

# *Hoodia gordonii*

By Stacy Brossy



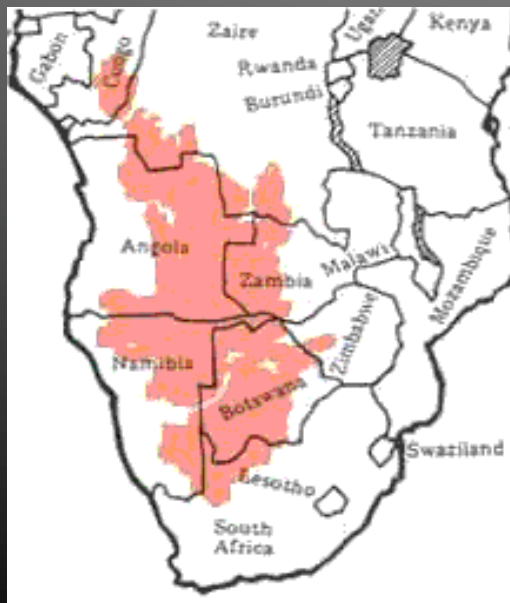
- General Info
- Medicinal uses
  - Appetite depressant
- How it works
- History
- Problems with making into a diet supplement





# Basics:

- Apocynaceae, milkweed family, known for producing poisonous latex.
- Other names: xhooba or ghaap
- Kalahari semi-deserts of South Africa, Botswana, Namibia, and Angola.



© Martin Heigan

Looks like a cactus,  
spiny  
water collecting succulent stems

Takes 3 yrs to reach maturity

Lives for 15-25 yrs

Produces flesh colored flowers that smell like decaying meat, attract flies that pollinate it.

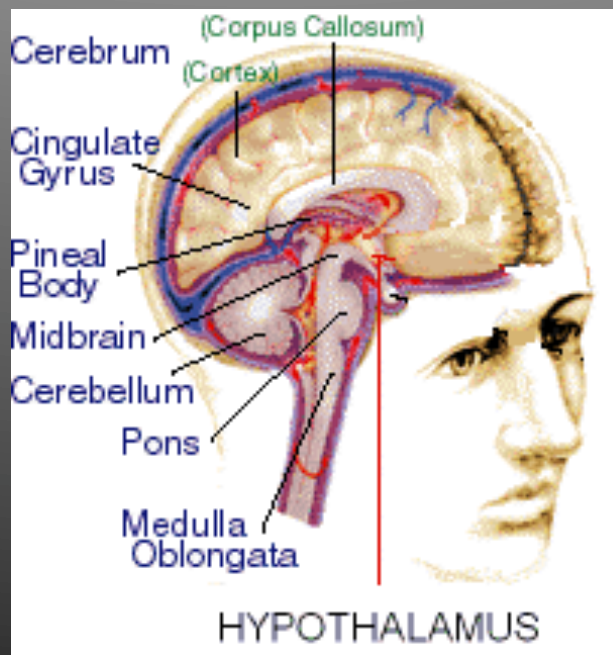
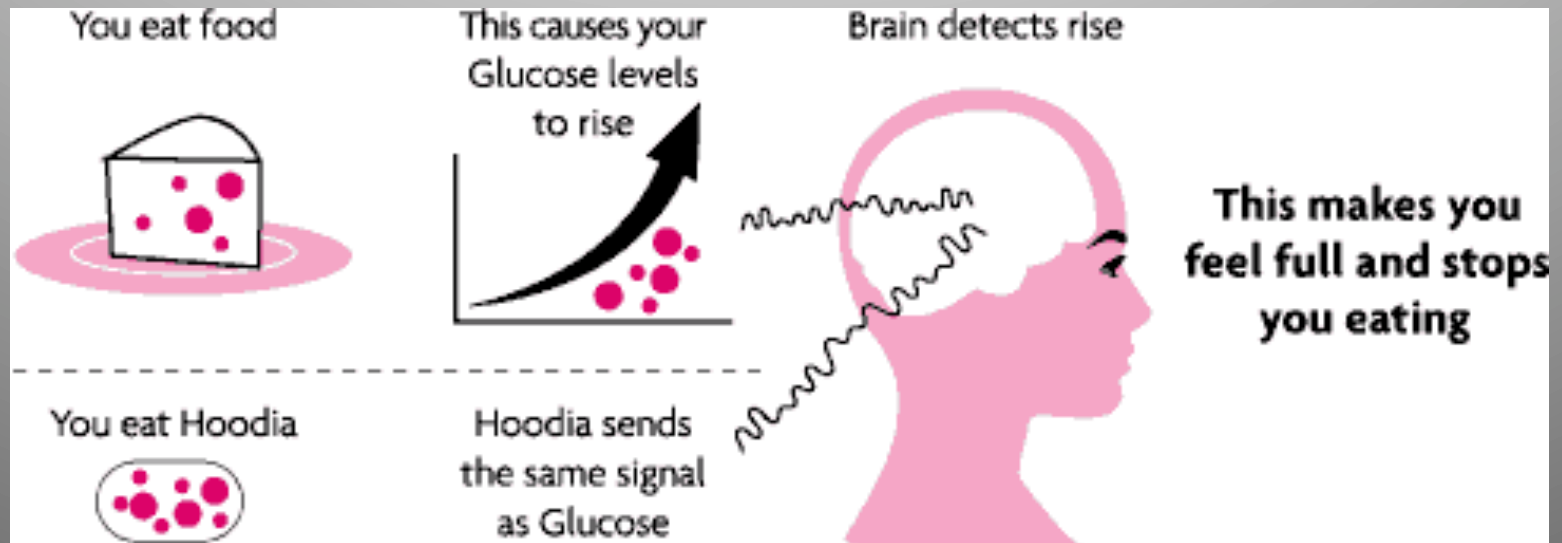
- It was used for thousands of years by the San Bushmen people
- **Appetite depressant and thirst quencher**
  - indigestion problems
  - severe abdominal cramps
  - Indigestion
  - tuberculosis
  - hypertension
  - diabetes
  - small infections





P57

- Makes a steroidal glycoside that affects the central nervous system messengers.
- Neuropeptides read the glycoside as a compact version of glucose so the brain receives a message that enough food has been eaten
- Causes appetite receptors to turn off, no more hunger pains.
- Studies show people taking small amounts of it over 4 weeks were consuming around 1000 less calories per day and significant weight loss



- <http://www.diethelper.co.uk/images/diagram.gif>



# Why can't I get some?

- P57 was isolated by a South African Council for Scientific Research (CSIR) lab in 1997
- Sold a patent for P57 to Phytopharm, pharmaceutical company in the UK
- Teamed up w/ Pfizer and Unilever to make an anti-obesity drug but ran into problems
  - There isn't enough in Africa to harvest
  - Couldn't synthesize it
  - Hard to cultivate
  - Possibly causes harm to the liver



# Americans spend about 30 billion dollars on weight loss

- Supplement scams
  - many supplements claim to have hoodia in them, marketing the naturalness and the benefits that the San people are supposedly getting

- 80% don't have any hoodia in them



**Weight Loss Breakthrough** **HOODIA**  
Gordonii Plus

Take control over your appetite!

Certified 100% Pure South African Hoodia!  
Reduce your appetite in Minutes!  
Advanced metabolism booster  
100% Natural Ingredients

**CLICK HERE!**

100% Money Back Guarantee!



In 2002 CSIR officially recognized the San people's rights over Hoodia so they could get a percentage of the profits from any drugs made from it, but the drug hasn't been made and most money doesn't make it back because of legalities.

