



SUPER PREMIUM SUPPLEMENTS
2010

FUEL ● TRAIN ● ACHIEVE

These statements have not been evaluated by the FDA. Always check with your physician before taking any nutritional supplement products or beginning an exercise program.

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The information included in this manual is intended for general reference purposes only. It is not intended to address specific medical or health conditions. The information included and statements made in this manual have not been evaluated or approved by the FDA. It is not a substitute for professional medical advice or a medical exam. Prior to taking nutritional supplements or participating in any nutrition or exercise program or activity, you should seek the advice of your physician or other qualified health professional. No health information included with this software should be used to diagnose, treat, cure or prevent any medical condition.

Supplements accomplish **two** things:

- First, they help in the **digestion** and **utilization** of foods, thus creating “**higher octane fuel**” for **your body**.
- Second, they **ensure** that all **nutritional gaps** are filled allowing your body to **efficiently** and **effectively burn fat, build lean muscle tissue** and fully **adapt** to **increased physical stress**.

OPTIMAL NUTRITION & SUPPLEMENTATION

A Single Focus

Here's the difference:

De-conditioned, inactive people interested only in growing hair, skin and nails probably meet their "low metabolism" needs through food alone. Or, at best, might consider an inexpensive daily multi-vitamin.

However, research has proven that as you become more physically active you will have much higher metabolic requirements. The amount and quality of your caloric intake, in conjunction with vitamin supplementation, is of utmost importance.

An analogy:

Imagine you're invited to drive up to a mountain lakeside cabin to spend the weekend. But then, a few days later you are asked to tow a boat up the mountain for everybody to use. You say "yes." But now, you start to think about the condition of your car. Do you have enough air in your tires? When did you last change your anti-freeze? What about the oil and transmission fluid? How much gas will your car burn and should you use a higher octane? These are valid thoughts because you are about to add physical stress to your vehicle.

The same holds true when you begin an exercise program. You increase physical stress on your body. And, when you increase physical stress on your body, fueling it (through proper nutrition) becomes a major consideration.

Supplements accomplish two things:

First, they help in the digestion and utilization of foods, thus creating "higher octane fuel" for your body. Second, they ensure that all nutritional gaps are filled allowing your body to efficiently and effectively burn fat, build lean muscle tissue and fully adapt to increased physical stress.





OUR ROOTS

In today's world of constant change in technology and biology — new is not always best.

— John E. Logsdon —

Master Formulator

John E. Logsdon (1924-1998) was the master formulator of this product line. Even after his passing, Logsdon's research, science and experimentation is recognized, today, as some of the most relevant, innovative and highly regarded works in the fields of biochemistry and sports nutrition.

During the 1960's, while mainstream medical experts, nutritionists and other life science professionals were developing "nutritional standards" for the general public, Logsdon was researching the nutritional needs for athletes and active lifestyle enthusiasts. He quickly discovered their metabolic requirements were quite different. Spearheading a 15-year project, he learned how, why and which various blends of nutrients were crucial to the pursuit of athletic performance, muscle gain, muscle recovery, efficient fat-loss and stamina. And, how various vitamins, minerals and other nutrients worked synergistically with foods in combination with increased physical stress and raised metabolism. In short, Logsdon not only proved the deficiencies of the typical RDA's (recommended daily allowances) but demonstrated the absolute necessity for "optimal nutrition" protocols when dealing with athletes and active lifestyle enthusiasts.

Finally, in the early 1970's, based on this research, Logsdon began to formulate a complete, synergistic line of nutritional products specifically designed for athletes and fitness enthusiasts. His formulations were, and are to this day, extraordinary.

All Natural Ingredients

First and foremost, these optimal nutrition formulas are all natural. This is important. There is substantial scientific evidence that vitamins derived from natural sources are more readily absorbed and assimilated by the human body — whereas vitamins derived from inorganic chemicals are usually combined with undesirable substances such as sugar, inorganic binders, preservatives and coal tars.

Second, each formula consists of "source-specific" raw ingredients from around the world. For example, Korean ginseng root is quite different than Siberian or Chinese ginseng. Again, the level of detail in the development of these formulations is significant.

Finally, each product requires its own set of manufacturing protocols including precision measurements, exacting temperature-controlled manufacturing processes and constant testing and analysis.

These proprietary formulas represent much of Logsdon's life work. As such, each product has been registered, patented and trademarked.

Of note:

- All daily multi-vitamin/mineral formulas contain Pancreatine 5X – one of the highest quality and most expensive digestive enzyme complexes available
- All multi-vitamin/mineral formulas contain a full complement of amino acids
- You'll also find an abundance of herbs and herbal complexes incorporated into the formulas to help enhance absorption and utilization of food in conjunction with the products
- All products are manufactured in temperature-controlled environments to ensure efficacy and bioavailability of natural ingredients
- All tablets use natural ingredients instead of varnishes or other harsh chemicals that serve as binding agents to hold it together or to make the product smell more acceptable

SUPPLEMENTS ARE NOT CREATED EQUAL

Natural Vs. Synthetic - High Quality Vs. High Volume

The confusing world of supplements

There are two types of nutritional supplement manufacturers — high-volume vs. high-quality. The most common (high-volume) is the “general consumer” or retail manufacturer. Here, the emphasis is on mass production, mass marketing, volume sales and profitability. These manufacturers use inferior, synthetic versions of vitamins, minerals and other nutrients in combination with high-volume heat producing processes that often result in products with almost no bio-availability whatsoever. (Some of these products actually pass through your entire digestive tract without breaking-down). However, upon reading a label you could easily make a mistake about the quality of these products. After all, a multi-vitamin is a multi-vitamin, right? Wrong. But, it’s more than just the ingredients. The manufacturing process is equally important.

Here’s an example:

If you compare the list of ingredients on a box of Betty Crocker and Duncan Hines brownies you’ll find they are almost exactly the same. However, bake one at 500 degrees for two hours and the other at 350 for 40 minutes... you end up with two very different brownies. You get the idea.

Super– Premium Supplements

There are only a few high-quality manufacturers. The increasing costs of quality, all natural ingredients, potent complex formulations and strict manufacturing protocols make these products nearly cost-prohibitive. Fortunately, most fitness professionals understand the differences and are willing to pay the higher costs associated with higher quality products. Hence the term “super-premium” is not just marketing hype. It’s an accurate description of what you can expect in terms of quality and cost.

The commitment continues

Today, this unique, patented product line is overseen and updated by noted experts including Ed Lieskovan, Pharm.D., MBA, Dir. Analytical Instrument Chemistry at OFNP, Inc.; William Register, Ph.D., N.D. Director of Technical Services at SporTelesis. Marketing and distribution is conducted exclusively through health and fitness professional.

“Certificates of Analysis” are required from all suppliers. Raw materials are re-tested at state-of-the-art laboratories. Actual manufacturing processes are performed at several facilities in Southern California (all with California Pharmaceutical Licenses) that manufacture under GMPs (Good Manufacturing Practices) and our own strict guidelines and manufacturing process protocols.

DAILY MULTI-VITAMIN & MINERAL FORMULA

Priority #1: A balanced multi-vitamin and mineral complex is your first step toward optimal health and performance.

This is our “flagship” super-premium multi-vitamin / mineral supplement. As one of the most sophisticated formulas available, it ensures adequate amounts of vitamins and minerals as well as a full complement of amino acids. It also integrates a digestive enzyme complex with a proprietary herbal blend to assist in uptake.

Digestive enzymes are a major consideration in the formulation and account for almost a third of the cost (which is why you don’t find them in most brands). As you increase metabolism you will naturally eat higher quality, whole foods. Digestive enzymes help your body to break down and more fully utilize those foods. The enzyme formula includes Amylase (carbohydrate digestion), Protease (protein digestion) and Lipase (fat digestion).

Compare: We invite you to compare this product to all other daily multi-vitamin / mineral products. From potency levels, complete amino acid profiles, digestive enzymes and ingestion protocol, there is no comparable multi-vitamin / mineral supplement.

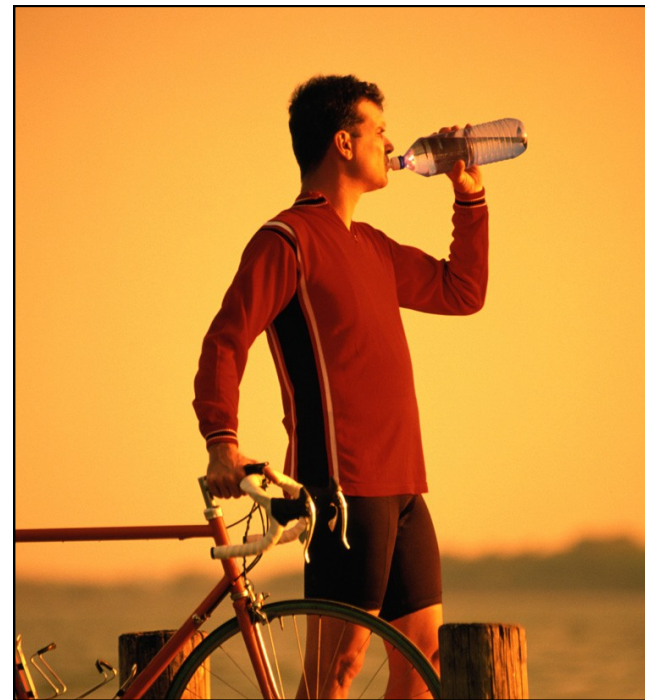
Multi-dosing is best: Numerous products tout the advantages of “time-release” or A.M. / P.M. type products. They are fine for the average de-conditioned, non-physical person. However, athletes, active lifestyle and fitness enthusiasts have much higher requirements and should consider multi-dosing throughout the day.

The digestion system operates similar to a conveyor belt. As food passes through, it picks and chooses whatever nutrients it needs at a given time. The more times per day you can supply a full range of nutrients, through foods and supplements, the more efficient and effective your body will become — functioning at a higher level.

- **For optimal results: Multi-dose throughout the day AFTER a meal or snack.**
- **Example: 1 after breakfast, 1 after lunch, 1 after mid day snack, 1 after dinner**
- **In-season athletes may wish to increase dosage—consult with coach or trainer**

SPECIFICATIONS:

Type:	Daily Multi-Vitamin Mineral
Quantity:	150 Tablets
Dosage:	4-6 daily – spread after meals and snacks
Servings:	30-40
Benefits:	Numerous physiological benefits including digestion, immune system support, increased muscle recovery, increased oxygenation and circulatory support



DAILY / FOUNDATION

INGREDIENTS PER FOUR (4) TABLETS

Vitamin A (50% as beta carotene and 50% as retinyl palmitate)	5,000 I.U .
Vitamin C (as ascorbic acid)	1,280 mg.
Vitamin D (as water dispersible)	640 I.U.
Vitamin E (as d-alpha tocopheryl)	320 IU
Vitamin B1 (as thiamin HCl)	40 mg.
Vitamin B2 (as riboflavin)	40 mg.
Niacin (as niacinamide)	80 mg.
Vitamin B6 (as pyridoxine HCl)	40 mg.
Folate (as folic acid)	240 mcg.
Vitamin B12 (as cyanocobalamin)	80 mcg.
Biotin	400 mcg.
Pantothenic Acid (as d-cal, pantothenate)	40 mg.
Calcium (as amino acid chelate)	400 mg.
Iron (as amino acid chelate)	8 mg.
Iodine (as Atlantic Kelp)	100 mcg.
Magnesium (as amino acid chelate)	400 mg.
Zinc (as amino acid chelate)	60 mg.
Selenium (as amino acid chelate)	67 mcg.
Copper (as amino acid chelate)	2.4 mg.
Manganese (as amino acid chelate)	10 mg.
Chromium (as amino acid chelate)	67 mcg.
Potassium (as amino acid chelate)	67 mg.

Inositol	80 mg .
Choline (as choline bitartrate)	80 mg.
PABA (as para amino benzoic acid)	40 mg.
Citrus Bioflavonoids	80 mg.
Natural Whole Papaya Powder	150 mg.
Natural Diatomaceous Colloid	100 mg.
Betain HCl	195 mg.
Pancreatin 5X Powder	150 mg.
Whey Protein Concentrate (75% Protein)	270 mg.
Synergistic Herbal Blend:	
Rose Hips	<i>Proprietary</i>
Green Pea	<i>Proprietary</i>
Chamomile Flower	<i>Proprietary</i>
Gotu Kola Herb	<i>Proprietary</i>
Korean Ginseng Root	<i>Proprietary</i>
Golden Seal Root	<i>Proprietary</i>
Sarsaparilla Root	<i>Proprietary</i>
Watercress Leaf	<i>Proprietary</i>
Kelp	<i>Proprietary</i>
Green Cabbage	<i>Proprietary</i>
Alfalfa Leaf	<i>Proprietary</i>
Papaya Fruit	<i>Proprietary</i>
Parsley Leaf	<i>Proprietary</i>

SUPER FITNESS PACKS

Priority #1 : This is an extraordinarily potent multi-vitamin and mineral complex formulated for competitive athletes and hardcore fitness enthusiasts

The **Super Fitness Pack** is a potent “no holds barred” formula specifically developed as a complete vitamin and mineral package for athletes and serious “hard core” fitness enthusiasts. This is an extraordinarily potent product. While the ingredients list is extensive, it’s important to note this is a “balanced” formulation. As John Logsdon used to point out, anyone can throw a “bunch of things in the pot.” The real craft in formulating such a product is in making it all work together, synergistically. And, then finding a way to maximize the body’s uptake of the formula.

Beyond the extensive vitamin and mineral content, the Super Fitness Pack also provides a complete profile of “balanced” amino acids including the three Branched Chain Amino Acids and Glutamine. Add to that the proprietary digestive enzyme complex containing amylase, protease, lipase and eight other special ingredients to maximize digestion and absorption.

The Super Fitness Pack also contains a super-premium, performance blend of concentrated herbal extracts and free radical scavenging antioxidants — important for all athletes.

It’s no wonder that the Super Fitness Pack is one of our “Best Sellers” among competitive athletes and serious fitness enthusiasts. By definition, these are people training six days a week and typically two or more hours per day as well as participating in their particular athletic competition. These also are people who maintain a well designed and disciplined nutrition plan.

Dosage: Typical dosage is one pack per day after a large breakfast or mid-morning snack.

In-season athletes: In season athletes may choose to take two packs per day. One after breakfast and another after mid-afternoon snack. Athletes and fitness enthusiasts should consult with trainers, coaches, physicians.

Caution: This product is formulated for adults and is not intended for children or teens.

SPECIFICATIONS:

Type:	Daily Multi-Vitamin Mineral
Quantity:	30 Packets
Dosage:	1 daily – 2 daily during intense training
Servings:	30
Benefits:	Numerous physiological benefits including digestion, immune system support, increased muscle recovery, increased oxygenation and circulatory support



Packet Breakdown:

One (1)	Reddish brown soft gel	Beta Carotene 25 M
One (1)	Large amber soft gel	Lecithin 19 grain
One (1)	Amber soft gel	Vitamin E-400 IU
One (1)	Yellow Tablet	Balanced B-50
Three (3)	Light Gray Tablets	Organic Mineral Complex
One (1)	Large Off-White Tablet	Amino Acid 1,500
One (1)	Off White with Specs Tablet	Vitamin C 1,000
One (1)	Light Gray Tablet	Quantazyme

“In-season” athletes often complement this product with the following:

- BCAA
- Endurance Plus
- Super Creatine
- Whey Protein
- Glucosamine
- Super Antioxidant

DAILY / FOUNDATION

Vitamin A (as beta carotene)	25,000 IU
Vitamin C (as ascorbic acid)	1,000 mg
Vitamin D (as cholecalciferol)	400 IU
Vitamin E (as d-alpha tocopheryl)	400 IU
Vitamin B1 (as thiamin mononitrate)	50 mg
Vitamin B2 (as riboflavin)	50 mg
Niacin (as niacinamide)	50 mg
Vitamin B6 (as pyridoxine HCl)	50 mg
Folate (as folic acid)	400 mcg
Vitamin B12 (as cyanocobalamin)	50 mcg
Biotin	50 mcg
Pantothenic Acid (as d-cal, pantothenate)	50 mg
Calcium (as cal carbonate, cal citrate, dicalcium phosphate)	400 mg
Iron (as amino acid chelate)	18 mg
Iodine (as Atlantic Kelp)	150 mcg
Magnesium (as citrate and amino acid chelate)	500 mg
Zinc (as amino acid chelate)	22.5 mg
Selenium (as amino acid chelate)	50 mcg
Copper (as amino acid chelate)	2.0 mg
Manganese (as amino acid chelate)	10 mg
Chromium (as chromium polynicotinate)	100 mcg
Potassium (as potassium citrate)	99 mg
Vanadium (as vanadium citrate)	2 mcg
Silica (as horsetail herb)	10 mg

INGREDIENTS—SUPER FITNESS PACKS

PABA (as para amino benzoic acid)	50 mg
Lecithin	1,200 mg
Choline (as choline bitartrate)	50 mg
Inositol	50 mg
Bioflavonoid Complex	150 mg
Lemon bioflavonoids, Rose Hips, Rutin and Hesperidin	
Glutamic Acid	125 mg
Betain HCl	125 mg
Citric Acid	25 mg
Fructooligosaccharides (vegetable)	50 mg
Acidophilus lactobacillus (live cultures)	50 million cfu
Special Digestive Enzyme Complex	284 mg
Papain (as papaya extract)	800,000 USP Units
Bromelain (as pineapple extract)	900,000 USP Units
Amaylase (as fungal analog)	12,500 USP Units
Protease (as fungal analog)	12,500 USP Units
Lipase (as fungal analog)	1,000 USP Units
Cellulase (Aspergillus niger)	200 C1-ase Units
Sucrase (Saccharomyces cerevaci)	20 FCC Units
Lactase (Aspergillus oryzae)	20 LAC Units
Diatase (Aspergillus oryzae)	50 SKB Units
Maltase (Saccharomyces cerevaci)	10 DP Units
Peptidase (Serratia sp. t-1)	250 USP Units

Amino Acid Complex—Typical Assay*

L-Alanine	45 mg
L-Arginine	25 mg
L-Aspartic Acid	107 mg
L-Cysteine	23 mg
L-Glutamic Acid	169 mg
L-Glycine	18 mg
L-Histadine	19 mg
L-Isoleucine	60 mg
L-Leucine	107 mg
L-Lysine	89 mg
L-Methionine	21 mg
L-Phenylalanine	31 mg
L-Proline	57 mg
L-Serine	49 mg
L-Threonine	64 mg
L-Tryptophan	12 mg
L-Tyrosine	29 mg
L-Valine	58 mg

* Derived from natural whey. Profile may vary from batch to batch

Synergistic Herbal Complex: Alfalfa Leaf, Rice Bran Parsley Leaf, Green Barley Leaf, Ginger Leaf, Peppermint Leaf, Watercress Leaf, Spirulina, Chlorella (broken cell) and Apple Pectin.

FOR WOMEN ONLY

Priority #1 : Specially formulated for women. Contains balanced multi-vitamin and mineral complex for optimal health and performance.

For Women Only is a complete vitamin-mineral combination that enhances good nutrition, exercise and proper rest. It has been specially formulated for women. It also is an excellent formulation for the adult premenopausal woman as it helps in coping with the tensions and stresses of everyday living. The emphasis is on vitamin C, B-6, and the minerals magnesium and zinc. The fat-soluble vitamins A, D and E are present in water-disperse form. This form increases absorption and decreases the side effect of oily skin, which occurs occasionally with the oily form of these vitamins.

The water-soluble vitamin C and B-complex are prepared in a sustained-release form so that absorption is gradual and the benefits are felt over the entire day. Digestive enzymes are also present to help the breakdown of fats, protein and carbohydrates, and to assist in absorption of vitamins and minerals as well.

Reduces Cramps:

The relatively high amount of vitamin B-6, (300 mg.) in For Women Only, helps alleviate annoying premenstrual symptoms including: nervous tension, irritability, breast tenderness and congestion, weight gain and bloating due to water and salt retention, craving for sweets, increased appetite, loss of energy, and the inability to cope and perform. Furthermore, For Women Only also effectively corrects the nutritional imbalance caused by the use of hormonal contraceptive pills. Magnesium, B-6 and zinc help regulate the menstrual cycle and reduce cramps.

Controls Oily Skin:

For Women Only contains vitamin C, which through its anti-histamine effect, reduces the allergic reactions some women exhibit. The mineral calcium is not over-emphasized in For Women Only because of its interference with magnesium absorption. However, since vitamin D helps increase the intestinal absorption of calcium, it has been included. The dosage of vitamin A, found in For Women Only, (12,500 I.U.) is below the smallest dose (40,000 I.U.) required to produce toxicity in some women when taken contiguously over 6 -8 years. However, it is recommended that no other vitamin A supplements be taken. Vitamin A, zinc and B-6 have been shown to help control oily skin and acne.

SPECIFICATIONS:

Type:	Daily Multi-Vitamin Mineral
Quantity:	30 Packets
Dosage:	3-5 daily – spread after meals and snacks
Servings:	30
Benefits:	Specially formulated for Women. Numerous physiological benefits including digestion, immune system support, increased muscle recovery, increased oxygenation and circulatory support



To enhance fat-loss, this formula is often taken in conjunction with::

- Lipotropic Plus
- Super L-Carnitine
- ChromeMate
- Metabolic Optimizer

DAILY / FOUNDATION

INGREDIENTS (PER PACKET — 5 YELLOW TABLETS)

Vitamin A (retinyl palmitate)	12,500 I.U.
Vitamin D (as ergocalciferol)	100 IU
Vitamin E (as d-alpha tocopheryl succinate)	100 IU
Vitamin C (as ascorbic acid)	1,500 mg.
Vitamin B1 (thiamine HCl)	25 mg.
Vitamin B2 (riboflavin)	25 mg.
Niacin (as Niacinamide)	25 mg.
Vitamin B6 (as pyridoxine HCl)	300 mg.
Folate (as folic acid)	400 mcg.
Vitamin B12 (cyanocobalamin)	60 mg.
Biotin	60 mg.
Pantothenic Acid (as d-cal. pantothenate)	25 mg.
Choline Bitartrate	313 mg
Inositol	25 mg.
Para Amino Benzoic Acid	25 mg.
Vitamin C (ascorbic acid)	25 mg.
Natural Selected Rose Hips	500 mg.
Bioflavonoid Complex (lemon)	250 mg.
Rutin (buckwheat)	25 mg.

Calcium (amino acid chelate)	125 mg.
Magnesium (amino acid chelate)	400 mg.
Iodine (Atlantic Kelp)	150 mcg.
Copper (amino acid chelate)	500 mcg.
Zinc (amino acid chelate)	25 mg.
Manganese	10 mg.
Iron (amino acid chelate)	18 mg.
Potassium (proteate)	50 mg.
Selenium (amino acid chelate)	100 mcg.
Chromium (as chromium polynicotinate)	100 mcg.

Enzyme Compounds

Amylase	25,000 NF Units
Protease	7,500 NF Units
Lipase	800 NF Units
Pancreatine 5X	75 mg.
Natural Whole Papaya	75 mg.
Natural Diatonaciaous Absorptive Colloid	75 mg.
Betain HCl	195 mg.

LIPOTROPIC PLUS **100% All Natural**
Fat-Loss Protocol – 1: *Efficient lipid emulsification and transport*

Lipotropic Plus is scientifically-engineered to assist in the breakdown, distribution and burning (oxidation) of fatty acids. During exercise (particularly cardiovascular) fatty acids are released from adipose tissue and are transported through the blood to the working muscles where they are utilized for energy. The active ingredients actually accelerate the fat-burning process by breaking down fat cells into smaller particles (emulsification) to be used for fuel during exercise. This breakdown or *emulsification* of fat cells into smaller particles is similar to how soap breaks down grease on dishes.

Here’s a simple descriptive visual: Open a can of vegetable soup. Floating on the top are big fat globules and little fat globules. Imagine they are your body-fat traveling through the bloodstream to your muscle tissue where they will eventually be burned as fuel. The smaller fat globules will get there more quickly as they travel more freely through the blood stream. That is the role of Lipotropic Plus — to help fat travel more freely to its final destination.

Lipotropic Plus also increases levels of energy and stamina during exercise while providing resistance to fatigue.

Contains No Ephedrine, No Stimulants. **100% All Natural**

Active Ingredients

L-Carnitine:	300 mg
Choline (Bitartrate)	250 mg
Trimethylglycine	500 mg
L-Methionine	100mg
L-Glycine	500 mg
Pyridoxal 5 Alpha Ketoglutarate	10 mg

To enhance fat-loss, this formula can be taken in conjunction with:

- Daily Multi-Vitamin/Mineral Formula
- For Women Only
- Super L-Carnitine
- ChromeMate

SPECIFICATIONS:

Type:	Fat-Loss / Program Specific—Protocol #1
Quantity:	90 caplets
Dosage:	1 caplet per 25 lbs: split 1/2 pre and 1/2 post workout.
Servings:	20-40 variable
Benefits:	Assists in breakdown, distribution and oxidation of fatty acids. Helps accelerate fat-loss process. Can increase energy, stamina and reduce fatigue



FAT-LOSS

CHROMEMATE (Chromium Polynicotinate)

Fat-Loss Protocol – 2

Chromium helps insulin metabolize fat, turn protein into muscle and convert sugar into energy. ChromeMate®, a unique form of niacin-bound chromium, is designed to optimize energy output. It accomplishes this by increasing the amount of glucose available for energy production nearly twenty-fold. It also is the “master” nutrient for controlling blood sugar, which in turn, curbs sugar cravings.

Chromium deficiency can be caused by exercise (up to five times the normal rate), consumption of sugars and refined carbohydrates. Since most credible fat-loss programs include aerobic activity, ChromeMate supplementation is essential in order to recover chromium loss. Also, because it supports the conversion of food to energy and promotes metabolism.

Significant findings were reported by researchers at the University of Texas, who looked at the effect of chromium supplementation and exercise training on obese women. The study examined chromium supplementation, with or without exercise training, on 43 women. Researchers examined both chromium picolinate and chromium polynicotinate. They concluded that “exercise training combined with chromium polynicotinate supplementation resulted in significant weight loss and lowered the insulin response to an oral glucose load.”

In addition to its ability to regulate blood sugar/insulin levels, chromium is also linked to cardiovascular wellness. Various studies have shown its ability to reduce hypertension and to lower cholesterol. In 1993, researchers at Auburn University showed that supplementation with 200 mcg of chromium (as ChromeMate) significantly lowered moderate levels of cholesterol by an average of 14% and improved total cholesterol HDL (“good”) cholesterol ratios by 7% in male athletes.

In a more recent study, researchers at Georgetown University Medical Center showed that a combination of ChromeMate and grape seed extract significantly lowered both total cholesterol levels and LDL (“bad”) cholesterol levels by 16.5% and 20%, respectively, in people with elevated blood cholesterol levels.

Chromium levels are known to decrease with age and chromium-rich foods such as organ meats and wheat germ are often NOT included in many Americans' diets. This may have an influence on possible chromium deficiency.

SPECIFICATIONS:

Type:	Fat-Loss — Protocol #2
Quantity:	100 Capsules
Dosage:	1-2 capsules per day
Servings:	20-40 variable
Benefits:	Helps insulin metabolize fat, increases glucose for energy and curb sugar cravings. Can also help decrease LDL cholesterol.

To enhance fat-loss, this formula can be taken in conjunction with:

- Daily Multi-Vitamin
- For Women Only
- Super L-Carnitine
- Lipotropic Plus
- Metabolic Optimizer

Active Ingredients:

Chromium (as chromium polynicotinate)	200 mcg.
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There are two forms of chromium. The inexpensive stuff called picolinate and a high-quality niacin-bound form known as polynicotinate. Again, the difference is quality.

ChromeMate's patented oxygen-coordinated, chromium-niacin complex is the most potent of all - over 18 times more potent than any other form of niacin-bound chromium. ChromeMate is absorbed and retained by the body 300% more than picolinate.

SUPER L-CARNITINE

Fat-Loss Protocol – 3 For enhanced fat-loss programming

Super L-Carnitine is essential for fat burning. I.B. Fritz and K.T.N. Yue, physiologists from the University of Michigan, discovered that Carnitine actually accelerates the fat-burning process in the liver and muscles. Without it, fat is unable to penetrate the walls of the mitochondria of the muscle cells. Carnitine is the shuttle that carries fat into your body's furnaces (muscles) to be burned for energy. Super L-Carnitine increases the rate of fat utilization for fuel.

Unfortunately, the richest natural sources of Carnitine are meats such as sheep, lamb and beef — which are also high in calories and saturated fats. Plus they'd have to be eaten in excessive quantities to supply sufficient amounts of Carnitine. One serving of Super L-Carnitine is equal to one and one half pounds of beef without the calories and fat.

Here's a simple analogy to demonstrate how Super L-Carnitine works. Imagine your blood stream is a river. Your body-fat cells are little people in boats floating down the river to reach their final destination: The Muscle Hotel, (muscle tissue-where fat will be burned as fuel for energy). But, when they arrive, they find the door too heavy to open. Super L-Carnitine is the doorman to the Muscle Hotel. It allows your body-fat to more easily enter (permeate) your muscle tissue to be burned as fuel energy.

The primary function of Carnitine is to facilitate the transport of fatty acids from the cell's cytoplasm across the mitochondria membrane to the interior of the mitochondria where oxidation occurs (fat-burning process). Without carnitine as a carrier, the fatty acids are unable to penetrate the membrane of the mitochondria. This will result in a decreased rate of fat utilization and energy. L-Carnitine also helps to remove by-products of fatty acid metabolism and other toxic compounds from within the cells.

Active Ingredients per Tablespoon 15cc

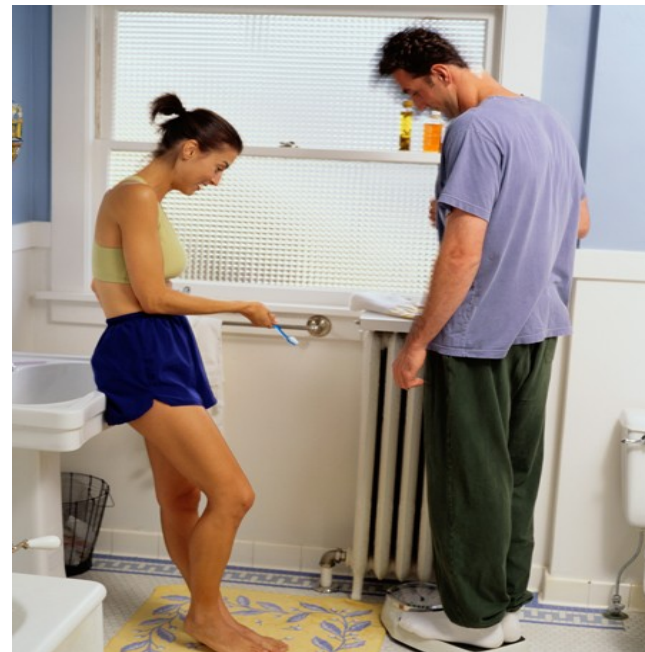
L-Carnitine	500 mg
Pyridoxine HCl	5 mg
Chromium Polynicotinate	50 mcg

This product can be taken in conjunction with:

- Daily Multi-Vitamin Formula
- For Women Only
- Lipotropic Plus
- Metabolic Optimizer
- ChromeMate

SPECIFICATIONS:

Type:	Fat-Loss — Program Specific - Protocol #3
Quantity:	16 Fluid Ounces
Dosage:	1 tblspn per 100lbs split pre/post workout
Servings:	20-30 variable
Benefits:	Supports all fat-loss programs. Helps fat penetrate wall of mitochondria in muscle cells. Can offset fatigue. New research showing VO2 max increases.



Super Fat Loss Combo:
Super L-Carnitine, Lipotropic Plus and ChromeMate

METABOLIC OPTIMIZER

Dual Purpose for Performance and Fat-Loss

Metabolic Optimizer is one of the most precisely formulated and best nutritional delivery systems ever created. Here's why we say this.

If you're enrolled in a credible weight-management program (one that includes exercise), you know by now that it's often difficult to consume enough high-quality, low-fat calories. Metabolic Optimizer allows you to consume enough calories to meet your metabolic requirements. If you're concerned about athletic performance, you absolutely must consume enough calories to recover and rebuild.

Best of all, Metabolic Optimizer mixes easily and tastes terrific — not gritty or chalky-tasting. It is a perfect balance of branched chain amino acids, high-energy carbohydrates, medium chain triglycerides, a super-high potency vitamin core, Pyridoxine Alpha-Ketoglutarate, special mineral complexes, electrolytes and antioxidants. It is specially flavored (Dutch Cocoa and Vanilla Crème) and sweetened with Sucralose.

Each serving (33.75 grams) provides a concentrated eight (8) grams of the highest quality peptide bonded amino acids available and 20 grams of carbohydrate. These essential and non-essential amino acids are derived from milk protein sources including whey solids, calcium caseinate, sodium caseinate, lactalbumin and egg albumin, some of nature's highest protein efficiency ration (P.E.R.) sources. These specially processed nutrients provide alternative energy sources which help to minimize the breakdown of muscle tissue protein. This complete formula also contains Pyridoxine Alpha-Ketoglutarate, important coenzyme forms of the B-complex, vitamins, and a full complement of high-potency vitamin, special mineral complex, electrolytes, essential fatty acids, antioxidants, and other critical peak performance nutrients.

One Serving with 6-8 oz. of water

Calories	130
Protein	8.0 gm
Carbohydrate	20.0 gm
Fat (MCTs)	2.5 gm
Cholesterol	0 mg/gm
Sodium	160 mg
Potassium	380 mg

This product is often taken in conjunction with:

- Daily Multi-Vitamin Formula or
- For Women Only
- Lipotropic plus
- ChromeMate

SPECIFICATIONS:

Type:	Dual Purpose — Fat-Loss / Performance
Quantity:	20 Ounces Powder
Dosage:	1 Scoop (33.75 gm)
Servings:	33
Benefits:	Dual purpose. Supports all fat-loss and sports performance programs. Super high-quality calories in an easy-to-mix, great tasting drink.

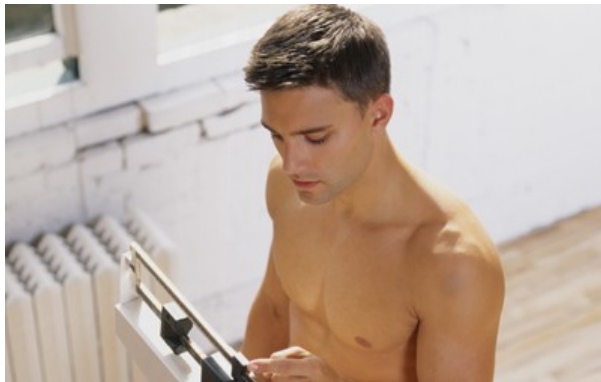


MUSCLE GAIN / TONE

BCAA

Branched Chain Amino Acids (BCAA's) play an integral part in the muscle building process and are essential for energy production.

BCAA's are different from amino acids in that they are metabolized in the muscle, not the liver. As a result, weight training dramatically increases BCAA uptake, creating a higher demand for them. Since Branched Chain Amino Acids (Leucine, Valine and Isoleucine) are essential amino acids which cannot be made within the body, they must be supplied through foods and / or supplementation.



If you're working out hard to gain lean muscle tissue, then, the Branched Chain Amino Acid Formula may be right for you.

This state-of-the-art formula plays a principle role in muscle recovery, muscle growth and energy maintenance.

It accomplishes this by precisely balancing the 3 branched chain aminos, L-Leucine, L-Isoleucine and L-Valine along with a supporting amino acid complex.

It also contains the highest grade chromium (polynicotinate) and vitamin B-6 to further enhance uptake.

Its precise formulation is based on studies conducted by the National Academy of Science. Each BCAA tablet contains 600 mg of isolated free form and peptide bonded Branched Chain Amino Acids.

This product is often taken in conjunction with:

- Daily Multi-Vitamin Formula or
- Endurance Plus
- ChromeMate
- Whey Protein
- Super Creatine
- Antioxidant

Please read label for appropriate dosage and timing of all products.

SPECIFICATIONS:

Type:	Muscle Gain / Tone
Quantity:	90 Tablets
Dosage:	1 tab per 25 lbs. (split pre and post)
Servings:	Variable 15-30 days
Benefits:	Muscle gain, muscle recovery, energy maintenance.

BCAA	Per 5 tabs	Per 10 tabs
L-Isoleucine	750 mg	1,500 mg
L-Leucine	1,500 mg	3,000 mg
L-Valine	750 mg	1,500 mg
Vitamin B6	25 mg	50 mg

Chromium Polynicotinate	50 mcg	100 mcg
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Typical Amino Acid Profile	Per 5 Tabs	Per 10 Tabs
L-Alanine	210 mg.	420 mg.
L-Arginine	117 mg.	134 mg.
L-Histidine	87 mg.	174 mg.
L-Cystine	105 mg.	210 mg.
L-Tryptophan	54 mg.	108 mg.
L-Proline	263 mg.	526 mg.
L-Serine	226 mg.	452 mg.
L-Theronine	296 mg.	592 mg.
L-Tyrosine	133 mg.	266 mg.
L-Glycine	82 mg.	164 mg.
L-Methionine	97 mg.	194 mg.
L-Aspartic Acid	495 mg.	990 mg.
L-Glutamic Acid	783 mg.	1566 mg.
L-Phenylalanine	144 mg.	288 mg.

MUSCLE GAIN / TONE

Glutamine - Ultra Pure

Glutamine is the most common amino acid found in your muscles - approximately 61% of skeletal muscle is Glutamine. Glutamine consists of 19% nitrogen, making it the primary transporter of nitrogen into your muscle cells.

During intense training, Glutamine levels are greatly depleted in your body. This depletion decreases strength, stamina and recovery. It could take several days for Glutamine levels to return to normal.

Glutamine also plays a key role in protein synthesis. Studies have shown that L-Glutamine supplementation can minimize breakdown of muscle and improve protein metabolism.

Clinical studies reveal that Glutamine supplementation can help support recovery after intense training by promoting energy replenishment, maintaining a healthy immune system and by maximizing your body's buffering capacity against lactic acid build-up.

Glutamine and Training

Glutamine plays key roles in protein metabolism, cell volumizing, and anti-catabolism. Glutamine also increases your ability to secrete Human Growth Hormone, which helps metabolize body-fat and support new muscle growth. Glutamine's anti-catabolism ability prevents the breakdown of your muscles. This is especially useful for people 'cutting down'. Especially during "off-season" when you may be trying to get rid of excess body-fat without losing any muscle.

Because Glutamine levels deplete during workouts, bodybuilders are more susceptible to illnesses - this is why L-Glutamine supplementation is so important, not necessarily to gain more muscle, but for the 'maintenance' effects of L-Glutamine. L-Glutamine supplementation promotes a positive nitrogen balance and prevents the loss of muscle. Recent studies have shown that taking just 2 grams of L-Glutamine can increase growth hormone levels by 400%.

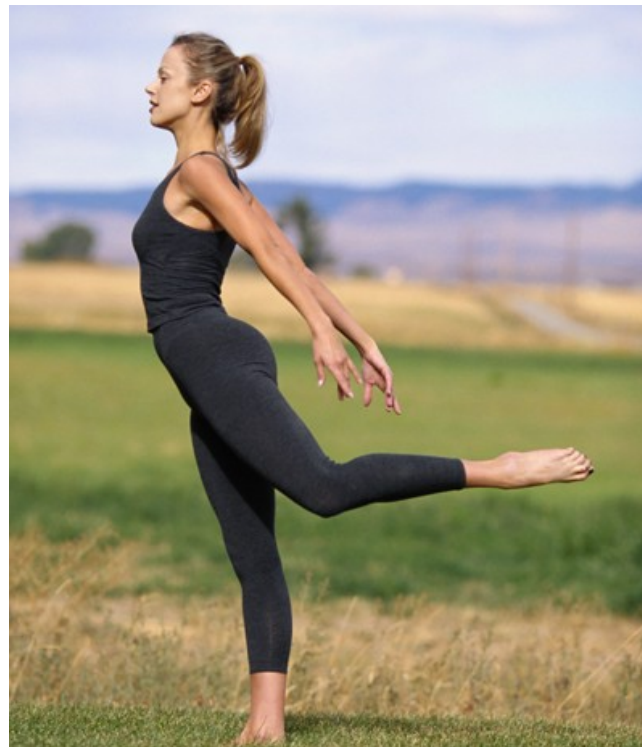
Optimal intake times for L-Glutamine Powder is in the morning, after a workout, and at night before bed time.

Glutamine also passes freely across the blood-brain barrier. Once in the brain, it's converted to glutamic acid and increases the concentration of GABA (gamma-aminobutyric acid). Both glutamic acid and GABA are **essential** for proper **mental function**.

For athletes, optimal timing for L-Glutamine Powder is one-half dose before workouts and half directly after. Some trainers also recommend taking a small dose (5 grams) at night before bed time allowing for recovery.

SPECIFICATIONS:

Type:	Muscle Gain / Tone
Quantity:	300 grams
Dosage:	1 Heaping teaspoon (5 gm)
Servings:	60
Benefits:	Muscle gain, muscle recovery, energy maintenance.



MUSCLE GAIN / TONE

PURE WHEY PROTEIN (cold temp. / micro filtered)

Admittedly, there are less expensive protein powders on the market -- and all over the web. They are, however, usually inferior — from raw ingredients to the manufacturing process. We make no apologies for our unwillingness to compromise.

This is a super high-quality optimal protein scientifically engineered for serious fitness enthusiasts and competitive athletes.

This Whey Protein Formula starts with a proprietary blend of pure, premium quality, partially pre-digested (hydrolyzed) and micro-filtered whey protein isolate and concentrate. These superior proteins have been carefully processed through a series of refined, ultra-sensitive filtration procedures. The formula calls for a low-temperature process in order to maintain and provide a full spectrum of **intact bioactive peptides** (beta-lactoglobulin, alpha-lactalbumin, glycomacropeptides, immunoglobulins, bovine serum and lactoferrin) to help promote maximum lean muscle development and retention.

To further enhance the product, superior flavorings such as Dutch Cocoa Chocolate and Vanilla Crème were specially blended and incorporated with a state-of-the-art sweetener Sucralose (as opposed to Aspartame or Acesulfame K). Nothing was spared in the development of this formula. It is nothing short of *extraordinary*.

One Serving with water

Calories	130
Protein	22.0 g
Carbohydrate	5.0 g
Fat (MCTs)	1.5 g
Cholesterol	40 mg
Sodium	40 mg
Potassium	200 mg

This product is often taken in conjunction with:

- Daily Multi-Vitamin Formula
- Endurance Plus
- ChromeMate
- Super Creatine
- Antioxidant

Please read label for appropriate dosage and timing of all products.

INGREDIENTS: Partially predigested [hydrolyzed] and microfiltered Whey Protein Concentrate and Whey Protein Isolate [providing di-, tri-, oligo-, and poly-peptides (short, medium and longer chains of peptide bonded amino acids) and bioactive fractions 45-52% beta-lactoglobulin, 18-22% alpha-lactalbumin, 15-20% glycomacropeptides, 5-7% immunoglobulins and bovine serum albumin, 1% lactoferrin and other naturally occurring whey fractions, Dutch Processed Cocoa, Natural Cellulose Fiber, Natural and Artificial Flavors, Xanthan Gum and Sucralose.

SPECIFICATIONS:

Type:	Muscle Gain / Tone
Quantity:	2.0 lbs.
Dosage:	1 scoop in water, milk, other beverage
Servings:	28 per container
Benefits:	Promotes lean muscle mass development— Provides 22 gms. Per serving



Protein

Nutritional products that contain protein (e.g., amino acid tabs, protein powders, BCAA's, etc.) are probably the most misunderstood of all nutritional supplements.

People supplement their nutritional programs with protein for a variety of reasons. Heart patients are often urged by their doctors to use protein supplementation as a source of low fat, life-sustaining protein. Individuals interested in weight/fat-loss can also benefit from the low-calorie, high nutritional value of protein supplements. Additionally, underweight men, women, and children can benefit from the use of calorie dense protein drink mixes.

Since protein supplements are easily digested and absorbed in the intestine, they rate as one of the most **effective** and **expedient** methods of supplying anabolic substrates for **immediate availability** to the body tissues.

Two Classifications of Protein

Dietary protein is basically divided into two classifications: **Complete protein** sources, commonly referred to as **Class I Proteins**, include all animal proteins (e.g., beef, chicken, fish, etc.) and dairy products (e.g., eggs, milk, cheese, etc.). Class I Protein sources provide all of the essential and nonessential amino acids necessary for proper tissue growth and metabolism. Additionally, Class I Protein sources have been found to have a high level of nitrogen retention or biological value (BV) in the body.

Class II Protein sources include vegetables, nuts, grains, seeds, and legumes. When combined correctly, these foods offer a complete source of protein. **Class II Protein** sources, however, are typically lower in biological value (B.V.), net protein utilization (N.P.U.), and protein efficiency rate (P.E.R.). These values are developed and determined by nutritionists to measure the protein quality of various foods based upon their amino acid composition.

Biological Value (B.V.): The percentage of absorbed nitrogen retained in the body.

Net Protein Utilization (N.P.U.): Includes the biological value and the degree of the food protein's digestibility.

Protein Efficiency Ratio (P.E.R.): This is based on the weight gain of a growing test animal divided by its protein intake over a study period of about 10 days. The U.S. Recommended Daily Allowance of Class I Protein for a 150 pound male is 45 grams per day. If the same 150 pound male obtained his protein from Class II Protein sources exclusively, his daily protein requirement for Class II protein sources would be 65 grams per day.

Several protein drink mixes available today are primarily comprised of carbohydrates and contain only 20 percent of Class II protein. When these protein drink mixes are combined with the amount of milk suggested in the mixing instructions, the percentage and quality of the protein increases greatly. This process allows the protein manufacturers to deceptively label these products.

All protein drink mixes and amino acid formulas listed in this catalog are derived from **Class I Protein** sources.

Always keep in mind that in order for a protein's amino acids to be available for the body's cells, the protein must be fully digested. The greater the volume of protein consumed and the lower its N.P.U., the more energy the body will require to properly digest it, thus the longer it will take for the amino acids to become available to the body tissues. Generally when food is digested, it takes approximately four to five hours for the nutrients to leave the small intestine and move to the target areas (i.e., amino pools, body tissues, etc.) where the amino acids are most needed. With a high quality anabolic drink mix, however, this process should only require one hour.

MUSCLE GAIN / TONE

SUPER CREATINE WITH PROPRIETARY GLYCEMAX

No other supplement in recent history has been more researched and scrutinized than creatine. Today, there is little debate among fitness enthusiasts and athletes — creatine helps to increase size and strength.

This Super Creatine formula is the next generation of a more sophisticated formula. It combines an ultrapure form of creatine monohydrate called PhosMylene with a proprietary high glycemic complex called GlyceMax.

An insulin dependent process mediates creatine uptake in the muscle tissue. To address this issue, Super Creatine's special proprietary high glycemic base (containing an optimal blend of simple sugars) stimulates the release of insulin, thus, providing superior absorption and uptake of Creatine. Super Creatine also contains Chromium Polynicotinate and Vanadyl Sulfate to optimize the insulin response at the cellular level.

Serving size: 1 scoop (50 grams) or 4 heaping tablespoons contain:

Calories	160
Carbohydrates (GlyceMax)	38.0 gm
Creatine Monohydrate	7.5 gm
L-Taurine	2.0 gm
L-Glutamine	0.5 gm
Sodium	50 mg
Protein	2.0 gm
Phosphorus	20 mg
Magnesium	20 mg
Chromium polynicotinate	20 mcg
Potassium	20 mg
Vanadyl Sulfate	1 mg

When used as directed, Super Creatine can help maximize intercellular levels of high energy Creatine Phosphate to provide for rapid and optimal ATP resynthesis. The rapid recycling of high energy ATP (Adenosine Triphosphate) from energy depleted ADP (Adenosine Diphosphate) allows for more intense, powerful and explosive muscle contractions and more rapid and complete recovery between movements.

SPECIFICATIONS:

Type:	Muscle Gain / Tone
Quantity:	2.2 lbs.
Dosage:	1 scoop (4 heaping tablespoons) in 12-16 oz water (see cycling)
Servings:	20 per container
Benefits:	Increased energy and strength during workouts through ATP replenishment—reduced lactic acid and rapid weight-gain



What is Cycling?

In the sports supplements world “cycling” is a regimen where you use a supplement for a while, then stop, then go back to using it. You go through a “cycle” of use. The concept (which started with steroid use) implies that if you give your body a constant source of a substance - it may eventually get lazy and stop making the substance. There is no clinical proof that this is the case with supplements. Nonetheless, most athletes cycle creatine supplementation. There are several different cycling protocols depending on activity, sports season, nutrition, etc. Check with your coach, trainer or physician.

What is Loading?

The purpose of creatine loading is to get creatine into your system as quickly as possible. This will help your body adapt faster than would be possible without loading. The idea of using more creatine in the initial phase may make sense for some athletes. However, this does not mean “more is better.” To determine if creatine loading is appropriate for you, try to load it once, and not load it during a second cycle. Then, track your results (this is where a daily journal would be helpful). If the results are comparable, then it is likely that creatine loading is not working for you.

If loading is part of your strategy, then, a "creatine cycle" will consist of both a loading phase and a maintenance phase. (see side bar)

The Debate Continues

Recently, there has been much debate over the benefits of a loading phase when initially supplementing with creatine. It is an important question and continues to be discussed and researched in both the athletic and scientific community.

To date, there is no clear scientific evidence that creatine loading is necessary to make the same gains as without. The general consensus is that creatine loading will help most people gain muscle mass and strength quickly at the initial phase. However, if a person plans to use creatine for a period of 12 weeks or more, he or she will experience the same overall gains at the end of that particular period. So the issue of loading is a personal decision based on individual goals and conditioning strategies.

Advanced Formula Considerations

1. Muscle sparing L-Taurine and L-Glutamine are added to help promote and optimize lean muscle mass development during intense workouts.
2. Chromium Polynicotinate and Vanadyl Sulfate also are added to help optimize the uptake of Super Creatine and to support the development of lean muscle mass.
3. The added sodium enhances the rapid and complete absorption of Super Creatine.
4. Also added is an appropriate blend of phosphate substrates including: Magnesium Phosphate, Potassium Phosphate, Sodium Phosphate, Magnesium Glycerolphosphate and Sodium Glycerolphosphate, to promote oxidative phosphorylation, critical to the endogenous formation of ATP.
5. If you choose to embark on a loading phase take (1) scoop (50 grams) of Super Creatine (2-3) times daily. Loading phase may last (1-2) weeks. A maintenance phase typically requires (1-2) scoops daily and dose should be taken before and after intense training. When mixed into 12-16 oz. of water, Super Creatine provides optimal Creatine supplementation in a delicious citrus flavored drink. Super Creatine requirements vary and dose should be individualized for optimal results. G.I. Flora Balancing FOS and Acidophilus Cultures helps maintain G.I. health for optimal digestion, absorption, assimilation of critical nutrients.

PERFORMANCE

ENDURANCE PLUS

Endurance Plus is for athletes and fitness professionals who are in competition training (4 to 6 days a week). This formula is a sophisticated, non-steroidal complex of the most effective anabolic stimulants and energy enhancers available in supplement form. It contains an extraordinary combination of pharmaceutical grade (crystalline) free-form amino acids, energizing herbs and performance boosting nutrients. These ingredients work synergistically to enhance the body's own natural secretion of growth hormone and support the development of muscle tissue.

Physiologically, Endurance Plus helps to increase secretion of growth hormone, accelerate muscle mass development, optimize cellular amino acid uptake and utilization, increase fat metabolism. It's ability to reduce accumulation of lactic and pyruvic acid and increase energy and stamina is especially important to the long distance runner, cyclist and skier.

When used as recommended **Endurance Plus** can help accelerate muscle growth and development by affecting the following physiological processes:

Increased secretion of growth hormone is stimulated by Glutamine and OKG (Ornithine Alpha-Ketoglutarate). Ornithine and Arginine also stimulate the pituitary gland to produce more growth hormone.

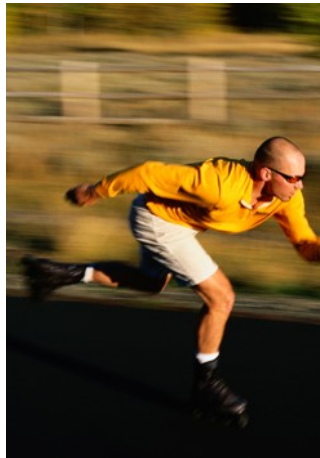
Accelerate muscle mass and development with Glutamine and Taurine, the most abundant free amino acids in muscle tissue. Glutamine alone comprises over 50% of the free form amino acids in muscle tissue.

Optimize cellular amino acids uptake & utilization (muscle growth) with chromium. Chromium also works synergistically with insulin to help cells maximize the uptake & utilization of carbohydrates and fat for energy.

Increase fat metabolism with Taurine, OKG and N,N-Dimethylglycine. Endurance Plus also enhances the release of growth hormone which in-turn, accelerates the metabolism (burning) of fats.

Reduce the accumulation of lactic & pyruvic acid with PAK, which helps to minimize the muscle-fatiguing effects of strenuous exercise & training.

Increase energy and stamina by providing the body with energizing herbs including: Guarana Seed, Kola Nut, Korean and Siberian Ginseng Root, Cayenne Pepper and Suma Root.



SPECIFICATIONS:

Type:	Performance — Endurance / Recovery
Quantity:	90 Capsules
Dosage:	1 capsule per 35lbs—30 mins. Pre workout/ event
Servings:	12 - 30 per container
Benefits:	Energy enhancement, anti fatigue, endurance

INGREDIENTS: Endurance Plus contains pure pharmaceutical grade free-form amino acids (Glutamine, Taurine, Ornithine, Arginine, Ornithine Alpha-Ketoglutarate & (N, N-Dimethylglycine), energizing herbs (Guarana Seed, Kola Nut, Korean Ginseng Root, Siberian Ginseng Root, Cayenne Pepper and Suma Root) and special performance boosting nutrients (Ferulic Acid, Chromium Polynicotinate, Potassium Magnesium Aspartate and PAK (Pyridoxine Alpha-Ketoglutarate).

Amount per 6 Capsules

Magnesium (as potassium magnesium aspartate)	24 mg
Potassium (as potassium magnesium aspartate)	76 mg
Chromium (as chromium polynicotinate)	100 mcg
Glutamine (crystalline free form isolate)	2,000 mg
Taurine (crystalline free form isolate)	1,000 mg
Ornithine (crystalline free form isolate)	500 mg
Arginine (crystalline free form isolate)	100 mg
Potassium Magnesium Aspartate	400 mg
Ferulic Acid (as gamma oryzanol)	50 mg
PAK (as pyridoxine alpha ketoglutarate)	50 mg
OKG (as l-ornithine alpha ketoglutarate)	25 mg
DMG (as n,n-dimethyl glycine)	50 mg
Herbal Complex includes: Guarana, Kola Nut, Siberian Ginseng, Korean Ginseng, Cayenne Pepper, Suma Root	

Warning: This product is not intended for minors or de-conditioned adults.

PERFORMANCE

GLUCOSAMINE RECOVERY COMPLEX

with Chondroitin and MSM

This Glucosamine Complex was developed specifically for athletes and fitness enthusiasts. It is a potent, scientifically bioengineered formulation of specialized, all natural Mucopolysaccharides (Glucosaminoglycans & Proteoglycans), related joint and connective tissue precursor materials, Natural Proteolytic Enzymes, MSM (Methyl Sulfonyl Methane) an Isolated Amino Acid (dl-Phenylalanine), and a specialized blend of synergistic herbs.

Several studies and clinical trials suggest supplementation with glucosamine will reduce pain, increase joint flexibility and help restore articular function. Some experts suggest a glucosamine regimen may be stronger than that of traditional medical treatment with the drug Ibuprofen (a non-steroidal anti-inflammatory agent), which simply mask symptoms, and may actually facilitate the progression of degenerative joint conditions. Glucosamine actually helps the body to rebuild damaged cartilage,

Advanced Formula Considerations

1. Glucosamine Sulfate, N-Acetyl Glucosamine and Chondroitin Sulfate are building blocks of cartilage and can help the body to rebuild damaged cartilage when given in supplemental form.
2. Reduction in pain & inflammation can be manifested through the use of anti-inflammatory enzymes (Peptidase & Bromelain) & anti-inflammatory herbs (Licorice, Yucca and Devils Claw), MSM (Methyl Sulfonyl Methane) and the pain modulating amino acid dl-Phenylalanine.
3. Increased blood flow to the joints can be stimulated by the use of Boswellia Serrata, an ancient Indian Herb from the Ayurveda health system.
4. Horsetail herb can improve the health of these tissues by serving as a source of calcium, various minerals and a highly absorbable form of Silica (Silica promotes collagen formation and bone growth).

SPECIFICATIONS:

Type:	Performance — Endurance / Recovery
Quantity:	100 Capsules
Dosage:	3-9 Daily—depending on condition
Servings:	12 - 30 per container
Benefits:	Joint and cartilage recovery/rehab



SPECIALTY

SUPER ANTIOXIDANT

with Vitamin C

This is one of our “premier,” world-class nutritional supplements. It contains an array of ingredients specially formulated in the exact combinations and quantities to provide the absolute best protection available for athletes, fitness enthusiasts or others who may produce high levels of molecular free radicals. You will not find an equivalent antioxidant formula anywhere in the world.

While there is much discussion over dosage requirements of antioxidants, most of it revolves around general consumers — not **athletes** or **fitness enthusiasts** who tend to produce more **free radicals** (through raised metabolism) than the inactive population. Therefore, dosage suggestions, at first glance, may seem high. You be the judge.

Antioxidants neutralize free radicals reducing their ability to damage the cells.

In your body, certain oxygen molecules, called free radicals, are normally produced by your body's own metabolism. But too many free radicals can cause problems. Many factors can cause your body to produce more free radicals than are needed. These may include drinking alcohol, too much fat in your diet, too much sun, intense exercise and pollutants in the air you breathe. When your body produces too many free radicals, the "extra" free radicals prey on healthy molecules. This is of particular concern to athletes.

Free radicals are extremely reactive molecules, created as a waste by-product by the body's metabolic processes. They are so destructive that they are now regarded as primary agents of degeneration and death in nearly all living things. They have been shown to be responsible for the initiation of heart disease, aging, cancer, and other degenerative diseases.

Electrons normally exist in pairs. But free radicals have an unpaired electron. So they "raid" other molecules in your body to get an electron to pair up with, leaving the raided molecule short an electron. This causes changes in molecules (oxidation) that can eventually lead to disease.

Antioxidants prevent this process by releasing unpaired electrons to "neutralize" the harmful, free radicals (which then do not need to "raid" healthy molecules and cause oxidation).

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	100 Capsules
Dosage:	2-4 per day
Servings:	25-50
Benefits:	Anti oxidation, curbs molecular destruction



SUPER ANTIOXIDANT*with Vitamin C***Amount per 4 Capsules**

Vitamin A (50% Beta Carotene/50% retinyl palmitate)	20,000 IU
Vitamin C (as ascorbic acid, zinc ascorbate, ascorbyl palmitate)	1,200 mg
Vitamin E (as d-alpha tocopheryl acetate)	400 IU
Zinc (as zinc ascorbate)	15 mg
Selenium (as L-Selenomethionine)	70 mcg
Manganese (as manganese carbonate)	5 mg
Red Grape Seed Extract (95% Oligomeric Proanthocyanidins)	50 mg
Green Tea Leaf Extract (95% green tea polyphenols)	75 mg
Ginko (ginko biloba) Leaf Extract (std. 24% flavonoglycosides / 6% lactones)	20 mg
Bilberry Fruit Extract (concentrated 25:1 extract)	20 mg
Tumeric Seed Extract (std. 95% curcumin oils)	40 mg
N-Acetylcysteine	25 mg
Alpha Lipoic Acid	10 mg
Lutein	5 mg
Lycopene	5 mg
Special Nutrient Blend:	1,000mg
Soy Concentrate (std. for isoflavones), Spirulina, Citrus Bioflavonoid Concentrate, Rose Hips, Peppermint Leaf, Quercetin, Rutin and Hesperidin Complex	

More About Antioxidants

The antioxidant defense systems in the human body are extensive and consist of multiple layers that protect at different sites and against different types of free radicals. An important part of the intracellular antioxidant defense systems are antioxidant enzymes such as superoxide dismutase (SOD), catalase, and peroxidases.

The enzyme SOD dismutates two molecules of O_2^- -per reaction cycle, i.e., oxidizes one molecule of O_2^- to O_2 and, with the electron released during this oxidation process, reduces a second O_2^- molecule to H_2O_2 ($2O_2^- + 2H^+ + O_2 + H_2O_2$). In addition to these antioxidant enzymes, there are several small molecule antioxidants that also play an important role in antioxidant defense systems, particularly in the extracellular space, where antioxidant enzymes are absent or present in small quantities only.

The small molecule antioxidants can be separated into lipid-soluble and water-soluble antioxidants. The lipid-soluble antioxidants are localized to membranes and lipoproteins, whereas the water-soluble ones are present in extracellular and intracellular fluids.

Antioxidants, have been found to slow, block or reverse oxidative changes in body substances and cells. For example, Vitamin C (Ascorbic Acid) prevents the conversion of nitrates (from tobacco smoke, smog, bacon, lunch meats, & some vegetables) into cancer-causing substances.

Vitamin E retards cellular aging due to oxidation. It also helps to block oxidation that converts LDL cholesterol from a form that stays in the blood to a form that can stick to and clog arteries (atherosclerotic plaque buildups).

Natural and synthetic antioxidants are added to food to prevent undesirable deterioration. Foods preserved with antioxidants include vegetable oils, bread, and cheese. Antioxidants are also frequently applied to the packaging materials of cereals and nuts.

Basically, antioxidants have the ability to trap organic free radicals and/or deactivate excited oxygen molecules. Practically speaking, they play a significant role in the prevention of aging, atherosclerosis (heart disease), certain types of cancer, cataracts, inflammatory-immune injuries / auto-immune diseases (rheumatoid arthritis, lupus), ARDS (Adult Respiratory Distress Syndrome), AIDS (Acquired Immunodeficiency Syndrome), etc.

SPECIALTY

VITAMIN C

Super Crystals

Vitamin C Super Crystals may not be the most "sexy" formulation -- however, it is one of the most vital. These fine Vitamin C super crystals mix easily with water, fruit or vegetable juices. A big advantage of powdered Vitamin C is that it is absorbed quickly and easily, thus it's optimally utilized by the body.

Each teaspoon of Vitamin C Powder supplies 1.5 grams of pure Vitamin C (Potassium and Magnesium Ascorbate), a buffered ascorbate formulation so it is easily-digested and absorbed without stomach upset.

About Vitamin C

In the 70 years since its discovery, Vitamin C is perhaps the most widely known and most popular nutritional supplement.

In addition to its role in collagen formation and other life-sustaining functions, Vitamin C serves as a key immune system nutrient and a potent free-radical fighter.

Some of the world's most notable doctors and scientists have endorsed Vitamin C supplementation including Linus Pauling, Abram Hoffer, Robert Cathcart, Matthias Rath, Irwin Stone, Frederick R. Klenner, Durk Pearson and Sandy Shaw and host of others.

We depend on Vitamin C for many aspects of our biochemical functioning, yet human beings cannot produce their own supply of Vitamin C. We have no choice but to obtain this nutrient in our menu plan. Considering the many benefits Vitamin C may provide the mandate is clear.

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	16 oz. Powder Crystals
Dosage:	1 Rounded teaspoon (8 gm) per day
Servings:	56
Benefits:	Strengthens immune system, helps collagen formation, etc.



SPECIALTY

VITAMIN E

Soft Gels

The term “Vitamin E” refers to a family of eight related, lipid-soluble, antioxidant compounds widely distributed in plants. The **tocopherol** and **tocotrienol** subfamilies are each composed of alpha, beta, gamma and delta vitamers having unique biological effects. Different ratios of these compounds are found in anatomically different parts of a plant. For example, the green parts of a plant contain mostly alpha tocopherol and the seed germ and bran contain mostly tocotrienols.

Natural vitamin E is an essential vitamin that helps boost the immune system, and promotes healthy cardiovascular function. It is also beneficial in the maintenance of healthy brain cells, and aids in most aspects of a healthy body.

While 400 IU or more of supplemental vitamin E a day has been shown to reduce the risk of heart attacks in healthy people, those with pre-existing coronary artery disease often take 800 to 1600 IU a day based on the pioneering work of the Shute brothers in the mid 1940s and other studies that have continued to prove the benefits of high doses of vitamin E.

The natural blend of vitamin E is up to a 3X more effective antioxidant when compared to synthetic vitamin E.

Natural food sources of Vitamin E include: wheat germ, avocado, whole grain products, egg yolk, nuts, liver and peanut butter.

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	100 Soft Gel Capsules
Dosage:	1 capsule daily
Servings:	100
Benefits:	Neutralizes free radicals, aids in blood-clotting, helps circulatory system, aids wound healing



CO-ENZYME Q-10

Co Q-10, a complex organic compound also known as **ubiquinone**, is produced naturally in all plants and animals. It is an essential nutrient that supplies the biochemical "spark" that creates cellular energy. What does this mean? It means that Co Q-10 is **critical** to the production of energy within each cell in the human body.

This "spark" is especially important to athletes and lifestyle enthusiasts who have an interest in ATP production as well as recovery. Here's why.

Co Q-10, as with all enzymes consists of two parts - a **protein** and either a mineral or **vitamin**. When coupled with a vitamin, it is referred to as a **co-enzyme**. Co Enzyme Q-10 serves as a **catalyst** in several chemical reactions that lead to the production of energy – in this case, ATP (Adenosine Triphosphate - see Super Creatine) As you already know, it is critical for athletes and fitness enthusiasts to constantly replenish their ATP supply. Co Q-10 helps facilitate this process.

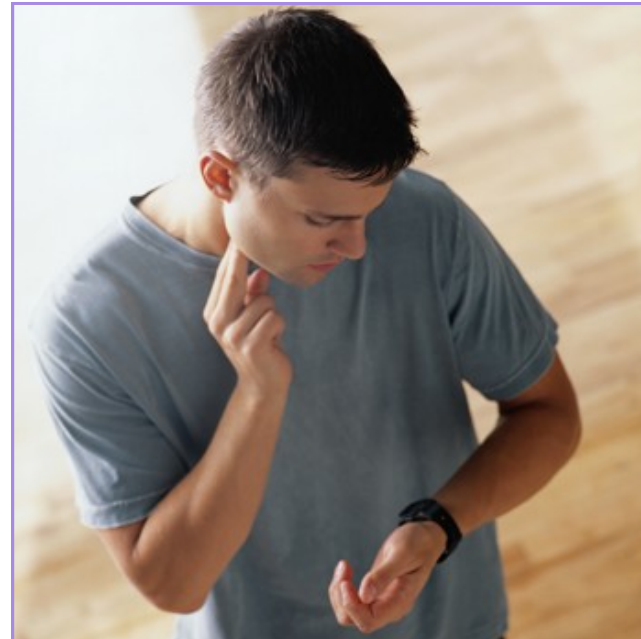
The ability of the human body to manufacture its own Co Q-10 can decrease with age. Without it, muscles, nerve impulses and body organ activities may slow down.

Overall, Co Q-10 can:

- Help in fat loss programs as it helps stimulate the body's metabolism
- Help in cell respiration, electron transfer, ATP production and the control of oxidation reactions
- Play a key role in treatment of cardiovascular illnesses, including congestive heart failure

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	100 Soft Gel Capsules
Dosage:	1 capsule daily
Servings:	100
Benefits:	Energy production, catalyst among several chemical reaction within the body



SPECIALTY

CAL MAG ZINC

For athletes and fitness enthusiasts, **Calcium** is vital for building and maintaining strong bones, blood clotting, muscle function, release of hormones and enzymes as well as assisting nerves in transmitting impulses.

This unique **3-in-1** formula also includes **Magnesium** (500 mg per two tablets) which is needed for making new cells, activating B vitamins, relaxing muscles, clotting blood, energy metabolism, and is concentrated in the bones and teeth. It also helps keep cells electrically stable, maintains proper blood pressure, and, with calcium, regulates energy levels and maintains normal heart function and nerve transmission.

Zinc is an essential trace mineral necessary for the activity of more than 300 different enzymes. Special chelates ("claws" that hold the nutrient and allow for better bioavailability) enhance the delivery and utilization of the minerals.

Vitamin D has been added to the formulation as it aids in the absorption of calcium from the intestinal tract and the breakdown and assimilation of phosphorus — which is required for bone formation.

Glutamic Acid and **Betaine HCl** help with digestion and absorption.

Amount per 3 Tablets

Vitamin D	400 I.U.
Calcium (as calcium amino acid chelate)	1,000 mg
Magnesium (as magnesium amino acid chelate)	500 mg
Zinc (as zinc amino acid chelate)	25 mg
Glutamic Acid HCl	100 mg
Betaine HCl	100 mg

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	90 Tablets
Dosage:	3 Tablets per day with food
Servings:	30
Benefits:	Strong bones, blood clotting, muscle contraction, neurotransmitters, etc.



SALMON OIL E.P.A.

Adequate levels of EPA and DHA are essential to maintaining our **cardiovascular system** in good health. Different scientific studies on the oil of ocean-water fish have demonstrated that EPA and DHA reduce the **"bad" cholesterol** (the low density lipoprotein cholesterol LDL) and raise the **"good" cholesterol** (the high density lipoprotein HDL). These fatty acids assist in lowering blood pressure by helping to reduce arterial constriction. They also help lower blood fat, known as **triglycerides**, which if elevated will present significant risk for heart disease. EPA and DHA significantly reduce the risk of **inappropriate** blood clotting. Inappropriate blood clotting can also lead to a stroke or a pulmonary embolism, which can be life threatening like a heart attack.

Benefits Beyond the Heart

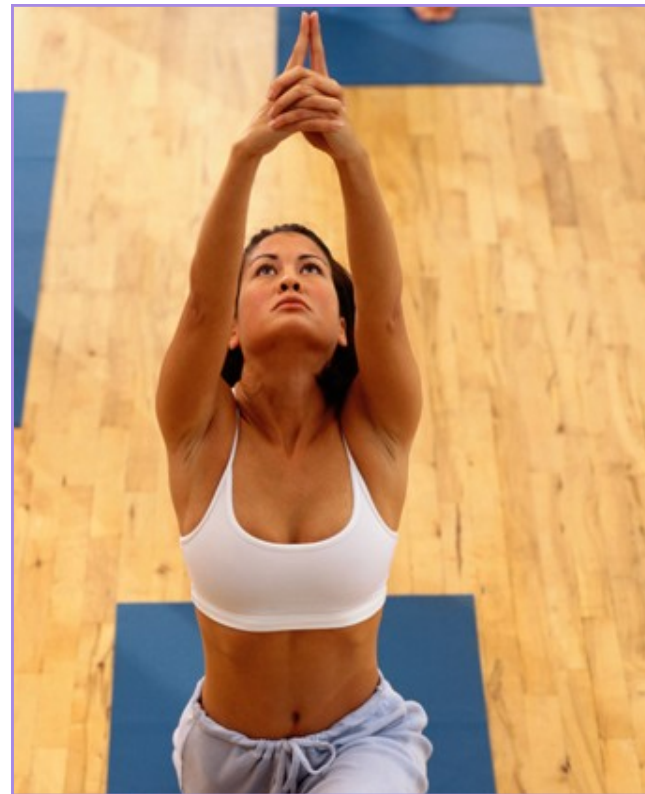
The focus on heart disease makes good sense since half of North American deaths are from cardiovascular disorders. Yet, EPA and DHA enhance the health of **all other body systems as well**. DHA is very important to the **brain, retina, testes, and adrenal glands** for facilitating optimal functioning. Inadequate DHA in the brain is thought to be an important contributing factor in many of its functional problems, including depression, and more recently, *Attention Deficit Disorder (ADD)* has been tentatively linked with inadequate brain DHA.

EPA and DHA the Natural Way

Eating fresh ocean fish like salmon, sardines, tuna, herring, etc. at least three times per week will supply EPA and DHA in adequate amounts. However if fish or their oils are not appealing, you can turn to **flaxseed** oil, a land-based source of omega-3 oil. Flax seed oil provides **linolenic acid**, which needs to be **converted** by your body into EPA and DHA. For many North Americans, the conversion is difficult because of dietary habits.

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	100 Soft Gel Capsules
Dosage:	1 Capsule per day with food
Servings:	100
Benefits:	Great source of Omega 3 oils for heart health



SPECIALTY

FLAXSEED OIL

Using Flax Seed Oil on a regular basis can supply the **essential fatty acids, amino acids, anti-oxidants** and **phyto-nutrients** needed to **repair nails, skin cells** and **hair follicles**.

It can also shield the skin from wrinkling and boost production of new skin, hair and nails. More importantly, the high lignan Omega-3 constituents of Flaxseed Oil can lower risks of **breast** and **colon cancer**, help to restore proper metabolic function and enable the excretion of fat and toxins that are trapped within the tissues.

Flaxseed Oil and Dry Eye

In their healthy state, the surface of our eyes has a **protective coating** called **tear film** that helps keep the eye moist underneath. When there is a dietary imbalance of the ratio of healthy fats (omega-3) to unhealthy fats (omega-6), the tear film becomes inflamed and weak, resulting in dry eye.

The dry, itchy, sand-in-your-eye feeling known as "**dry eye**" affects over **59 million Americans** and is their top complaint at the eye doctor. And, it is also a major complaint of those who undergo **lasik, laser** or **other kinds of corrective eye surgery**.

Recently, researchers in the **Harvard Women's Health Study** have discovered a dietary link to this irritating condition: a lack of healthy fats in the diet. Specifically, eating sufficient quantities of **omega-3 fatty acids** and keeping omega-6 fatty acids to a minimum helped to significantly lower study subjects' risk of developing dry eye.

Amount per 1 Capsule

Organic High Lignan Flax Oil - Which typically contains:	1,000 mg
Alpha-Linolenic Acid	570 mg
Linoleic Acid	160 mg
Oleic Acid	180 mg
Palmitic Acid, Stearic Acid	90 mg

SPECIFICATIONS:

Type:	Specialty / General Health
Quantity:	250 Soft Gel Capsules
Dosage:	2 or more capsules per day with food
Servings:	100—250
Benefits:	Great source of Omega 3 oils for heart health

