WELCOME TO TRUE INNOVATION

#ALMOSTUNFAIR
Introduction

Every once in a while, a breakthrough in the food industry changes everything we thought we knew about nutrition and leaves us shell-shocked. With stifling regulation, over-parenting from the FDA and a genuine lack of desire to innovate, these moments have become increasingly rare in our industry. Today, however, happens to be a landmark occasion that is guaranteed to alter the way you approach your diet & lifestyle indefinitely - and for the better, too.

At AD Vantage, we’ve felt the squeeze as much as others during these hard times. What we refuse to accept, however, is that the limitations placed on us will define our destiny. We see challenges and smash through them with an unrelenting march towards innovation before taking into account profitability. It’s a business model that is suicide for many, but for us, there seems to be a method to the madness.

And with each scientific breakthrough, we feel more justified in our approach, increasingly confident that we’ve made the right decision. Perhaps one day our luck will run out and we’ll go bankrupt, but even then we'll go with our heads held high knowing that we genuinely cared when others were only willing to tow the line.
Until then, ladies and gentlemen, allow us to present to you our latest creation on the world and your nutrition:

AD Vantage™
PROFESSOR NUTZ™
The World’s Smartest Nut Butter

The Peanut Butter Story to Date

Let’s get right into the meat (or nuts) of our latest groundbreaking formula and the story behind it.

In the last few years, the nut butter market has exploded as companies cottoned on to the fact that literally the majority of the planet’s favourite midnight craving is peanut butter.

With nearly 297 million peanut butter lovers outranking only 32 million consumers who say no to peanut butter from data calculated by Statista based on the U.S. Census data and Simmons National Consumer Survey (NHCS). According to this statistic, 296.04 million Americans consumed peanut butter in 2018.

Widely renowned as a ‘healthy fat’ source, peanut butters popularity stems from the fact that it is moderately high in protein, while containing a favourable composition of monounsaturated and polyunsaturated fats to the product’s saturated fat content. Combined with a small amount of dietary fiber and reasonable amount of Vitamin B6 per serving, it’s become an extremely favourable past-time for athletes seeking good nutrition without feeling guilty afterwards.

Unfortunately, we have found out that peanut butter doesn’t come guilt-free: it is MASSIVELY addictive, due to what experts describe as ‘craveability’, leading to a once perfectly acceptable nutrition source ultimately becoming an enemy of athletes who go above and beyond their “healthy fat needs” by devouring copious amounts of the product.

Given that some peanut butters are as calorie-dense as chocolate per gram, it’s become more of a problem than solution because of this reason alone. A simple serving of up to 100 kcals can easily balloon into over a 600 kcal pre-bed “snack” that doesn’t even feel like it’s touched the sides.
And while it's easy to shun peanut butter into the same category as heavily processed candy, that would ignore the genuine health benefits the product can offer. Or did offer, before it became abused.

Given that peanut butter is continuing to soar in popularity, a solution had to be found. And that's where AD Vantage™ Professor Nutz™ Nut Butter comes into play.

A 28 kcal, 0g Fat, 0g Carbohydrate Nut Butter Formula Shrouded in Goodness

AD Vantage™ ‘PROFESSOR NUTZ™’ Nut Butter is the world's first 28 kcal fat, 0g fat, 0g carbohydrate nut butter formula.

If that sentence sounded absurd or shocking, then read it again before we proceed: AD Vantage™ ‘PROFESSOR NUTZ™’ Nut Butter is the world's first 28 kcal fat, 0g fat, 0g carbohydrate nut butter formula!

We mentioned previously that scientific breakthroughs are irresistible to us and we can't help but pursue them. Get your scientific brain on for a moment, and allow us to explain why we've coined this nut butter "The World's Smartest Peanut Butter".

Let's Start With ‘Bad Science’ (And Fiber)

A little science lesson to begin with most of us should be familiar with.

When we consume/count calories, most of us are aware that we subtract the fiber content from the total carbohydrate content because it doesn't count. However, not everyone knows why they don't count towards total caloric intake.

The reason is surprisingly simple: humans lack the necessary enzymes to digest fiber carbohydrates, so even though fiber does have calories, we can't utilise them for energy.

As an example, let's revisit a basic food label and analyse how it would be listed on a label:

- 1 gram of protein is 4 calories
- 1 gram of fat is 9 calories
- 1 gram of carbohydrates is 4 calories
- 1 gram of fiber would be classed as 4 calories, however, the true net value is 0

If this is the case, and the body is unable to digest fiber, why do nutritional labels all count fiber towards total caloric intake? The answer lies within the law of the Code of Federal Regulations, whereby food manufacturers are regulated to list the nutritional value of all the ingredients present within the food itself, irrespective of whether humans can metabolise them or not.
And that’s where the ‘bad science’ steps in…

See, the way food manufacturers have to list these caloric values is determined by what is known as a ‘bomb calorimeter’. Since calories give off heat, a bomb calorimeter is a device used to burn through a food sample with fire to determine the total caloric content. The reading is then required by law to be stated on the food label.

But just because the food label states a total caloric reading, that doesn’t necessarily mean you’re body is able to utilise all the calories present on the label. If you lack the necessary enzymes to digest them, surely there’s more to this than meets the eye?

Digestibility Corrected

In 1993, the FDA (Food and Drug Administration) recognised this fact and approved the term “Digestibility-Corrected”, which allows certain food labels to clearly state the digested content of the formula while still showing the reading concluded by the Bomb Calorimeter. If you cast your eyes back to the initial label of the AD Vantage™ Nut Butter formula, you’ll start to get an idea of why we’re mentioning this now, as it plays a significant role in reducing the overall caloric content of the product itself.

Most commonly found within orally prescribed drugs to treat Diabetes Type 2, doctors have been using big pharmaceutical forms of these carbohydrate inhibitors for years. Commonly prescribed inhibitors include:

- Vogilbose
- Miglitol (Glyset)
- Acarbose (Precose)

The AD Vantage™ Carbohydrate Inhibitor behaves as competitive inhibitors of the enzymes required to digest carbohydrates found within the small intestine.

Preventing these enzymes from working drastically reduces the rate of digestion of carbohydrates into the bloodstream. By preventing them from breaking down into glucose molecules, AD Vantage™ Nut Butter allows you to encapsulate the carbohydrate upon ingestion and successfully shuffle it out without utilising it for energy.

A common complaint with oral pharmaceutical drugs is that they produce unwanted side-effects such as diarrhea. Because we use a powerful, plant-based compound that is natural, the nutrient still has the ability to bind to long-chain fatty acids which allow it to pass seamlessly through the digestive tract.

Thus, AD Vantage™ Nut Butter successfully blocks the digestion of unwanted carbohydrates into the bloodstream: a miraculous scientific breakthrough for ravenous peanut butter fans around the globe!

Next Level Innovation: Introducing the AD Vantage™ Fat Blocking Technology & Carbohydrate Inhibitor

Drawing on the principles of “Digestibility-correction”, at AD Vantage™, we’ve taken advantage of the science behind this to conjure up a formula that has a truly staggering scientific breakthrough at its core.

Carbohydrate Inhibition

AD Vantage™ ‘PROFESSOR NUTZ™’ Nut Butter contains a revolutionary plant form of compounds renowned as carbohydrate inhibitors that effectively prevent their digestion.
Blocking Fats

Just as there has been several drugs developed to block carbohydrates, there has been numerous breakthroughs for the inhibition of fats as well.

The problem? Most are prescribed obesity-related drugs that come with a TON of unwanted side-effects.

With AD Vantage™ Fat Blocker, we’ve created a one-of-a-kind fat blocker extraction system that enables food to have the same taste, texture and structure that you’d expect from normal food, without having the same net gain of calories.

Sound astounding? That’s because it is. Let us discuss it more...

Our AD Vantage™ Fat Blocker works on mechanisms similar to those found within obesity-related drugs. However, just like the Carb Inhibitor, it is a completely natural, plant-based fat prevention compound that does the hard work.

AD Vantage™ Fat Blocker contains molecules that are able to unite fats and water, in turn having an adhesive effect with each other. The fat molecules in the formula are merged tightly so that they eliminate digestive enzymes from breaking down these fats for absorption in the bloodstream. In simple terms, once the fat within Vantage Nut Butter are ingested, the body is unable to digest the calories and metabolize them, rendering the formula “fat free” for all intents and purposes.

More than just Calorie Inhibition - There’s More To This Formula

If you thought AD Vantage™ ‘PROFESSOR NUTZ™’ Nut Butter was all about simply allowing people to consume unlimited amounts of their favourite snack to take away cravings and still lose weight, you’d only be partly right. As with everything we do at AD Vantage™, there is a sweet science to our formulas and every single detail is combed over meticulously to see if we can improve upon it and add anything extra.

In this case, we believe there are two other components worth specifically mentioning when it comes to this formula that put it head and shoulders above the other Nut Butters on the market and a giant among the field.
Double Roasted Runner Peanuts
- Maximum Quality

Most people think almonds and walnuts are the best sources of nuts for general health and protein, but the Double Roasted Runner Peanut has something to say about that.

And while we’ve taken extensive steps to inhibit the carbohydrate and fat content with blockers, we haven’t done the same to the protein content, and that’s because of the quality of this fantastic peanut.

With seven grams of protein per ounce, double roasted runner peanuts contain more protein than any other nut on the market (walnuts and almonds, by comparison, contain 4 grams and 6 grams, respectively).

But it’s not just the protein content that make the double roasted runner peanuts the primary inclusion for us above other sources. They are also packed with a whopping 30 essential vitamins and minerals for general health and wellbeing, including high quantities of Vitamin E, Magnesium and Zinc for hormone development.

Finally, the double roasted runner peanuts make the best tasting nut butter, without question. Taking into account all these factors, it was the obvious inclusion when formulating AD Vantage Nut Butter!

Aflatoxin-Free

A quick note on a valid concern for many food consumers: the double roasted runner peanut is certified aflatoxin FREE, meaning it is not contaminated by toxins grown by fungi during the agricultural process.

While not all nuts are free from aflatoxin during production, we’ve taken extensive care to ensure AD Vantage™ ‘PROFESSOR NUTZ’ Nut Butter contains no adverse health effects, and screening it for aflatoxin to be declared free of the toxin was pivotal to us in selecting the double roasted runner peanut.
There is a HUGE misconception in the fitness industry and the general population that “salt is bad” and contributes to cardiovascular disease and ill health.

This has led to many individuals shunning food high in sodium and big businesses taking advantage by producing low salt processed formulas, typically accompanied by “low fat” content as another selling point.

The problem, however, lies in the salt source, NOT the salt content itself.

Mass-produced sea salt found in most foods is derived from a polluted environment subjected to the devastation and destruction humans have placed upon the planet.

RealSalt is designed to reverse this trend and promote quality salt consumption from an organic source, since it is mined from an ancient dead sea and not subjected to environmental toxins. Thus, it is MUCH higher in key minerals needed to hydrate and replenish depleted humans, as well as being supportive of overall cardiovascular health.

While polluted sea salt may contribute to ill health and need to be managed, RealSalt promotes an ethical, quality alternative and superior solution. It is alkalizing, detoxifying and rejuvenating to the human body, and that is why we once again have set unparalleled standards in the AD Vantage™ Nut Butter that other companies now need to live with.
Now You Know Why We Say It: The World’s Smartest Nut Butter

Not all products are created equal. Some set standards and innovate forcing others to follow. AD Vantage™ ‘PROFESSOR NUTZ™’ Nut Butter just happens to be one of those.

As with ever at AD Vantage™, our painstaking process of formulation has led to a meticulous examination of every single ingredient and its inclusion. As a result, we truly believe we’ve created a formula that lives up to the phrase, “The World’s Smartest Nut Butter”.

Fat and carbohydrate free, yet still delicious and enriched with vitamins and minerals. The healthy snack just got a makeover that will revolutionise nutrition forever, and it’s time for you to indulge.

#GoNutz
Professor Nutz
The World's Smartest Peanut Butter

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