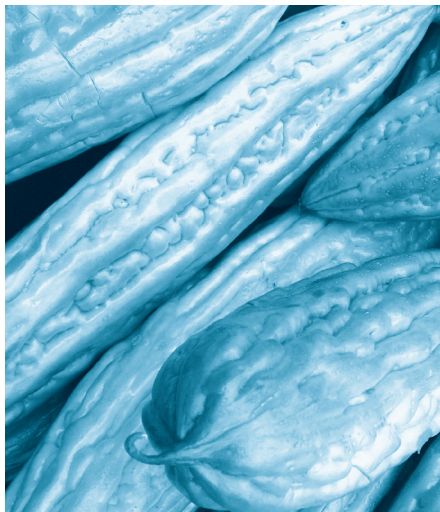


# BITTER MELON

*HELPS MAINTAIN HEALTHY BLOOD SUGAR LEVELS WHEN USED AS PART OF YOUR DIET.*



The bitter melon is a renowned source of food and health benefits—it is known most notably for its support of healthy blood sugar levels already within a normal range. It is a key ingredient in traditional Chinese herbalism and Ayurveda, and it is also renowned as a health-promoting food in Africa, South America, Indonesia, Nepal and the Caribbean. The fruiting vine of

the bitter melon thrives both in cultivated form and in the wild, because animals are repelled by its intensely bitter taste. Luckily, humans have discovered its hidden secrets.\*

Its chief health benefit is supporting healthy glucose metabolism, the body's process of converting sugar or glucose to energy. Because glucose metabolism is of such keen interest in western cultures, bitter melon is a diamond in the rough, just awaiting discovery.\*



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\*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.

Bitter melon (*Momordica charantia*) grows throughout the tropics of Asia, Africa, South America and the Caribbean. Also known as bitter gourd, bitter squash and karela (in India), the shape and size of the melon differs widely and its bitter flavor also varies in harshness and intensity. Most commonly, it looks like a bright green (when unripe) to orange (when ripe) cucumber with bumps, “warts” and ridges along its skin. Boiling, seasoning and other preparation methods have made it a popular food for many humans, particularly in Asia and India where it is prepared in stews, soups and stir-fry dishes.\*

## Glucose Metabolism

One of the greatest modern benefits of bitter melon is its support of healthy glucose metabolism. This may be of interest to people with typical western diets containing high sugar and carbohydrates.\*

How does it work? Carbohydrates, in the form of glucose, are one of the body’s main sources of energy. After a meal, as food is digested and nutrients are absorbed, glucose moves through the lining of the small intestine and into the bloodstream causing an increase in plasma glucose levels. The hormones insulin and glucagon work together to keep plasma glucose levels within an acceptable balance. That balance determines whether the glucose is burned as energy or stored.\*

The ratio of insulin to glucagon in plasma is constantly changing. As glucose levels rise after a meal, the

pancreas increases insulin secretion, which allows cells to absorb more glucose for energy production or storage as glycogen or fat. Between meals, metabolic regulation prevents low plasma glucose concentrations by stimulating the pancreas to release more glucagon. When plasma glucagon levels exceed insulin levels the liver converts stored glycogen back into glucose and releases it into the bloodstream. Maintaining balanced plasma glucose concentrations is essential to the function of all the body’s organs and systems.\*

Research suggests that bitter melon can help keep plasma glucose concentrations in balance. Clinical trials using bitter melon have demonstrated its ability to maintain healthy glucose levels. It is thought that the active ingredients in bitter melon are a combination of alkaloids and steroidal saponins known as charantins, which are insulin-like peptides. These constituents are concentrated in the fruit of the melon, but all parts of the plant (fruit pulp, seeds, leaves and whole plant) have been shown to support healthy blood sugar balance.\*

Many seek the ancient benefits of bitter melon. In traditional Chinese herbalism, it was known to “clear summer heat, remove toxins, and brighten the eyes” or in Ayurveda, it was known as a cooling fruit and taken for liver and spleen health. But many opt for the more modern focus on maintaining healthy blood sugar levels. Either way, BITTER MELON is an important, natural tool for good health and well-being.\*



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