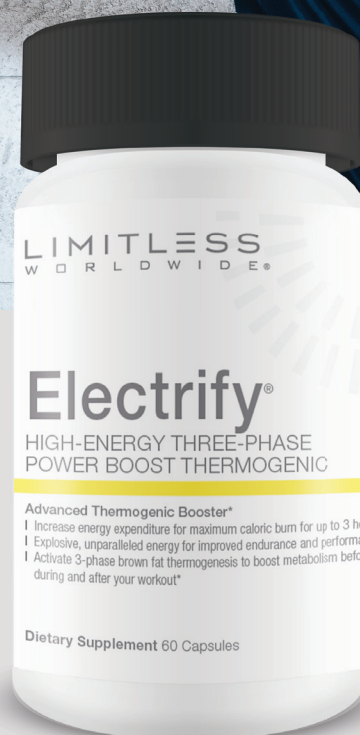
Here’s how it works. Take one serving of Electrify one hour before working out. When activated by exercise, this powerful formula maximizes the thermogenic, metabolic, and fat-burning effects of exercise... before, during, and after your workout.\*

What does this mean for you? With Electrify you can shred more calories and activate your brown adipose tissue to boost your metabolism, maximize your results and get that lean, sexy body you’ve been dreaming of a whole lot faster.

*Increase Energy Expenditure for Maximum Caloric Burn\* | Explosive, Unparalleled Energy for Improved Endurance and Performance\* | Activate 3-Phase Thermogenesis to Boost Metabolism Before, During and After Your Workout\* | Activate Brown Adipose Tissue and Promote Inducible Brown Adipogenesis\**



**LIMITLESS**  
WORLDWIDE®



## THE CLINICAL STUDY

In a randomized, placebo-controlled, double-blind, crossover clinical study, the key proprietary ingredient in Electrify was shown to:

- Elevate energy expenditure for up to 3 hours\*
- Cause a significantly greater oxygen uptake (VO2) in subjects versus placebo\*
- Have a significant effect on the maximization and extension of thermogenic processes in the body\*

\* These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure, or prevent any disease. Use in conjunction with any sensible diet and exercise program. Individual results will vary.

*Science... Beyond Testimonials®*

# Electrify®

## EXERCISE-INDUCED THERMOGENESIS

Thermogenesis is the category of biological process by which heat is produced within tissue to raise body temperature. These processes can be classified as either obligatory or facultative (or adaptive). Muscle is a major site of facultative thermogenesis and it may contribute to as much as 50% of facultative thermogenesis. Exercise increases the resting metabolic rate, and the thermic effect of infused glucose and insulin may also be increased as a result of exercise. Insulin is a major regulator of glucose uptake into the cells as well as glycogen storage. Fatty acids play a similar role in the activation of thermogenesis by being broken down into Acetyl-CoA and further to lots of ATP.

## KEY ELECTRIFY® COMPOUNDS MAXIMIZE THERMOGENESIS

Electrify contains key thermogenic compounds that can maximize exercise-induced thermogenesis to impart significantly higher calorie burning from a single workout\*.

**CAPSAICINOIDS** Capsaicin, dihydro-capsaicin, and nor-dihydrocapsaicin are the three major pungent components found in the Capsicum plant, which includes Red Pepper, Chili Pepper, etc. Dry Red Chili powder has about 0.1-1.0% capsaicin. The mechanism by which capsaicin is absorbed has been well established in animal models and this can be related to lipolysis. The process activates the adrenal sympathetic efferent nerves and enhances adrenal catecholamine secretion into the blood. Hepatic and adipocytic-adrenergic receptors react and enhance glycogenolysis and lipolysis.

**BLACK PEPPER** contains the key functional molecule piperine, which is very similar in structure to the capsaicinoids found in red pepper. Piperine belongs to the same family of bioactive compounds as capsaicin and works in a similar fashion. The combination of piperine with other thermogenic ingredients such as capsaicin, as is the case in the proprietary ingredient used in Electrify, is ideal for an extended thermogenic effect.

**CAFFEINE**'s ergogenic effects have been observed when ingesting caffeine during exercise, and the mechanism by which this occurs is now thought to be associated with adenosine receptor blockage. By blocking adenosine receptors, caffeine allows the stimulation of the adenylate cyclase enzyme and subsequently the release of norepinephrine, dopamine, acetylcholine, serotonin, glutamate,  $\gamma$ -amino acid butyric acid (GABA), and neuropeptides, which drives the production of cAMP.

## THE SCIENCE BEHIND ELECTRIFY

A key clinical study investigated the proprietary ingredient blend contained in Electrify on energy expenditure (EE) before, during and following low-intensity exercise. A randomized, placebo-controlled, double-blind, crossover design was used with a one week wash-out period in-between the treatments. A total of 30 subjects were recruited and had to be in good health and exercise moderately each week, have no history of alcohol/ drug abuse, no eating/ psychological disorder, and not be pregnant. After a prescreen on visit 1 for eligibility, the subjects were recruited and asked to restrain from strenuous exercise 24 hours prior to testing. The treatment visits were divided into four time periods: 1) a resting baseline of 30 minutes before taking test substrate; 2) a resting pre-exercise period of 60 minutes before exercise (after test substrate is consumed); 3) a 60 minute exercise period of moderate intensity (treadmill of 3.2 - 4.8 km/h); and 4) a resting 50 minute post-exercise period. During the various periods energy expenditure (EE in kcal/day), oxygen consumption (VO<sub>2</sub> in ml/kg/min), ventilation (V in L/ min), respiratory quotient (RQ), rating of perceived exertion (RPE), heart rate (bpm), and systolic/diastolic blood pressure (SBP and DBP in mmHg) were measured. The results were analyzed using descriptive analysis as well as statistical ANOVA methods.

The results showed that both EE and VO<sub>2</sub> were statistically significant throughout all three testing periods. A higher degree of EE occurred with the user group as compared to the placebo group and greater EE occurred after use but before exercise, during the exercise period, and during the rest period after exercise. Other metabolic parameters relating to EE showed similar outcomes. There was a statistically significant greater oxygen uptake (VO<sub>2</sub>) in the user group compared to placebo in all three testing periods. The increase in EE was elevated for up to 3 hours. Both groups maintained their increase 50 minutes after the end of exercise, but the user group was significantly more elevated than placebo compared to pre-exercise values ( $p < 0.0001$ ).

With energy expenditure increased throughout the pre-exercise, exercise, as well as the post-exercise period, we can conclude that this proprietary ingredient found in Electrify can maintain increased EE for up to 3 hours, causing users to burn significantly more calories from the very same workout.\*

## CONCLUSION

Electrify can further your energy expenditure after your workout ends. Electrify contains a proprietary blend of thermogenic ingredients specifically developed to symbiotically increase your energy expenditure for more than 3 hours. Clinical trials have shown that the ingredients in Electrify have a significant effect on the maximization and extension of thermogenic processes in the body.\*

## Supplement Facts

Serving Size: 2 Capsules | Servings per Container 30

	Amount Per Serving	% Daily Value <sup>††</sup>
Niacin	23 mg	144%
<b>Proprietary Blend</b>	683 mg	
Caffeine		†
Peppermint ( <i>Mentha x piperita</i> ) Leaf		†
Ginger ( <i>Zingiber officinale</i> ) Root		†
Marshmallow ( <i>Althaea officinalis</i> ) Root		†
Slippery Elm ( <i>Ulmus rubra</i> ) Bark		†
Capsicum annum Fruit Extract		†
Black Pepper ( <i>Piper nigrum</i> ) Fruit Extract		†

†† Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established

**Other Ingredients:** Rice, Gelatin Capsule, Magnesium Stearate, Silica

\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.

**DIRECTIONS FOR USE:** Take 2 capsules one hour before workout. Do not exceed 2 capsules per day. Use in conjunction with any sensible diet and exercise program. Individual results will vary.

**WARNING:** This product contains a significantly potent xanthine (i.e., caffeine and caffeine-like stimulants) mixture, of about 200 mg per serving. Consult your physician before use if you are taking caffeine-containing products or if you are sensitive to stimulants. People sensitive to Niacin (Nicotinic Acid) may experience flushing of the skin that is generally mild and transient. Do not exceed suggested daily serving. Not for use by individuals under the age of 18 years. Do not use if pregnant or nursing.

**Note:** Limit the use of caffeine-containing supplements, foods or beverages while taking this product because too much caffeine may cause nervousness, irritability, sleeplessness and occasionally, rapid heart beat. If you or your health-care provider have any questions, please call: 1-800-429-4290.

Manufactured for Limitless Worldwide, LLC, Salt Lake City, Utah 84110  
Manufactured in the USA.

For additional information on this or other Limitless products, please call our product support department at: 1-800-429-4290.

Product resale allowed only through authorized representatives. International distribution is not authorized without prior written approval.

Store at controlled room temperature: 15° to 30°C / 59° to 86°F