



## **Morinda Introduces Innovative, New Product for Fighting Fat, Cholesterol, and AGEs**

### *Morinda Announces the Release of TrūAge Sugar Stop*

PROVO, Utah - 9 May 2014 - Morinda announced the launch of TrūAge Sugar Stop at its recent North American Business Summit event.

Sugar Stop is a one-of-a-kind, unique blend of natural ingredients intended to fight fat, cholesterol and the formation of AGEs (advanced glycation end-products.) It serves as the flagship product for Morinda's new TrūAge Body line which is designed to help the human body fight off harmful compounds it is exposed to on a daily basis.

Containing white kidney bean extract, which reduces sugar absorption in the body, psyllium husk fiber, which helps flush dietary fat from the system, and other effective ingredients, Sugar Stop plays a powerful supporting role for healthy weight loss.

Additionally, Sugar Stop is the only product in the world that uses an exclusive blend of earth's best ingredients (morinda citrifolia, blueberry, cornelian cherry, and olive leaf extract) to block the absorption of sugar and prevent AGEs from forming in the body. It serves as an effective appetite suppressant that may help maintain blood glucose and cholesterol at healthy levels.

Multiple clinical trials have already shown Sugar Stop's potency. Morinda conducted two separate clinical trials on Sugar Stop. The first trial lasted 90 days and saw participants lower their TrūAge by an average of seven years and lose an average of 18 pounds each. Since the trial ended in December, none of the participants have regained any weight.

The Second trial is still ongoing and currently in its tenth week. Each participant has lowered their TrūAge and has dropped 20 pounds on average. Participants reported experiencing a reduction in sugar cravings and every participant in both trials has reported increased energy.

In addition to the Morinda's clinical trials, thousands of studies have shown AGEs to be primary influencers of diabetes, cardiovascular disease, Alzheimer's and various other maladies.

"We are so excited to have this new product at the forefront of our AGE-fighting efforts," says Morinda's Vice President of Marketing, Shon Whitney. "We have seen phenomenal results from each of our clinical trials and have witnessed several lives changed for the better. Combined with our current TrūAge Max product, we believe Sugar Stop will provide users the best and most innovative way to naturally improve health, manage weight and prevent the effects of AGEs."

## **About Morinda**

*Founded in 1996, Morinda is a global, research-driven company with a mission to use the power of nature to help people live healthier, longer lives. Cutting edge technology and extensive research have allowed Morinda to develop an innovative TruAge product line, as well as other natural wellness products that reflect its passion to help people live younger, longer. Morinda is headquartered in Provo, Utah, and has a presence in more than 70 countries worldwide. Learn more at [www.morinda.com](http://www.morinda.com).*

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