

What Supplement “Works?”

By Phil Kaplan

This article will explain how you can use specific nutritional supplements to **really reduce fat**, to radically increase **youthful energy**, and to begin your way down a path to **extraordinary health**, regardless of how far you might have fallen.

The catch is, you have to read the entire article (keep going although I know that made you cringe).

I know we’re in a world and time where attention spans are reduced. A 20-second YouTube video is about right, but reading a lengthy article just isn’t for most people.

“Look a cat jumping in fear of a cucumber,” lasts about 11 seconds, then *“does Conor McGregor want a rematch”* holds the RAS in place for 17.5, and a text shows up with 9 “heart eyes” smiley face emojis leaving everything else in distant memory, at least for the next 12 seconds.

I get it.

The fact that we, as a population, have lost our powers of lasting concentration, entitles marketers to have their way with us by showing us a claim, emotion, and an offer driving us to hit “Order Now” before our rational minds have time to make sense out of anything that was presented.

If I could explain everything I want to share in a 20-second YouTube video I would. I can’t, and still, I have a desire to help you make sense out of the tired question, *“what supplements work?”*

Although the question itself may be old, answered, and re-answered, it’s important, if you are to gain control of your energy, health, and metabolism that you invest some energy in acquiring knowledge.

Here’s what I know for certain. Those who are NOT willing to acquire insight and sensibility related to science and truth will NOT easily find the path to betterment, and they’re likely to waste a whole lot of money and hope along the way.

If you’re still with me, I’m glad. You’ve passed the critically dangerous urge to shift focus. After all, 20 seconds have already elapsed. Since you’re still here, I’m going to share my thoughts, research, and extensive experience, and lead you to understand why I believe a particular product is extraordinary . . . and I want to do this by sharing truth, facts, and reality. At the end of this article, I will direct you to a short YouTube video (the weaker among you will jump to that link now) even though I believe you are already committed to a bit of vital education and you’ll simply continue on.

***You can’t “feel” fat burning,
you can’t “feel” the gut
improving, and you can’t
“feel” the improvement of
cellular health***

Why am I investing all this energy in coaxing you to read? For your benefit! I want you, from this moment forward, not to blindly grab for whatever people tell you “works,” but to understand how and why a product will make your life better.

It is in that spirit that I begin this article, knowing it’s long, and knowing more importantly its in your best interest to understand precisely what I’m about to share with you. I daresay it can change your life. Improve it. Radically.

Let's start with this question.

WHAT DOES IT MEAN WHEN WE SAY "A SUPPLEMENT WORKS?"

It means one of 3 things

1. The user "feels" an effect shortly after ingesting the product
2. The user notes benefit over time after consistent usage
3. The product has a long-term nutritional benefit and aids in protecting or enhancing cellular or systemic health

The first possibility is the sexiest, and it's the trap that has far too many people falling for scams.

You can't "feel" fat burning, you can't "feel" the gut improving, and you can't "feel" the improvement of cellular health . . . not in a moment, not shortly after you take a supplement that purports to burn fat, fix the gut, or have an effect on improving cellular integrity.

Are there supplements you can feel? Sure. And that's the trap.

PRODUCT SELLERS WANT YOU TO "FEEL"

Clever manufacturers and opportunists know, if they can link a supplement with a health effect or desired benefit, and get you to "feel something" shortly after you take it, you're likely to bypass rational thought, appreciate the spike or jolt or boost, and become a customer, even if the feeling has nothing to do with the promised result.

Put a stimulant in something, you'll "feel it." There are a whole lot of options for stimulants. **Guarana. L-Tyrosine. Cayenne,** and a wide array of other herbal or over-the-counter options.

An opportunist may tout something as a "growth hormone enhancer," include an array of inexpensive amino acids, and throw in some stimulants. The user takes it, feels "up," and assumes it has something to do with growth hormone. It's a perfect way for a sophisticated product marketer to lock a consumer into repeat purchases without any true lasting benefit.

There are quite a few supplements that have a "feel it now" effect. I mentioned a handful of the common stimulants.

Here's another example.

High levels of **L-Arginine** can increase **Nitric Oxide**, increase blood flow, and lead to a discernibly better "pump" for weight training athletes. The effect is short term and dose related, but it "works" for those who judge progressive muscle gain in part by whether or not they get a "better pump."



Yohimbe hydrochloride also has an effect on blood flow and “works” to amplify blood flow to the penis leading to increased sensitivity and harder erections. If it is sold as a “testosterone enhancer,” it isn’t, but you can see how the effect can lead users to believe the claim.

Even something as commonly available as **Niacin** (vitamin B3) can have a “feel it” effect, increasing short term alertness which may convince users of “brain boost” or “energy” formulas that “it’s working.”

We know there are boundaries in terms of legality, and just within the borders of that boundary exists a massive “gray market” where edgy entrepreneurs might misleadingly sell “feel it” compounds as “safe and effective.”

Before I go on to describe the virtues of the product that prompted me to write this article, I’ll share just one more category of supplement, one that may be deceptive based on marketing, one that may lure consumers to believe there’s something unique in a bottle that simply contains a common compound. Over the counter drugs, such as bronchodilators, vasodilators, or various forms of caffeine are often added to a number of inert vitamins and minerals to sell “energy formulas” or “fat burners.” The reality, many of these products are reformulated cold medications or alertness products.

With at least a baseline understanding of how simple it is to attract consumers and drive them to purchase products that may have little beneficial outcome, let’s go on to examine where we find true value.

WHICH SUPPLEMENTS ARE THE BEST?



I said earlier there are three scenarios that may lead to the claim “*a supplement works.*” The user “feels it,” there’s a discernible effect over time with consistent usage, or there’s a long term preventative or cellular benefit. The best supplements are the ones that do all 3!

No single compound is going to meet all 3 areas of benefit . . . but a clever science-based formula might. I don’t mean in terms of marketing. I mean in terms of delivery.

That’s the product I’m about to share with you. It’s called THRIVE.

It delivers a discernible increase in consistent energy, it leads to fat loss with consistent usage, and it can have a long-term dramatic effect upon gut and cellular health, and that’s honestly an understated oversimplification. I feel obliged to share a bit more insight and a bit of personal history before I get into the full virtues of the product.

There are typically two categories of supplemental offerings (THRIVE has both and adds a third).

1. Caps, oils, tablets with micronutrients
2. Macronutrient formulas supported by or enhanced with micronutrients

The first category would include wellness formulas containing Zinc and Vitamin C, MCT oil, Caprylic Acid, and fish oil caps, and literally thousands of vitamin, mineral, or herbal formulas delivering nutritional support.

The second category would include powders containing protein and some protein-sparing nutrients (carbs and or fats), bars, and Ready-To-Drink packaged beverages with significant calories.

Before I get into my reasons for opting to connect with the THRIVE product, I have to share a small bit of personal background.

MY SUPPLEMENT HISTORY – A SHORT VERSION OF THE LONG STORY

In the mid 1990's, meal replacement powders and fat burners were hot sellers, and each leading brand had its own spin. Most of the fat burning products contained combinations of caffeine, ephedrine, and aspirin, and while they did have a "thermogenic" effect, the stimulant effect was extreme, as was the potential for addiction (ephedrine has since been pulled from the market).

I was positioned at the time as a consumer advocate, and in that role I studied every "hot" product, analyzing the formulas, weeding through the research, and sending products off to labs to assess whether they met label claims (most didn't). I hosted a radio show, had a weekly spot on the TV news, did seminars around the world, and grew tired of answering the same questions over and over. In order to sell a mainstream meal replacement or protein powder commercially, you had to cut some corners by using an inferior grade of maltodextrin, inexpensive lesser proteins, only token amounts of specific nutrients, or less than valuable vita-mineral mixes. At a certain point I decided to manufacture my own product with a commitment not to shortcut anything.

I'd use the highest quality ingredients, conform with the science, and sell direct to consumer eliminating the cost of wholesalers and distributors that limited the ability of the top guns to invest in product quality.

I created four formulas.

- **EAT** was a high-quality meal replacement.
- **BURN** was a combination of proteins (primarily whey) with 75 mg of caffeine.
- **GROW** was a meal replacement with added creatine monohydrate and glutamine peptides for muscle volumizing, reduced catabolism, and enhanced protein synthesis (specifically for muscle gains)
- **RELOAD** was a post-workout formula containing a scientifically validated post-workout blend of sugars and amino acids

The products were valuable, and they aligned not only with the science, but with my programs. They sold well and the Exercise Advantage Technologies company existed for 15 years. A number of factors caused me to shut it down including the destruction of my offices, inventory, and warehouse by Hurricane Wilma, and my inability to obtain the same quality of proteins at reasonable costs.

I share this brief glimpse of history only to illuminate my immersion in the field and, as I'm about to reveal, **my hunt for the ideal fat burner.**

My original intention was to have four powders and a capsule. I set out to create a true fat burning aid that really did come in a bottle. I wasn't going to go the road of ephedrine, as I knew that was dangerous to the consumer and would no doubt lead to some instances of tragedy, but there were enough compounds quietly evidenced in research to play a role in fat release and incineration.

No single compound was going to show a reliable or consistent effect with adults seeking fat loss (although some might with rodents) but a combination of compounds, each with a different mechanism of action, might produce a true aid for those seeking leanness.

I studied. I researched. I tested. I found promise in the following compounds:

- Hydroxy Citric Acid (from Garcinia Cambogia)
- Synephrine (from Bitter Orange)
- Coleus Forskoli (an Indian plant extract)
- Chromium Picolinate
- Vanadyl Sulfate
- Herbal caffeine extracts from Green Teas and/or Black Teas

I worked with formulators and we constructed a formula that contained efficacious amounts of each compound in what I believed to be the proper balance. Then I received the written proposal. The nutritional label, in showing the per-dose amounts, said “40 capsules contain . . . “

In order to really put forth a viable product, athletes would have to literally swallow 40 capsules in order to get an efficacious dosage. I soon after squashed the idea and lived contentedly with the four powders as the totality of my inventory.

20 years passed, whey protein, soy protein, fat burners, had their heyday and were later scrutinized and we now land in a place where 65% of our adult population has chronic disease. It’s fair to say the landscape changed. We now have a population displaying epidemic instances of leaky gut, gluten, dairy, and soy sensitivity, and a desperate need for renewed health. The best-selling supplements are no longer those aimed at vanity and performance (although those certainly have their place) but rather “anti-aging” and “health restoration.”

The state of our food, our environment, our soil, and our population changes the primary demand for supplements (although “fat loss” supplements have not, at all, lost their appeal . . . were they to ever really “work”).

Today we want supplements that can assist the afflicted with compromised immune system renewal. The most compelling and abundant science reveals we can’t “fix” immune, without “fixing” the microbiome, the ecosystem within the gut.

That may be the most important and significant thing I’ve said thus far. It bears repeating.

***We can’t “fix” immune, without “fixing” the microbiome,
the ecosystem within the gut.***

My newest programs are all built upon restoration of health and metabolism by addressing the Brain, Immune System, Gut, and Cell. If, therefore, we want efficacious supplements, they would have to, at the very least, aid in restoration by at some level acting in or addressing those areas.

THE GUT AND IMMUNE SYSTEM ARE KEYS, NOT ONLY TO HEALING, BUT TO REVERSING WEIGHT LOSS RESISTANCE

We don't need a great deal of investigation to find the reasons why most American adults are in dysbiosis, a condition where there's a detrimental imbalance within the digestive tract between the "good" biotics (bacteria), and those we over-simplistically refer to as the "bad,"

Inflammation (initiated by a maladapted immune system) and **Dysbiosis** are at the root of virtually all escalation in chronic disease, and with an understanding of how to implement "the right nutrition" with movement, recovery, and supplementation, "fixing" these concerns requires knowledge and discipline.

So with that understanding, we can finally zero in on the question, ***what supplements are most valuable*** (or I might even ask, what supplements do we most "need" for restoration of optimal health)?

A **probiotic** formula is a must, and if we consider maximally improving the gut biome we also want to include prebiotics. The idea isn't simply to swallow "good bacteria" (probiotics) but to coax them to colonize, to inhabit the digestive tract sufficient to increase in number and restore balance.

Prebiotics are the non-digestible "food" that allows the probiotics to survive and colonize. This, for an ideal restoration of gut and immune health, you'll want a broad spectrum with a variety of strains of probiotics and ample prebiotics to initiate a significant biome change

You also need **enzymes**. Enzymes are vital for digestion as their catalysts, breaking down foods into smaller absorbable molecular nutrient compounds. Yes, we manufacture enzymes, but gut compromise through inflammation, leaky gut, and other concerns significantly compromise enzyme activity.

Here's where it gets interesting. Beyond "the digestion of the meals you consume," ***enzymes have perhaps equal or greater virtue on an empty stomach for those who might have progressed along the inflammation continuum.*** They help to restore the integrity of the mucosal lining by "digesting" undesired build up that impedes absorption. Going one step further, as enzymes are absorbed into the bloodstream, they don't lose their value. In fact, their value is enhanced. They may "attack" and break down pathogens, toxins, and bacteria that drive inflammation (bacteria and toxins are typically protein-based organisms digested by protease).

I've mentioned inflammation more than a few times. It's at the root of our disease epidemic. Our population lives on aspirin, Advil, Motrin and the like (NSAIDS) to manage the pain in their joints, aches in their backs, and headaches . . . but these are short term pain management aids, not solutions to a larger concern.

Anti-inflammatory compounds gifted to us by nature are vitally important to healthful function and keeping early pro-inflammatory factors from exerting a progressive effect. There are a number of healthful anti-inflammatories available in supplemental form, significantly turmeric, coconut oil, and white willow bark (the herbal predecessor of aspirin).

If I were to come across a product that has all of those benefits, in efficacious amounts, in broad spectrum, from natural sources, I'd have to say it's a highly valuable product.

I have. And it is.

And it gets even better.

It contains **anti-oxidants** to contain and restrict the negative impact of free radicals.

It contains **vasodilators and bronchodilators** to open up arterial and respiratory passages and allow for greater oxygen intake uptake, and performance.

It contains proteins, vitamins, minerals, and . . . get ready for this . . . fat burning aids!

Yes, the THRIVE Product, the only product that has ever impressed me to this degree, is in my opinion a genius formulation.

I'M NOT CONVINCED EASILY!

I was introduced to THRIVE by Jenny Bishop, a mom and former fitness competitor who was at one time diagnosed with Lupus. Because a huge part of my business today involves helping people reverse chronic disease, I was intrigued when Jenny told me she reversed her Lupus symptoms and virtually eradicated the disease by using this supplemental product.

Skeptically, I began to explore.

I was blown away when I first started exploring the formulation. I was impressed by the pre and probiotics, the enzymes, the anti-inflammatories, and the antioxidants, but when it came to the product's role as a fat loss aid, it fast became clear that someone was studying the same science as I was.

THRIVE CONTAINS:

- Herbal extracts of caffeine from a combination of teas
- Coleus Forskoli
- Synephrine (bitter orange)
- Garcinia Cambogia

This looked very familiar. It was a strategic compilation of all of the compounds demonstrated in research to aid, via a variety of mechanisms, in fat release. Here's where I went from being impressed to considering the formulation "genius."

THRIVE didn't rely upon 40 capsules. It used a 3-step delivery system.

1. Capsules
2. Powder
3. Transdermal Patch

The formulators of this breakthrough were able to create a product that delivers highly valuable ingredients, in combination, in a system that is . . . well . . . the simplest system I've ever seen.

- Step 1: take 2 capsules
- Step 2: drink a shake
- Step 3: stick a patch on your skin

The benefits of this product are extreme.

If you've known me for any period of time, while you've heard me sing the praises of Creatine, specific Protein blends, my four formulas, and the Isagenix line, you can count on one hand the products I've endorsed over the course of a three-decade career, and you've never known me to get behind a product like this.

After I started using THRIVE, and noticing an immediate change in the intensity of my workouts, I shared it with some of my associates in the fitness field. When I say the effects were profound, I mean the effects were profound. Radical changes in energy, mental acuity, performance, and . . . over a matter of weeks . . . weight loss.

Those associates have since become advocates of the product and most of their clients are now using THRIVE and finding quantifiable change, faster shifts in progressive betterment, and noticeable changes in health.

The anecdotal reports include, "never had this level of consistent energy," "can't believe I lost 12 pounds even though I didn't change the way I eat," "sleeping like a baby without need for sleep aids," "no more need for antacids," "haven't gotten a cold," "feel better than ever," and it goes on and on and on.

Whether you were given this by one of my associated trainers, by a friend, or because you reached out to me, I'm anxious to hear of the impact THRIVE has in your life, health, and fitness.

Note that prior to my association with THRIVE, I suggested my clients purchase a pre and pro-biotic formula with ample colony-forming units, a broad-spectrum enzyme, an anti-inflammatory, and an antioxidant, and most spent upwards of \$240 per month on high quality products. A 30-day supply of THRIVE is only \$190 and it replaces the need for any of those.

Contact me by email, phil@philkaplan.com so we can discuss further how you can try THRIVE, what you can expect, and most of all, how it will help you find your absolute best.

Oh yeah, I promised you a link to a short video. If you go to the following url, the What Is Thrive video should begin playing immediately (I really hope you got here by reading . . . not by jumping. Regardless, here's the link):

<http://philkaplan.le-vel.com>

I am available to address personal issues, concerns, questions, and thoughts.

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I remain on a quest of betterment, for you, for me, for all!

Phil Kaplan