

# SIMPLY SLIM'S OVERWHELMINGLY SUCCESSFUL COMPLEMENTARY HERBAL WEIGHT LOSS PRODUCT ATTRACTS SENSATIONAL NEGATIVE MEDIA REPORTS AND UNSUBSTANTIATED CLAIMS

Despite several thousand satisfied clients, Simply Slim attracts sensationalised negative media reports. Irrespective of the positive impact that Simply Slim has had on thousands of lives, a small group of detractors, of which the majority are competitors or have clear vested interests, are now making unsubstantiated claims, potentially depriving overweight people from pursuing a healthier lifestyle.

Simply Slim is a natural, safe, complementary medicine which promotes healthy weight management and an improved lifestyle. Users who use Simply Slim with no regard for the instructions and guidelines for the product, or who overdose on Simply Slim, will most certainly experience side-effects. Such side-effects are however, not of a life-threatening nature. Does this justify the recent, orchestrated and sustained campaign against the one weight-loss, lifestyle product that has given thousands of South Africans a new lease on life?

**Please decide for yourself!!!**

## THE REGISTRATION ISSUE

One of the recurring themes in negative media reports on Simply Slim centres on the issue of the registration of Simply Slim with the Medicines Control Council (MCC).

The confusion surrounding this matter has been largely caused by the way a predominant antagonist put an incomplete question to the MCC, by asking "What is the Registration Status of Simply Slim?" This apparently misguided MCC into checking whether the **Simply Slim** capsule (Which is a Complementary Medicine) was registered with the MCC as an "Orthodox Medicine", as per the legislative requirements applying to medicines with an **orthodox** origin.

Had the question been phrased more clearly, i.e. "Has the proprietor of Simply Slim capsules complied with **ALL the current legislative requirements applicable to Traditional Medicines, Herbal Medicines, Complementary Medicines etc.**, there would have been no confusion on the matter. Please note that the legal pre-requisite compliance for the marketing of a total of 11 different categories of Traditional Medicines, Herbal Medicines, Complementary Medicines, etc. is regulated by the **Complementary Medicines Call-up Notice**, (Regulation

Gazette No. 7282; Vol. 440, Pretoria, 22/02/2002, No. 23128; No. R.204), issued by the **Medicines Control Council (MCC)/Medicines Regulatory Affairs (MRA)** in terms of Section 14(1) of the **Medicines Control Act (Act 101 of 1965)**.

All the prescribed documentation, pertaining to the **Simply Slim** capsule, (which, in terms of the Call-up Notice, falls under **category 11** of the Call-up Notice, i.e. it is defined as a "**complementary Medicine**") has been duly completed and submitted by the proprietor of **Simply Slim** capsules to the **MCC as long ago as 18 March 2009**. Subsequent thereto, certain minor amendments on the original documentation were submitted to the **MCC** and receipt thereof was acknowledged on 10 December 2009, and **CALL UP REGISTRY No. 132799** was issued by the relevant subsection of the **MCC**, in respect of the **Simply Slim** Capsule.

**Simply Slim** has therefore **complied with all the current Legislative requirements applicable to a complementary Medicine (i.e. Simply Slim in this instance!)** in South Africa. The proprietors of Simply Slim are thus **legally empowered and fully entitled** to market and sell **Simply Slim** to the general public!

**Please decide for yourself !!!**

## THE TRUTH REGARDING SIBUTRAMINE

Beeld Report – Saturday 23 January 2010 (page 3): (as translated)

"The European Medicines Agency (EMA) have tested and evaluated the safety of certain weight loss medicines containing **Sibutramine**, currently being marketed worldwide and also sold in South Africa as Reductil, Ectiva and Ciplatrim. According to their substantiated findings, the risks attached to these products clearly outweigh their benefits"

**ALL OF THE ABOVEMENTIONED PRODUCTS CONTAIN Sibutramine**

In the same report, according to Antoinette Pienaar (Beeld Journalist), the EMA found: (as translated) "Persons who take **Sibutramine** have an elevated risk of serious, but not necessarily fatal cardio-vascular attacks, for example heart attacks and strokes, when compared with those who were taking

a placebo."

Whilst the management of Simply Slim have noted the life-threatening implications of the scientific study conducted by the EMA and the substantiated results of these tests, they have not been able to identify any comparative negative attacks (as Simply Slim has recently experienced) against the abovementioned products on the internet or in the public domain. There have also been no statements from medical practitioners or other professionals, warning the public against the risks emanating from the use of Reductil, Ectiva and Ciplatrim. It is also somewhat strange that the same journalist who has written the report on the dangers of **Sibutramine**, and which report appears on the same page as the extremely negative article on Simply Slim. This renders the motives of the journalist questionable in that although she had extensively quoted the doctors' and professors' views on Simply Slim, capsules she conveniently failed to at the same time also request them for their comment on the substantiated facts and life-threatening results emanating from the EMA's scientific research, directly related to the use of the Sibutramine-containing products as previously mentioned, which were well known to her at the time.

These products are still regularly prescribed for overweight patients by medical practitioners across the country.

**PLEASE DECIDE FOR YOURSELF!!!**

In an article in Beeld on 30 December 2009: (as translated) it is clearly stated:- "The Medicines Control Council (MCC) has, following extensive testing, found that Simply Slim capsules contained no illegal substances, such as the prescription medicines Ephedrine or Sibutramine."

Notwithstanding the wild, unsubstantiated claims by competitors, users of Simply Slim can therefore rest assured that Simply Slim contains **NO Sibutramine!**

**PLEASE DECIDE FOR YOURSELF!!!**

## THE SYNEPHRINE UPROAR

One of the natural ingredients of Simply Slim capsules is commonly known as Bitter Orange peel extract which contains a minimum amount of para-synephrine, which also exists

in Marmalade and Orange/Pinapple Juice, normally consumed on a daily basis. The vociferous critics of Simply Slim constantly and incorrectly claim that the product contains meta-synephrine, a synthetic product (refer for instance to the Beeld article of 23 January 2010 page 3, as translated):

"This (i.e. Simply Slim) contains amongst others Bitter Orange, a natural product with m-synephrine."

Simply Slim in fact contains **para-synephrine**, a natural component which is, as stated, in daily use and is found in everyday products such as Pineapple Juice and Marmalade. The critics of Simply Slim capsules are not able to produce any scientific test results to confirm the basis of their allegations that Simply Slim contains m-synephrine. In a report by an independent analyst, who is registered with the Health Professions Council, which was recently submitted to the management of Simply Slim, the following is stated on synephrine:

"The "m"-form, called phenylephrine, is used in orthodox medicines, for example as a nasal decongestant, such as Neo-Synephrine, and also, commonly, to treat hypotension (low blood pressure) and it is claimed to be a strong vasoconstrictor (causing a narrowing of the blood vessels) and in turn may raise blood pressure. However, in October 2009, the Department of Health requested Cenquam, the Research Institute for Industrial Pharmacy Inc. at the University of Potchefstroom, to test the Simply Slim capsules for m-synephrine. It was subsequently reported to the Dept. of Health (as was reported in Beeld) that no phenylephrine (m-synephrine) was detected in the Simply Slim capsules.

The "p"-form is generally referred to as ephedra's "calmer chemical cousin" because it increases the body's metabolic rate or ability to burn calories, **without producing negative side effects** on the central nervous system and the cardiovascular system."

The natural ingredients of Simply Slim, including what is commonly known as Bitter Orange, have been used for medicinal purposes in China for centuries, if not millennia. There is thus an established history of safe human consumption and efficacy of the ingredients of the Simply Slim capsules.

**PLEASE DECIDE FOR YOURSELF!!!**

## DISPARAGING REMARKS MADE BY CERTAIN MEDICAL PRACTITIONERS AND OTHER HEALTH PROFESSIONALS

The conduct of medical practitioners is regulated by the Health Professions Council of South Africa (HPCSA). The primary role of the HPCSA is to protect the public. The unsubstantiated and negative comments regarding the alleged ingredients and dangers of Simply Slim, as have appeared in Beeld and other media, which have been directly attributed by the journalist Antoinette Pienaar, to certain registered practitioners, who she identified and named has left the Simply Slim management regretfully with no alternative but to take appropriate action in this regard. The CEO of Simply Slim, Mr. Justin Adriaanse, has therefore, lodged formal complaints against Dr. Andrew Sarkin, Dr. Antoinette de Beer (owner of a Slimming Practice) as well as Professor Vernon Louw and Professor Tessa van der Merwe. The Registrar of the HPCSA, Advocate Boyce Mkhize has confirmed that these charges will be urgently investigated. Mr. Adriaanse has also laid a charge against Pharmacist Dr. Richard Botha with the Pharmacy Council of South Africa.

**PLEASE DECIDE FOR YOURSELF!!!**

This advertisement was placed by the Directors of Simply Slim in the interests of all overweight South Africans who wish to pursue a better lifestyle.

Your story can change someone else's life. Please SMS your testimonial: My life **35625** or email to [testimonials@simplyslim.co.za](mailto:testimonials@simplyslim.co.za)

For more information please visit us at [www.simplyslim.co.za](http://www.simplyslim.co.za)

**Simply Slim**  
Simplifying Slimming Naturally