

In 2003, CORTISLIM was marketed as 'the answer' for anyone who wants to lose weight. It was claimed that CORTISLIM:

- (1) causes weight loss of 10 to 50 pounds for virtually all users;
- (2) causes users to lose as much as 4 to 10 pounds per week over multiple weeks;
- (3) causes users to lose weight specifically from the abdomen, stomach, and thighs;
- (4) causes rapid and substantial weight loss;
- (5) causes long-term or permanent weight loss;
- (6) causes weight loss

CORTISLIM commercials claimed that persistently elevated levels of cortisol (the 'stress hormone') are the underlying cause of weight gain and weight retention and also claimed that CORTISLIM effectively reduces and controls cortisol levels and thereby causes substantial weight loss.

Sounds like a good scientifically proven winning formula?

Well, in October 2004, the US Federal Trade Commission (FTC) alleged that marketers of CORTISLIM were **making false or unsubstantiated claims** in their advertising, which resulted in a **\$1.2 million dollar fine**.

CORTISLIM claimed that its effectiveness and its ingredients are demonstrated by over 15 years of scientific research. However, scientific research has been far less complementary as to the effectiveness of the ingredients and there have been no scientifically validated, peer-reviewed and published independent studies verifying the effectiveness of CORTISLIM on body fat or stress relief.