

In an effort to create a unique and effective product for the already saturated weight loss industry, William Llewellyn and Keith Thomas have worked together to bring to the market a new formula utilizing Llewellyn's patented process for arachidonic acid. The complete formula is a proprietary blend of nutrients that accomplishes what other weight loss products on the market don't...the feeling of wellbeing!

William Llewellyn, Anabolic expert, Founder/C.E.O. of Molecular Nutrition and owner of the U.S. Patent for the anabolic use of arachidonic acid has entered into a licensing agreement with Keith Thomas, C.E.O. and Founder of EST Nutrition. The new product, ThermaPHORIA, is designed not only to trigger rapid fat loss, but also preserve muscle mass and assist the dieter with managing stress levels that are often brought about with the process of dieting. Stress can negate, if not only hinder, fat loss—compounding the “dieter's dilemma”. While dieting with ThermaPHORIA, the consumer will have the benefit of an effective weight loss supplement in conjunction with a euphoric feeling of enhanced wellbeing.

Llewellyn, a recognized leader in anabolic research and author of ANABOLICS 2007 (sixth edition), has extensively researched anabolic substances for over 15 years. His research objective behind the discovery of arachidonic acid was to identify the bio-chemical connections between muscle training, muscle growth, and fat loss. He was looking for the bio-chemical factor that starts the anabolic and thermogenic cascade after the muscle fiber is stimulated and stressed from intense exercise. Thomas' side of the formulation brought some of the other strongly thermogenic compounds. He additionally provided the product's MAO inhibiting properties (hence the euphoric effect). Those properties affect the serotonergic system, which is known to modulate metabolism, mood, emotion, sleep and appetite, and thus is implicated in the control of numerous behavioral and physiological functions. Each of which come into play with dieting, and eventually determine the success or failure in achieving the dieter's goal of fat loss.

By sustaining higher levels of arachidonic acid in muscle tissue, supplementation with ThermaPHORIA is expected to deliver powerful benefits to all dieters alike. It accelerates fast twitch muscle fiber growth, facilitates rapid strength and power increases, boosts muscular endurance, and dramatically reduces fat mass. And because it contains a powerful but natural polyunsaturated fatty acid, it is presently not banned (nor tested for) by competitive sport organizations (check with your local sports rules before using).

The typical dieter will lose a greater proportion of muscle versus fat during a routine weight loss regime. The total amount of weight loss eventually leaves the dieter at a lower weight BUT at a higher

percentage of fat to muscle mass. This is a major problem, as muscle burns a lot of calories. The goal of a dieter should be to maintain muscle mass while losing fat mass. As the percentage of muscle mass increases, it increases the ease in which to lose fat. With ThermaPHORIA, the dieter is able to maintain stamina and resist temptations to break the diet in order to have energy for their daily routine.

Independent clinical studies at two major universities have found arachidonic acid to be safe and effective.

Results from these studies and additional real world trials have shown:

Lean Muscle Mass Increased by an Average of 8.25 lbs.

Muscle gains up to 12 lbs.

Body Fat Reductions up to 13 lbs.

Muscle Pumps Increased Dramatically

Incredible Gains in Strength, Power and Endurance Arachidonic acid is protected by a U.S. Patent. EST Nutrition product, ThermaPHORIA, is currently the only weight loss product that utilizes this hot and effective new ingredient.

When discussing the pending product release, Keith Thomas stated,

When Bill and I first spoke about working together on a product, I was very excited, but yet I didn't want to jump the gun. We took our time, and per Bill's advice decided to take a strong look at the weight loss market. Arachidonic acid has been shown to be a great asset to one trying to lose body fat, while maintaining muscle. I took that research and began my journey. I believe Bill and I have put together something unique, something innovative, but with strong science backing it; rather than market hype. ThermaPHORIA is a complete fully functional weight loss and body recomposing formula. Its thermogenic AND euphoric effects will be unsurpassed, and that is only

tip of the iceberg!