

A gem cannot be polished without friction, nor a man perfected without trials.

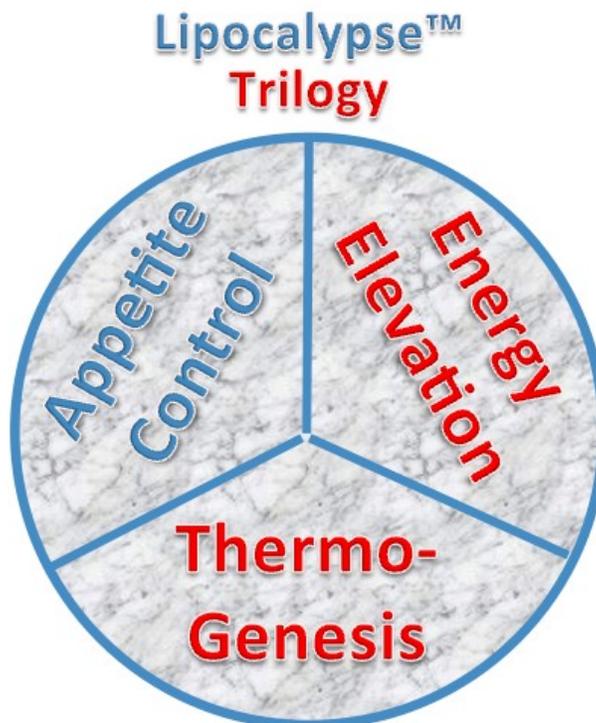
-attributed to Lucius Annaeus Seneca, stoic philosopher

It's time to polish your physique: Strip the body fat and reveal the muscularity you've earned through years of brutal and focused effort. Just as you left no stone unturned in filling out and balancing your frame with quality muscle, you'll only accept the best **nutritional tools** when it comes to attaining the extraordinary leanness that displays your physique at its finest. That's exactly what you've found in Lipocalypse™.

Total Body Fat Annihilation... The Lipocalypse™ is Coming!

Lipocalypse™ takes a three-fold approach to turbo-charge your efforts to absolutely and utterly **demolish body fat**. We've created a trilogy of synergistic supplement blends to control appetite and enhance mood, improve subjective feelings of "energy" and, of course promote thermogenesis and body fat oxidation*:

- **Appetite Control**-Neuro-Mood Matrix
- **Energy Elevating** Adaptogenic Blend
- **Thermogenic**-Metabolic Enhancement Blend



Appetite Control-Neuro-Mood Matrix

The Appetite-Neuro-Mood Matrix focuses on improving mood, controlling your appetite and bolstering your energy levels over the long haul of your fat-loss diet.

- Lipocalypse™ contains what may be the “cleanest” over-the-counter “stimulant” of them all: **Theacrine** (as 125mg of [TeaCrine®](#) per dose). Theacrine improves mood, focus, subjective feelings of energy, and motivation to exercise, but actually **decreases anxiety**. Even after months of daily use (300mg), [TeaCrine®](#) does not lose its effectiveness or hook you into a nasty habit [which usually happens with caffeine]. [On the other hand, co-administering [TeaCrine®](#) **with** caffeine (see below) may actually prevent de-sensitization.]
- To synergize with [TeaCrine®](#), we’ve also included a small amount of [Chocamine®](#), a **cocoa extract** standardized to provide ≥33mg of mood-boosting **theobromine** per dose. [While [Chocamine®](#) may owe its mood altering effects to its methylxanthine content, cocoa extract has additional health benefits that stem from its anti-oxidant and anti-inflammatory properties.] Like theacrine, theobromine also blocks the adenosine receptor and [Chocamine®](#) may synergistically stimulate fat oxidation in combination with L-leucine [the essential amino acid you certainly shouldn’t skimp on when dieting down].
- To keep your cognitive powers even more on point, we’ve included 100mg of **Alpha-Glycerol Phosphoryl Choline** (Alpha GPC from [AlphaGrain™](#)). Alpha GPC provides substrate for synthesis of the neurotransmitter acetylcholine, enhances memory and learning in animals, and may treat a variety of cognitive disorders. While the acute effects of choline supplementation may not be obvious, don’t give up on it. Chronic supplementation (~1 week or so) may improve cognition and even enhance strength (neurologically). (Can you imagine getting both “smarter” and stronger the longer you diet?..)

Energy Elevating Adaptogenic Blend

- Naturally, we’ve included perhaps the world’s most popular energy booster in the form of **caffeine** [caffeine anhydrous (100 mg) and dicyclic malate (as [Infinergy™](#)) 34 mg]. Caffeine has a wide variety of ergogenic effects and is both thermogenic, and lipolytic, making it a viable staple for any fat loss regimen. The small dose of **theobromine** in [Chocamine®](#) (see above) might also counterbalance caffeine’s hypertensive (blood pressure elevating) effect and synergize with caffeine to promote arousal.

- **Rhodiola rosea** is an emerging adaptogen with revered anti-fatigue and ergogenic actions. Two daily doses of Lipocalypse™ deliver 130mg of rhodiola rosea extract ($\geq 3\%$ total Rosavins and $\geq 1\%$ Salidroside), enough to significantly reduce mental fatigue and improve cognitive performance and sense of well-being when life's stresses seem overwhelming. Take it from some of the most cognitively stressed people on the planet: Physicians working night shifts and medical students enduring exams.

Thermogenic-Metabolic Enhancement Blend

- To spice up your metabolism in a way you may never have, we've included **cayenne pepper** (*Capsicum Annum*) fruit extract (as 50mg [Capsimax®](#) per dose). The capsaicinoids in Capsimax® act via receptors in the brain to fire up the sympathetic nervous system. This elevates metabolic rate via thermogenesis and may even promote the development of new brown fat cells, a form of energy dissipating adipose tissue that exists in humans.] Even the small amount of Capsimax™ (100mg) in the recommended two daily doses of Lipocalypse™ is enough to increase lipolysis both at rest and during exercise.
- To piggyback on Capsimax's® thermogenic effects, we've added 40mg of [Paradoxine®](#), an extract from **grains of paradise** (*Aframomum melegueta*) seeds (yielding $\geq 5\text{mg}$ of 6-Paradol per dose). 6-paradol is at least one of the active ingredients of this spice known to activate brown adipose thermogenesis in rats via the same receptors in the brain activated by capsaicinoids. While your (acute) thermogenic mileage may vary depending on how much brown adipose tissue you have, consuming just 30mg of grains of paradise extract / day (less than that of just one daily dose of Lipocalypse®) can increase caloric expenditure $\sim 100\text{kcal}$ / day while reducing pathogenic visceral fat. As long as your diet, training and recovery are on point, it's a safe bet that the thermogenic Capsimax® / Paradoxine® duo will have "**lipocalyptic**" effects on your body fat*.
- When it comes to most dietary supplements, bioavailability (absorption) is the name of the game. Thus, we've included 2.5mg of [Bioperine®](#) in Lipocalypse™, a black pepper extract containing 95+% **piperine** [which itself may even be thermogenic]. By inhibiting p-glycoprotein's actions preventing glucuronidation in the gut, **piperine** diminishes the intestinal barrier for many substances and makes them more lipid soluble (and thus able to traverse lipid membranes). Indeed, piperine has a good record of increasing bioavailability of drugs and supplements, including curcumin, beta-carotene, resveratrol, iron, selenium and CoQ₁₀.

Disclaimer: Responses to alkaloid stimulants like caffeine are variable. *Rhodiola rosea* and piperine may interact with enzymes involved with drug metabolism.

*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.