

Hoodia - As seen on BBC News and 60 Minutes

The Raw Truth! Did BBC News & 60 Minute Episodes on News Channels Endorse Any Hoodia Brand? Visit any website selling Hoodia pills, hoodia juice or patches you would definitely see a logo of BBC News and 60 minutes Program of CBS News prefixed with "A seen on" or "endorsed by" tag. What does this mean? Are these channels featuring and endorsing any brands of Hoodia diet pills? Hoodia product sellers are using these logos as if these channels have telecasted a story on a particular brand of Hoodia product. But the truth is, when hoodia was telecasted on BBC News and 60 minutes, there was not even a single genuine hoodia product on the market. Some companies used to sell their pills in the name of Hoodia without any hoodia in them. Hoodia product marketers are simply using these logos to fool their customers and make them believe that the product is made of genuine hoodia Gordonii. Next time when you see the logos with "endorsed by" label, be suspicious about the authenticity of that hoodia pill. 90% of so called Hoodia pills on the market are Fake. Truth about Reports on Hoodia by "BBC News" and "60 minutes". BBC News report on Hoodia On 30 July, 2002 BBC News reports a Kalahari cactus boosts UK drug to produce an anti-obesity drug. The UK drug company Phytopharm takes the patent for the appetite-suppressing ingredient P 57 in hoodia. The company signs a deal with US giant Pfizer to produce and market P 57 anti-obesity drugs. On 1st June, 2003 BBC News telecasts a documentary showing its reporter Tom Mangold's visit to the desert of Africa to sample the Hoodia plant. He reports, "Deep inside the African Kalahari desert, grows an ugly cactus-like plant called the Hoodia. It thrives in extremely high temperatures, and takes years to mature. The San Bushmen of the Kalahari, one of the world's oldest and most primitive tribes, had been eating the Hoodia for thousands of years, to stave off hunger during long hunting trips" He explains how hoodia gordonii's P57 fools our brain into believing we are full even when we are not. He eats the plant and says it was bitter. He interviews Dr Petro Terblanche of CSIR, Dr Richard Dixey of Phytopharm, local bushmen. He describes how the bushmen were treated and their lifestyle. He also talks about fake hoodia products on the market trying to cash the media coverage that hoodia has got. He warns people from using such fake hoodia pills. To know more about BBC News Hoodia documentary visit <http://news.bbc.co.uk> Hoodia on 60 minutes Program Lesley Stahl, reporter of CNS news reports on Nov. 21, 2004 about Hoodia as an African plant that may help fight fat and questions whether this could be the Newest weapon in war on obesity. "60 minutes" team headed by reporter Lesley Stahl visits Kalahari Desert of South Africa with a local aboriginal Bushman to know about the plant named "Hoodia Gordonii" which is said have suppress appetite. She asks the bushman about the plant and its hunger controlling property. The bushman cuts a hoodia plant and removes its sharp spines. Lesley eats that and describes the taste as "a little cucumbery in texture, but not bad." Stahl says she had no after effects - no funny taste in her mouth, no queasy stomach, and no racing heart. And, she also had no desire to eat or drink the entire day. "I'd have to say it did work," says Stahl. To know more read "Hoodia 60 minutes report" at www.cbsnews.com Conclusion: When BBC News and 60 minutes program telecasted Hoodia Gordonii, there were no genuine Hoodia pills on the market. Then Hoodia was just being researched as a weight loss aid. Reporters from both the channels ate raw hoodia plants and experienced loss of appetite for a day. None of these channels are recommending or endorsing any brands of hoodia. But Hoodia pill selling websites are hiding the truth and are using the media coverage of the Hoodia Gordonii Plant to their advantage. Don't get fooled by such Hoodia scams. Read our exclusive [3 Minute Hoodia Report](#) to get shocked!

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