

# Chromium Picolinate

Increase insulin uptake  
at the cellular level

- REDUCES CRAVINGS FOR SUGARY & STARCHY FOODS
- IMPROVES ENERGY & PREVENTS DRASTIC DROPS IN BLOOD SUGAR
- STABILIZES BLOOD SUGAR LEVELS



# Chromium picolinate is a patented version of the trace mineral chromium, bound to picolinic acid.

Studies show that chromium picolinate benefits include weight loss, lowered serum cholesterol and glucose, burned fat, and built muscle. Picolinic acid is produced in the human body for the purpose of improving the cellular uptake of trace metal ions. Scientists have demonstrated that the minerals in picolinate form are better assimilated than most other forms. Chromium Picolinate also reduces high serum glucose levels, which can contribute to aging via a destructive process known as glycosylation (also called nonenzymatic glycation), in which glucose molecules bind to proteins and interfere with their function. People with diabetes have a highly increased rate of protein glycosylation, and this plays a major part in their increased risk of atherosclerosis and many other diseases. For many with diabetes, chromium enhances the ability of insulin to lower serum glucose levels. A double-blind, crossover study showed an average of 7% cholesterol reduction in subjects taking chromium picolinate.

Chromium can also produce anabolic effects similar to steroids, but without any of the side effects. It not only increases strength and muscle mass, but was also shown to decrease body fat by 22%. One study shows that, after 24 weeks, chromium-rich swimmers had increased lean mass by 3.3% and decreased body fat by 6.4%, compared to the placebo swimmers. The improvement was actually greatest in the chromium-supplementing female swimmers, who carved body fat by over 8%. Anecdotally, competitive swimmers supplementing with chromium picolinate reported more performance improvements and less muscle soreness, compared to non-supplemented athletes<sup>(1)</sup>. The recommended safe and adequate intake for chromium has been set at 50 to 200 mcg per day by the Recommended Dietary Allowance Committee of the National Research Council in the United States, but research suggests that about 90% of the population in the U.S. and Britain consume less than 50 mcg daily<sup>(2)</sup>. Other studies suggest that many athletes are only taking in 30 to 35 mcg daily, so it's not too unreasonable to say that "these people should consider taking in more chromium", notes Marc Rogers, Ph.D., a former St. Louis Marathon winner who is currently an exercise physiologist at the University of Maryland. Since chromium tests are hard to administer and interpret, some nutritional experts prefer to talk about an individual's risk of developing a chromium deficiency, which is said to increase if a person:

- Has a diet which is high in simple sugars (such diets tend to increase urinary chromium excretion, sometimes by as much as 300%.
- Eats fairly large quantities of "refined" foods, especially those which contain lots of white flour and sugar (such foods have a low chromium content).
- Has high blood-insulin levels, which increase chromium requirements, and/or exercises intensely fairly frequently, which roughly doubles chromium excretion.

## Each vegetable capsule contains:

Chromium (from chromium picolinate) ..... 500 mcg

Non-medicinal ingredients: Vegetable magnesium stearate and microcrystalline cellulose, in a vegetable capsule made with hydroxypropyl methylcellulose and purified water.

Contains no: Preservative, artificial flavour or colour, sugar, dairy, starch, wheat, salt, or egg.

## Suggested use:

Adult: Take 1 capsule daily with food or as directed by your health care practitioner. Consult a health care practitioner for use beyond 6 months.

**Cautions and warnings:** Consult a health care practitioner prior to use if you have a kidney disorder and/or diabetes. For adults only.

**Contraindications:** Do not use if you are pregnant or breast-feeding.

**Keep out of reach of children.**

<sup>(1)</sup> "Chromium Picolinate Supplementation in Male and Female Swimmers", *Medicine and Science in Sports and Exercise*, vol. 28(5), p. S111, Abstract no. 664, 1996

<sup>(2)</sup> *American Journal of Clinical Nutrition*, vol. 41, pp. 1177-1183, 1985

**Manufactured under strict GMP (Good Manufacturing Practices)**

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