

# Appetite Down

Press Kit

February 28, 2008

# Company History

## About Us

Appetite Down is a natural, stimulant-free, appetite suppression lozenge developed by Zurich Pharmaceuticals. Over five years of research and testing have made Appetite Down the product for people who want to lose weight safely and effectively.

Because Appetite Down is all-natural, you can lose weight without risks to your health. Appetite Down will not make you feel jittery or nervous like some other products may. There are no stimulants in Appetite Down, so you can feel comfortable that you can lose weight the natural way!

Appetite Down is sold online through our Web site, [www.AppetiteDown.com](http://www.AppetiteDown.com). Appetite Down costs only \$50.00 plus \$10.00 S&H. We have a great way for our customers to earn Free Shipping and even Free Product.

## Product Background

Each box of Appetite Down contains 50 lozenges. It is recommended to consume eight per day to lose weight, or four to maintain weight. Whenever you are craving something sweet, you reach for a tropical, lemon-flavored lozenge and, in doing so, you suppress your appetite and satisfy that sweet tooth.

The lozenges come in a beautiful, chocolate-colored box with a velvet pouch. Just slip the eight recommended lozenges in the pouch and you are good to go for the day. It has been proven safe and effective, and it can even be given to children over the age of eight (just like any hard candy, for smaller children it could be a choking risk).

Developed by Dr. Gordon Pederson, world renowned toxicologist and exercise physiologist, this natural appetite suppressant contains only natural, healthy ingredients that your body craves to help maintain a manageable appetite. Eight lozenges have proven successful in the extensive research conducted on the product by Zurich Pharmaceuticals. Appetite Down contains no ephedrine, hoodia, or any other stimulants, does not make you jittery or nervous, and is safe to use along with any other medicines you may be taking. Appetite Down contains chromium (a supplement well-known to curb sugar cravings), a proprietary blend that includes pomegranate and grapeseed extracts, and soy.

# Executive Biographies

## **Dr. Gordon Pedersen, Spokesperson for Appetite Down**

Dr. Pedersen's had devoted his career to the study of nutrition and human health. He is a world renowned Toxicologist and Exercise Physiologist. He received a B.S. in Nutrition from Utah State University in 1989, a M.S. in Exercise Physiology from the University of Utah in 1994 and a Ph.D in Toxicology from Utah State University in 1998.

He has authored numerous scientific papers, patents and books including "Seeds of Life" and "Twelve Things Parents Do To Ruin Their Children's Health." Dr. Pedersen lectures extensively on the subject of nutrition and health and is a popular radio talk show guest and public speaker.

Dr. Pedersen and his brother are the key scientists behind Appetite Down. The pair devoted more than five years of research into answering the question: How can we reduce appetite and food cravings without harmful stimulants. Their answer is the revolutionary natural appetite suppressant Appetite Down.

## **Matthew R. Miller, Online Marketing Manager**

Matt comes to us by way of Mary Kay, Inc. (\$2.2 billion in annual sales), where he ran the Internet division for the past 4 years. Online sales doubled in the time Matt was at Mary Kay. Matt was awarded numerous company awards for outstanding work and team effort.

He has a Bachelor's degree in Radio/TV/Film from the University of North Texas and a Associate's degree in Multimedia from the Colorado Institute of Art, where he was a member of the Alpha Beta Kappa honor society. Matt's background in TV/Film as well as the Internet has allowed us a great deal of flexibility in how Appetite Down is marketed.

# Frequently Asked Questions

**Q. How long should I keep taking Appetite Down?**

A. As long as you want to decrease your appetite.

**Q. What does Appetite Down taste like?**

A. It has a citrus flavor with a hint of lemon.

**Q. Can I take less than 6-8 lozenges a day and still lose weight?**

A. No, you need to take 8 to lose weight and 4 to maintain it.

**Q. Does Appetite Down contain Ephedrine, Hoodia or any stimulants?**

A. No.

**Q. How does Appetite Down actually work?**

A. It decreases your appetite using a proprietary blend of natural ingredients that effects how food tastes.

**Q. Are there any side effects to using Appetite Down?**

A. No, since we use all-natural ingredients and no stimulants, the only thing you will feel is a decrease in your appetite.

**Q. I live outside the United States, can I still buy Appetite Down?**

A. No, we only ship to U.S. addresses.

**Q. Can I buy Appetite Down in stores?**

A. No, it is available online only.

**Q. When do you take an Appetite Down lozenge?**

A. Take an Appetite Down lozenge anytime you think of food or are craving a sweet.

**Q. Will Appetite Down conflict with any medicines I am taking?**

A. No, Appetite Down is safe to use along side any medicines you may be taking.

**Q. What is the minimum age for taking Appetite Down?**

A. We recommend 8 years of age, and that is only because any lozenge would be a choking hazard in a child any younger, the product is that safe.

# Press Mentions

## **Appetite Down Launched at the Golden Globes gifting suite**

Matthew Miller, our Online Marketing Manager, was quoted in the following publications as part of an AP report on the Golden Globes gifting suites:

Seattle Times  
Boston Herald  
MSN.com  
Oakland Tribune  
CBS.com  
Gainesville Sun  
Washington Post  
Sun Times  
AOL.com  
Monterey Herald  
HuffingtonPost.com  
FoxNews.com  
San Jose Mercury News  
Moviehole.net  
Forbes.com  
Yahoo.com  
Miami Herald  
L.A. Times  
Business Week

The following publications ran stories on the launch of Appetite Down:

swagtime.com  
littlemissknowitall.tv  
atkinreport.com  
Fushion Magazine  
L.A. Confidential Magazine  
Lucire

# Images

## Golden Globes gifting suite

The following images were captured during Appetite Down's product pre-launch at the Secret Room's Golden Globes gifting suite in Los Angeles, CA on January 10th and 11th. Some of Hollywood's hottest celebrities were the first to try our product. We are also attending the prestigious GBK Productions gifting suite for the upcoming Academy Awards at the end of February.



**ALICE GREZYN  
DUKES OF HAZZARD**



**ERNIE HUDSON  
GHOSTBUSTERS**



**EFREN RAMIREZ  
NAPOLEAN DYNAMITE**



**STEFANI SCHAEFFER  
THE APPRENTICE**



**EDDIE STEEPLES  
MY NAME IS EARL**



**MASI OKA  
HEROES**