

# CHOCOLIFT™

Chocamine® Plus Cocoa Extract for Positive Energy



Everyone has experienced that mid-afternoon crash while trying to make it through a long work day. We all know people who crave sweets when they are feeling depressed, in the hope of restoring a sense of well-being. Wouldn't it be nice if there was a natural, safe alternative to quick-fix sugar stimulants that throw healthy blood sugar levels out of balance? Well, now there is. Source Naturals® is proud to introduce an alternative energy supplement into the market place. This product is called CHOCOLIFT™, a cocoa extract available in a 500 mg capsule. Source Naturals CHOCOLIFT contains Chocamine® Plus, a proprietary cocoa extract blend.

Cocoa was first utilized over 2,000 years ago by indigenous cultures from Southern Mexico and Central America. Cocoa contains highly beneficial polyphenol flavonoids, and our product is standardized to 5% polyphenols for antioxidant defense. CHOCOLIFT is also high in theobromine, standardized to 12% for energy support. Theobromine is in a class of methylxanthine alkaloids, which have a mild stimulating effect on the central nervous system and may improve cognitive tasks that require sustained, focused attention. Source Naturals has identified a dozen key SystemiCare™ metabolic systems which are critical for optimal health. Our product supports three of these systems: Energy, Cognition/Nerves, and Antioxidant Defense.



*Strategies for Wellness*™

## Origins

Cacao trees grow wild in the Amazon rain forest. Their seeds were first utilized over 2,000 years ago by indigenous cultures from Southern Mexico and Central America. The Maya Indians developed a process for fermenting and roasting cacao beans, then mixing it with cornmeal and spices, and turning it into a ceremonial drink called *xocolatl*. Later, the Aztecs utilized *xocolatl* ceremonially in their rituals. When Spanish conquistadors first set foot in the New World, they were introduced to *xocolatl* by Montezuma, the Aztec king. The Spaniards returned to Europe and brought “chocolat” back to Spain, where the bitter drink was largely unpopular. Spanish Catholic monks quickly recognized the benefits of consuming the new drink for energy, so they added sugar and spices to the ground cacao and served the beverage hot during Lent.

## Natural Energy Source

Chocolate is recognized as a mild stimulant that tastes good and is readily available in many forms. Theobromine is the primary alkaloid responsible for energy in chocolate. Theobromine has been shown by studies to stimulate the central nervous system for the release of energy. It has been extensively studied for its positive impact on cognitive performance and tasks that require sustained, focused attention.

## Theobromine

Cacao seeds contain numbers of bioactive compounds, including methylxanthine alkaloids. Theobromine is one of the main alkaloids present in chocolate. Methylxanthines are highly lipid-soluble molecules that are very bioavailable and easily absorbed in the stomach and intestine. Once in the bloodstream, these alkaloids quickly cross the blood-brain barrier. The stimulant effects of methylxanthines on the brain

are a result of these compounds, which block the inhibitory activity of the neurotransmitter adenosine, which promotes sleep.

## Pleasure Factor

We refer to chocolate as a “comfort food” and looking at the biochemistry may explain why. Chocolate activates the neurotransmitters dopamine and norepinephrine. When dopamine is released, it stimulates feelings of pleasure and satisfaction and promotes the release of serotonin in the brain. Serotonin stimulates feelings of calm and satisfaction when taken up by its receptor across a neural synapse. Normal serotonin levels will influence sleep, mood, behavior, temperature regulation, memory and learning.

With so many products tempting us with refined sugar, it’s good to know that we can accommodate our energy needs with reliable natural products like Source Naturals CHOCOlift. Source Naturals supports your quest for a better quality of life and urges you to take personal responsibility for your health with scientifically proven natural compounds, lifestyle recommendations, and education. You can now make informed choices regarding your own health care needs.

## References

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