

YOUR HEALTH PROFESSOR



SPORTS NUTRITION

- To meet the demanding needs of intense physical activity
- Essential in replenishing vital nutrients lost during exercise
- From pre-training preparation to post-workout recovery
- Scientifically engineered protein and amino acid complexes
- Over 35 years experience producing quality supplements for life and sport

* This statement has not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.



Quality is
Affordable

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"It is a flame which sinks for lack of fuel..."
- Pierre Corneille

Athletes are one of the most unique breeds of life roaming the earth. On the surface, their traits are simple; sweat beaded foreheads, high-tech stop watches, chiseled physiques, running shoes, corporate endorsed attire, etc. But when you take just a moment to peer into what really makes an athlete an athlete, it's becomes easy to see what sets them apart.

From bikers to bodybuilders, sprinters to swimmers, athletes epitomize what it means to be *alive*. These modern day, physically motivated warriors thrive on personal achievement, lament the thought of failure and in the process, subject their bodies to immeasurable amounts of pain and exhaustion. But these aren't just traits to an athlete - they're prerequisites.

When you consider the enormous nutritional needs of the *average* busy adult, then and only then, can you begin to appreciate what the most physically active individuals require in order to succeed. And while these needs vary from sport to sport and lifestyle to lifestyle, there's simply no denying their never-ending need to fuel, refuel and repeat. So whether you're just starting out, or make it your life's work, here are a few ways to get the most out of your training.

Essential electrolytes

Every human being is at the mercy of their diet to provide them with a solid foundation of nutrients. This is especially true in the case of endurance athletes, bodybuilders and other adrenaline-seeking competitors. During intense physical training, the body calls upon its reserve of *electrolytes* such as potassium, magnesium, calcium and sodium to provide the spark needed for increased respiration, muscle contractions, nerve impulses and countless other functions.

A well-stocked cellular arsenal of these nutrients can ultimately lead to greater levels of sustained endurance, muscular strength and mental clarity. Deprivation, on the other hand, is an invitation for disaster. When the body is pushed to extremes, but unable to locate what it needs, it becomes prone to fatigue, cramping, nausea and headaches. Not to mention, last place. Products such as Carbo Gain and ZMA can provide a solid base of nutrients. (See reverse for detailed specifications).

Protein for optimal performance

Sending a frail, malnourished warrior into battle is the biological equivalent of trying to win the Daytona 500 on a set of roller-skates. Under no circumstances should this be attempted. Though popularized by bodybuilders, protein supplementation is imperative for athletes at every stage and skill set. Its role in muscular development still accounts for its unceasing popularity, though many users don't realize that protein has many other responsibilities.

As one of the body's key structural building-blocks, the amino acids in protein are actively involved in the repair and development of muscle fibers, hormone, antibodies and enzymes - each one vital to

the success of any hard working athlete. Over the past 10 years or so, the science of isolating and manufacturing protein supplements has advanced far beyond what anyone could have possibly predicted. Today's products are very pleasant tasting, highly bioavailable (easy to absorb), nutritionally optimized and available in a number of different flavors.

The edge

If you consider yourself a serious, competition-minded athlete, you already know how important the "edge" is when it comes to your success. Regardless of whether it's shaving a second off your personal best, squeezing out one more rep on the bench, or bumping up your batting average by just a tenth of a point, the difference between achieving first place and an honorable mention may be as simple as knowing what specialty nutrients can make it so.

Thanks to impressive advances in the science of sports nutrition, there are plenty to choose from these days. *Creatine monohydrate*, for example, helps foster the production of adenosine triphosphate (ATP), a mitochondrial chemical that makes it possible to store, produce and use energy for muscular contractions. Another, *branched chain amino acids* (BCAA), help increase protein synthesis by promoting anabolic balance by preventing the catabolism that typically occurs during intense training. *Pyruvate*, a unique pairing of calcium and pyruvic acid, helps facilitate the transfer of glucose from the bloodstream into muscles where it supports the production of metabolic energy.

When it comes to fueling your body with the nutrients and compounds it needs to perform at its pinnacle, quality takes top priority. Purchasing a line of supplements based on the allure of the label won't do a thing for your ability to improve, physically. In fact, it may end up costing you more than just *money* in the long run.

NOW Sports supplements are developed under the same demanding, science-based standards inherent to every NOW product, and guaranteed to be exceptional in potency, purity and quality. For a complete listing of products or for more information, please visit www.nowfoods.com.

