

## FACT SHEET

# LunaGen®

Nighttime Binge  
Eating Suppressant\*

We've all experienced it... You have a healthy green smoothie or some cottage cheese for breakfast, a salad for lunch, and a sensible, low-calorie dinner. You're doing great. But then evening rolls around... and those nighttime cravings kick in. Before you know it you've inhaled hundreds of extra calories and completely sabotaged your diet.

The problem? Nighttime binge eating. It plagues millions of people throughout the world... but not for long. Limitless Worldwide's unique LunaGen formula was specifically designed to break the nighttime binge-eating cycle and help you finally achieve diet success.\*

LunaGen helps you fight back against those nighttime cravings by reducing stress and suppressing appetite\*... without harsh stimulants, dangerous chemicals or habit-forming sleep aids. And unlike ordinary diet pills, LunaGen won't wear off right about the same time that the nighttime binge-eating cycle is kicking in. It's perfect for anyone whose diet keeps failing because of out-of-control nighttime binging.



## THE CLINICAL STUDY

Specifically Formulated to Break the Nighttime Binge-Eating Cycle:

- Helps Limit Out-of-Control Nighttime Food Intake\*
- Reduces Stress and Mild Anxiety\*
- Helps Users Sleep More Effectively Through the Night\*

\* 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®*

# LunaGen®

## INTRODUCTION

Nighttime binge eating is a very common practice among over-weight individuals seeking therapy (6-64%). Nighttime binge eating and nocturnal snacking right before bed and/or during the night, defined as consumption of over 25-50% of one's daily caloric intake after 7:00 p.m., is associated with three key factors:

- Uncontrollable hunger and/or desire to eat
- Feeling guilty, anxious, or upset
- Difficultly falling or staying asleep

Nighttime binge eating can ruin a healthy diet plan because the amount of calories consumed by the typical late-night binge eater can far exceed the amount of calories consumed throughout the day. Furthermore, the food cravings and choices associated with nighttime binge eating are often designated as "comfort foods" of little nutritional value.

LunaGen® was specifically designed to help inhibit ad libitum (unlimited, 'at one's pleasure') food intake, reduce stress and mild anxiety (which is so often related to nighttime binge eating), and also to help users sleep more effectively through the night\* (since many people find themselves binge eating during nighttime wakefulness).

## LUNAGEN®

Uncontrollable Hunger and/or Desire to Eat: The LunaGen functional compound has been proven to induce significant reductions in gram intake (46.6g, 12.4%) and kcal intake (132.2 kcal, 17.6%) during an ad libitum (unlimited) test meal compared to placebo (p = 0.002 and p < 0.001, respectively). Significant differences in time taken to consume the ad libitum meal (p = 0.005), with a shorter lunch duration with the functional LunaGen compound compared to placebo. Hence, the key LunaGen compound was shown to significantly limit both the amount and time of an 'at one's pleasure,' binge-style food consumption session.\* In addition, the functional combination produced a significant reduction in gram intake of high-fat sweet items (17.6g, 27.6%) and a significant reduction in gram intake of low-fat savory items (19.3g, 13.7%) compared to placebo (p = 0.031 and p = 0.012, respectively). The main effects of use on VAS analyses of hunger (p = 0.039) and desire to eat (p = 0.039) were found, with less hunger and less desire to eat with the functional LunaGen compound compared to placebo.

In total, the functional LunaGen compound has been shown to help limit the amount and time of an 'at one's pleasure,' binge-style food consumption

session with corresponding reductions in VAS rating of "hunger" and "desire to eat." Furthermore, the functional compound steered cravings away from unhealthy food choices without any negative side effects associated with thirst or nausea.\* This is a breakthrough for the millions of nighttime binge eaters out there.

Feeling Guilty, Anxious, or Upset: LunaGen contains a unique amino acid that has been shown to increase brain activity in the alpha frequency band, an indication that it helps promote relaxation without inducing drowsiness.\* This activity was validated in a placebo-controlled trial where electroencephalogram (EEG) measurements were conducted in order to study the ability of the compound to assess electrical changes in the extracellular fluids of the brain in response to changes in electrical potential among large groups of neurons.

In a subsequent double-blind, placebo-controlled, repeated measurement-design clinical trial involving 18 normal healthy university student volunteers, the functional amino acid or a placebo was consumed 15-60 minutes prior to experimentally induced stress tests in both high and low anxiety-propensity subjects. In the group of high anxiety-propensity subjects, the functional amino acid led to significant enhanced alpha band brain activity (indicative of relaxation as described above), descended heart rate, elevated visual attentional performance, and improved reaction time response compared to placebo. In contrast, no significant differences were observed in the low anxiety-propensity subjects, indicative of the ability of this key LunaGen compound to work in an 'as-needed' fashion.

Difficultly Falling or Staying Asleep: Assistance in obtaining effective sleep is a key aspect of LunaGen, since many people find themselves binge eating during nighttime wakefulness. Thus, LunaGen was developed with a specialized compound that, when consumed at either 6:00, 8:00, 9:00 p.m. or 2-4 hours before one's habitual bedtime (whenever your nighttime binge eating cycle occurs), has been shown to significantly decrease sleep onset latency (therefore helping users get to sleep faster), significantly decrease latency to stage 2 sleep (therefore helping users fall into deep sleep faster), and to ultimately result in no "hangover" effects.\*

## CONCLUSION

Several key aspects of nighttime binge eating have been directly targeted with the introduction of LunaGen. This effective product contains ingredients designed to interrupt the nocturnal binge eating cycle specifically with ingredients shown to help suppress appetite and limit the amount and time of an 'at one's pleasure,' binge-style food consumption session, to reduce stress, and to help users get a better night's sleep.\* For the millions of nighttime binge eaters out there, LunaGen will assist in interrupting the nocturnal binge eating cycle.

## Supplement Facts

Serving Size: 2 Capsules | Servings per Container 30

	Amount Per Serving	% Daily Value <sup>††</sup>
<b>Proprietary Blend</b>	949 mg	
Yerba Maté (leaf) Extract		†
Guarana (seed) Extract		†
L-Theanine		†
Damiana ( <i>Turnera diffusa</i> var. <i>aphrodisiaca</i> ) (leaf) Extract		†
Inulin		†
Polydextrose		†
Melatonin		†

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

† Daily Value not established

**Other Ingredients:** Gelatin, Rice Flour, Microcrystalline Cellulose, Magnesium Stearate, Stearic Acid, Silicon Dioxide, Titanium Dioxide, FD&C Red #3, FD&C Blue #1.

\*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 with a full glass of water 1 to 2 hours after dinner. (You may adjust the time according to your own personal "nighttime binge-eating cycle.") Do not exceed 2 capsules in any 24-hour period. Use in conjunction with any sensible diet and exercise program. Individual results will vary.

**WARNING: Do not exceed suggested daily serving.** Not for use by individuals under the age of 18 years. Do not use if pregnant or nursing. Consult your health-care practitioner prior to use if you are taking any medication or have a medical condition. Consumption with alcohol or medications with sedative properties is not recommended.

Do not drive or operate machinery when taking melatonin. **Keep out of reach of children. Use only as directed.** 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