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**VIDEO: Skipping the Weight Loss Plateau Realized Using Avidia Natural Products' All-Natural Slim Cycle**

*Slim Cycle's patent-pending Cyclical Weight Loss System addresses and overcomes the body's adaptive response to dieting while increasing metabolism, according to Avidia Natural Products founder and CEO Adel Villalobos.*

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SANTA CLARITA, CA, May 29, 2010 /24-7PressRelease/ -- Avidia Natural Products is aiming to resolve a common frustration among dieters who lose pounds quickly in the beginning of a weight loss program and hit a screeching halt halfway through. The company has developed Slim Cycle, clinically developed to break through the weight loss "plateau" to continue to drop stubborn, unwanted pounds.

**Slim Cycle**

"It has been proven scientifically that the body's built-in mechanisms adapt and resist change. For most people, weight loss products stop working after two or three weeks - yet, customers continue to spend money on a product without receiving any benefit," Villalobos said. "Slim Cycle is the first product of its kind that continues to produce weight loss results into the second and third months as well as it did in the first week."

Slim Cycle cycles between two clinically developed products:

- Cycle 1 shocks the body into weight loss for 21 days and before the body can build resistance
- Cycle 2 begins with a cell receptor therapeutic system that is taken for seven consecutive days. Cycle 2 restores the fat cell sensitivity lost during Cycle 1.

The body's ability to lose weight and increase metabolism is enhanced at the cellular level through support from ingredients such as green coffee bean extract, green tea extract, caffeine, evodiamine, and naringenin plus cell receptor therapeutics such as Cyclic Adenosine Monophosphate (cAMP). Avidia offers meal plans and exercise regimens to complement Slim Cycle. Month after month, people following the Slim Cycle program with a healthy diet and regular exercise achieve weight loss results over an extended period.

"Our driving concern as a company is the health, wellness, and longevity of others. We formulated Slim Cycle with the best quality ingredients so it's both natural and effective," Villalobos said. "We encourage everyone to consult with a nutritional consultant as they work towards reaching their goals."

Avidia was launched in 2007, after Villalobos spent twelve years in product development for the sports nutrition and natural supplement companies. Villalobos' background as a biochemist includes education in molecular biology, kinesiology and nutritional biochemistry from California State University Northridge.

Slim Cycle is available for purchase at AvidiaNaturalProducts.com (<http://www.avidianaturalproducts.com>).

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ABOUT AVIDIA NATURAL PRODUCTS:

Avidia Natural Products demonstrates its commitment to supporting active, healthy lifestyles in a responsible, earth-friendly manner through its use of 100 percent solar power. The company's mission is to formulate high quality, effective nutritional supplements while preserving the environment.

Avidia Natural Products has seen a steady 20-30 percent growth in revenue since its founding, and it is anticipating a 20 percent growth in 2010 in line with projections for the industry by Nutrition Business Journal through 2011. Growth is attributed in large part to an aging population and an increasing interest in weight loss, personal health and wellness.

For more information about Avidia Natural Products, visit <http://www.avidianaturalproducts.com/about.html>.

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