

Studies & Clinical Trials

trimtone

Caffeine

Caffeine promotes fat burning by increasing thermogenesis

Astrup, A., Toubro, S., Cannon, S., Hein, P., Breum, L. & Madsen, J. (1990): 'Caffeine: a double-blind, placebo-controlled study of its thermogenic, metabolic, and cardiovascular effects in healthy volunteers'. American Journal of Clinical Nutrition, 1990 May;51(5):759-67. [PMID: 2333832](#)

Caffeine and its effects in the reduction of the body fat mass and body fat percentage

Kobayashi-Hattori, K., Mogi, A., Matsumoto, Y. & Takita, T. (2005): 'Effect of caffeine on the body fat and lipid metabolism of rats fed on a high-fat diet'. Bioscience, biotechnology, and Biochemistry, 2005 Nov;69(11):2219-23. [PMID 16306706](#)

Caffeine can promote weight, BMI and body fat reduction

Tabrizi, R., Saneei, P., Lankarani, K.B., Akbari, M., Kolahdooz, F., Esmailzadeh, A., Nadi-Ravandi, S., Mazoochi, M. & Asemi, Z. (2019): 'The effects of caffeine intake on weight loss: a systematic review and dose-response meta-analysis of randomized controlled trials'. Critical Reviews in Food Science and Nutrition, 2019;59(16):2688-2696. [PMID 30335479](#)

Caffeine improves exercise performance by up to 11.2%

Doherty, M. & Smith, P.M. (2005): 'Effects of caffeine ingestion on rating of perceived exertion during and after exercise: a meta-analysis'. Scandinavian Journal of Medicine & Science in Sports, 005 Apr;15(2):69-78. [PMID 15773860](#)

Target Customer

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trimtone

Women 18+, looking for additional help with natural products and no side-effects for body fat and weight loss.

Some of the benefits our target audience are looking for:

- get rid of cellulite, tone their body (arms, legs, tummy) and lose weight
- boost their workout performance
- generally boost confidence by improving their body image so they can feel and look at the top of their game

