

Hoodia Gordonii Scams Exposed

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If you are passionate about losing weight fast and searching for the magical hoodia product on the internet, the pills, capsules, sprays, patches and so on, this may well be the most important article you'll ever read. I hope you desire to understand what's really going on in this hoodia market.

This free article is for the millions of people curious about hoodia products worldwide. And an attempt to expose the widely rampant frauds in this industry, an industry which has become hugely profitable for companies claiming their magical hoodia products can make one lose weight in no time.

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It all started in mid-2004 when Hoodia started to become popular as an appetite suppressant. As the popularity skyrocketed, the bulk materials hoodia suppliers in South Africa were getting squeezed. Demand was skyrocketing, but the supply of hoodia couldn't be ramped up overnight. In fact, the hoodia gordonii plant requires 5 - 7 years to reach maturity. The result:- there was a sudden shortage of raw material.

What did South African Hoodia Suppliers do ?

- * Blended Hoodia plant roots into the bulk materials. Roots, unfortunately, have none of the active chemical substances that give hoodia gordonii its appetite suppressant qualities.

- * Grown other harvested species that appear similar to hoodia, but are not hoodia. While this may allow the bulk ingredients to pass a simple microscopy test (because it all looks like succulent and very similar material under the microscope), it will not pass HPLC and TLC testing (chromatographic tests) that reveal the active chemical constituents of the sample.

- * Some suppliers also used silica, leaves, sawdust and other filler products that provide bulk, but no useful active ingredients.

- * When a buyer wanted to test a sample, the South African companies provided a genuine sample of hoodia gordonii. But once a large-volume order was placed, the bulk ingredients turned out to be counterfeit.

Many commercial buyers were duped by South African hoodia suppliers who used these tactics.

So why Hoodia became popular in the first place?

Hoodia is currently the most publicized and talked about natural weight loss product in America. It has been featured on CBS 60 Minutes, ABC, NBC Today, BBC, CNN, in Oprah's "O" Magazine and in other major electronic and print media...with mostly positive reviews. With the media storm presently surrounding hoodia, the product is in high demand.

There is no shortage of people who are claiming that the real product is indeed miraculous. Many of the users claim to have lost almost all appetite urges. We know a lot of people who claim it helped a lot in controlling their eating habits. Now most fitness experts would say that right diet and eating habits are not effective until accompanied by proper exercises, still many people claim that just controlling their appetite urges through hoodia, they had been able to lose weight substantially.

The best thing about Hoodia Gordonii is that it returns zero side effects. (The only side effect in some cases would be drowsiness or as some consumers report, good sleep at night. So almost no side effects.)

It decreases your appetite so you don't feel starved and don't have to rely on strict diet controls. (No need to say I am on diet). One need not stick to selected food stuffs for consuming Hoodia. (You can eat almost anything along with these pills). One need not join diet clubs or go to dietician for slim body and Hoodia being a natural food gives you a great

feeling of general good health and energy.

- As quoted from a fitness expert and a gym-owner

Unfortunately, at the same time though, there is a very limited quantity of real hoodia gordonii available from South Africa, and the opportunity for counterfeit, fake and diluted hoodia products has emerged to a great extent.

It seems all sorts of experiments are being done to create a product, hire a scam artist and market it to the people. And there are most unethical strategies applied in marketing of all these kinds of products. One way that many companies use search engines and websites to deceive customers is to construct bogus comparison charts that imply a fair comparison among hoodia products, but that actually place self-serving product recommendations at the top of the list. What a con artist does is sets up shell corporations, pumps counterfeit herbal or any other newly invented product, then slaps three (or more) different labels on the products, making it look like it all comes from three different companies. Then he sets up a rigged consumer comparison website and, coincidentally, happens to list his very own products as top-rated recommendations.

Certainly, the lack of ethics shown mirrors the dishonesty at large pharmaceutical and supplements companies who push hard to sell dangerous products to customers in order to maximize shareholder value and annual profits. If you think the scams related to hoodia pills, capsules and liquid extracts etc. is bad, you should learn more about the drug racket and the fraud industries prevalent in health and fitness sector in the developed countries and how the rubber stamps are put on dangerous (even deadly) drugs in order to prop up the profits of Big Pharma.

What can you do ?

- Call your credit card company and dispute the charges if ever you experience scam, regarding any Hoodia products to be made with counterfeit hoodia powder.

- See whether a hoodia product is authenticated by a current verifiable Independent Lab Report (almost always performed by labs like Alkemists Pharmaceuticals) verifying the origin and quality of the hoodia in the product. The report should have a Lot Number verifying that the batch tested corresponds with the Lot Number on the product label. This Independent Lab Report is the most effective way to verify that you are getting a high quality hoodia product.

- Avoid any product that lists fillers, additives, bulking agents and any active ingredients other than hoodia. The label should state that the product consists solely of 100% pure hoodia. Avoid gimmick type products such as hoodia patches, gum, tea, coffee and shakes. They are simply a waste of your money

- Avoid any products being sold at cheap prices. Beware of FREE TRIAL offers for hoodia presently being blasted with email campaigns all over the Internet. These are all promotional gimmicks and many are outright SCAMS. By accepting the free offer, you agree to receive hoodia products on an ongoing basis and your credit card will be automatically charged every month without you initiating the purchase.

- Select an established company that has a toll free number to ask questions, or place order, a physical address, independent testing of their products for purity, contaminants, a good refund policy, a customer service phone number, not just an email address.

What Hoodia products/companies can you trust?

As the report reveals, not all the companies can be trusted especially if they are running a business online. We are currently reviewing as many companies as we can and also analyzing the ingredients and we hope to be able to bring that information to the public soon. In the mean time though, here are the companies that are delivering genuine, verified, quality Hoodia products with the highest percentage of the original real hoodia. Their customer support is also good.

1. Hoodia Balance

2. Hoodia Gordonii Plus

3. Hoodithin

There certainly may be other companies who are also selling honest hoodia products. As of this writing, however, we have only been able to verify the above companies listed above.