

# IGNITE

## Training Level 1

To understand weight loss, we first need to understand some of the body's processes involved. Specifically, metabolism and the energy cycle, or "Krebs Cycle."

The word 'metabolism' actually describes three different processes:

- The conversion of food to energy to fuel cellular processes
- The conversion of food/fuel to building blocks for proteins, fats, nucleic acids, etc.
- The elimination of waste

These metabolic processes are delineated into two categories:

- Catabolic – the breaking down of compounds like glucose (energy source) to release energy
- Anabolic – the building up of compounds like proteins, carbohydrates, fats, etc., thus consuming energy

Every system in the body requires energy to work, and metabolism is the process that creates and then consumes energy. All structures in the human body are made from chemicals called proteins, carbohydrates, and fats. Metabolic activity will either make these amino acids, carbohydrates and lipids in the creation of cells and tissues or break them down as a source of energy. For this reason, the goal in weight loss is to create enough metabolic activity in the body to consume more of these chemicals than the body creates.

Weight loss is all about tipping the metabolic scale in your favor. Specifically, burning more energy (calories) than you consume in a given time period. Understanding this process is easier when you understand the "Krebs cycle," or "ATP" cycle. This is the process that turns fuel – proteins, carbohydrates and fats – into energy, specifically adenosine triphosphate (ATP) and carbon dioxide.

Weight loss requires causing the body to use its own stores of energy, primarily found in fat stores. By consuming fewer calories than the body requires for all its metabolic processes (a.k.a. metabolic rate), it must use its own stores to create the requisite energy. The term "metabolic rate" is an expression of the body's daily energy needs to stay healthy. Thus, generally speaking there are two ways to cause weight loss:

- Increase metabolic rate
- Consume fewer calories to trigger the body's use of its own energy stores.

Increasing metabolic rate

### **Types of Calories**

The types of calories consumed can have a profound effect on metabolism for a simple reason: it takes energy to turn fats, carbohydrates and proteins into energy: an extra 15% - 30% boost in metabolism to digest proteins and around 3% - 10% for fats and carbohydrates.

### **Water**

Water is necessary for healthy metabolism. In addition to creating a 'full' feeling to abate hunger, drinking cold water burns energy as your body warms it up to body temperature.

### **Sleep**

Lack of good sleep has been shown to increase blood sugar levels and insulin resistance, both linked to increased risk of diabetes. Poor sleep also boosts the 'hunger hormone' and decreases the 'fullness hormone.'

### **Use your Muscles**

Muscles consume a great deal of energy when they're used. Standing, walking, and exercise all cause muscles to consume energy. The more they're used, the more energy they consume. Quick, intense bursts of activity have been shown to increase metabolic rate even after workout.

### **Stress**

Stress can cause digestive problems, sleep disturbance, depression and reduced metabolism. Stress causes an increase of the hormone cortisol that increases appetite and cravings for junk food. High cortisol levels are also tied to an increase of insulin, a hormone that contributes to fat storage.

### **Supplements**

Certain ingredients have been shown to increase metabolic rate by encouraging body systems to 'activate' and work stronger. Green Tea Extract, Octodrine HCl, Green Coffee Bean Extract, Bitter Orange, Panax Ginseng Root, Hordenine Hcl, Black Pepper Extract (Piperine), Acai Fruit Extract, Camu-Camu Fruit Powder and Cupuacu Juice Power have all been found to enhance metabolic function and increase energy production ... everything formulated into IGNITE!

Powerful ingredients in IGNITE

### **Green Tea Extract**

Flavonoids and natural caffeine increase metabolic rate, boost fat burning and improve healthy insulin activity.

### **Octodrine HCl**

Increases uptake of 'happy' hormones, reducing stress. Boosts energy levels, facilitates cognitive function, decreases appetite. Reduces perceived level of exertion during exercise.

### **Green Coffee Bean Extract**

Can reduce fat and carbohydrate absorption to lower blood sugar and insulin spikes. Boosts usage of fat stored in the liver and improves the function of the 'fat burning' hormone. Improves cholesterol and triglyceride levels.

### **Bitter Orange**

Facilitates good digestion and elimination of toxins accumulated in the gastrointestinal tract. Boosts cardiovascular activity to burn energy. Enhances blood flow and the delivery of nutrients throughout the body.

### **Panax Ginseng Root**

Promotes desire for physical and mental activity. Improves cognitive function (focus). Promotes healthy blood sugar levels. Facilitates healthy insulin production and can improve insulin resistance.

### **Hordenine HCl**

Stimulates healthy activity of the central nervous system. Boosts cardiovascular metabolic rate. Promotes healthy blood pressure.

### **Black Pepper Extract (Piperine)**

Reduces gastrointestinal (GI) stress by promoting health digestion and facilitating proper 'flow' of nutrients through the GI track. Can reduce fat absorption during metabolism.

### **Acai**

Can promote healthy cholesterol levels. Helps the body have a more effective fat-burning metabolism. Can reduce cravings and cleanse the GI track of fats and toxic buildup.

Helps the body have a more effective fat-burning metabolism, supports healthy cholesterol levels, rich in antioxidants, helps promote cellular health and functionality, promotes healthy digestion and healthy skin, and supports optimal cardiovascular health. May also reduce cravings and cleanse the GI track of fats and toxic buildup. \*

### **Camu-Camu**

Boost resting metabolic rate. Can improve blood sugar levels and insulin resistance. Potentially blocks fat and carbohydrates from absorption.

Helps maintain already healthy blood sugar levels, rich in antioxidants, high in vitamin C, supports the immune system, helps promote healthy gums, skin, and eyes, helps maintain normal or stable mood, and supports healthy energy levels. \*

## **Cupuacu**

Boosts 'resting' metabolic rate. Enhances feelings of well-being. Can improve insulin sensitivity, which assists in absorbing nutrients and turning carbohydrates into energy instead of accumulating as fat. Natural caffeine makes one feel energetic and alert. Can emotionally improve workouts by boosting uptake of 'feel good' hormones.

Known in the Amazon Rainforest as the "pharmacy in a fruit". Rich in antioxidants, promotes feelings of well-being, supports the immune system, helps promote hair, skin, and nail health, helps maintain brain function, natural caffeine makes one feel energetic and alert, and may also cleanse the GI track of fats and toxic buildup.\*

***\*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.***

## **What can I take with IGNITE?**

IGNITE is formulated to be a complete, safe formulation that meets your most important metabolic needs. All nutritional products can be taken with IGNITE. In fact, it makes a perfect complement to nearly any daily supplement regimen whether or not weight loss is your primary goal.

## **Maximize Effectiveness**

One of the keys to unlocking the full list of IGNITE's benefits is consistency; it was designed to fortify your body with metabolic boosters around the clock, 24/7 every day. To maintain a consistent level of IGNITE's metabolic boosters in the body around the clock it is recommended that one capsule be taken once a day, preferably with a meal. Better dietary and exercise of any kind is encouraged and may also boost the benefits of Ignite.

## **How did IGNITE come to market?**

TruIQ employed the services of research & development professionals and clinicians to find the most effective and useful metabolic boosters from only the most reputable sources to create this one-of-a-kind product. Today, IGNITE stands tall as being uniquely formulated and manufactured in the USA by one of the best Good Manufacturing Practice (GMP) certified facilities in the country.