

iMATTER100



Muscle Energy

Muscle Energy is our trade name for this special sublingual (under the tongue) formulation of ATP (adenosine triphosphate).

This product is NOT for everybody. It is especially formulated and used by serious fitness enthusiasts (Crossfit, bodybuilders, HIIT routines, etc) as well as amateur and professional athletes.

ATP is also favored by endurance athletes who, during their events, require short bursts of energy – such as cyclists, cross country runners, mudders, etc.

Adenosine Triphosphate (ATP) is produced by every mitochondria cell within the human body. It is directly or indirectly responsible for 95% of the biological activity in the body, including muscle contractions, circulation, and building new tissue.

ATP is formed from a long chain of metabolic events in which a variety of substrates are transferred from the foods you eat.

However, this supplemental, proprietary sublingual (under the tongue) formulation allows for direct absorption of ATP through the mucosa of the mouth and throat, absorbed directly into the bloodstream and avoiding the stomach.

Not all experts fully agree on the nature and effectiveness of sublingual ATP in its relation to athletic performance.

And, to compound the issue, not all people experience the same level or rate of uptake when using this formulation. Therefore, the formulation is NOT the variable. But, rather, the person using the formulation is the variable.

We observe the same variable effectiveness with glucosamine. A person's ability to uptake the product will determine its effectiveness.

As a result, for some fitness enthusiasts and athletes, this formulation is amazingly effective. And, for others, it is not.

There is some anecdotal evidence of ATP Muscle Energy effectiveness that can be substantiated by the work of Dr. Irshad Chaudry. He demonstrated there is evidence that ATP can cross the cell membrane and suggests that the release and uptake of ATP or its substrates are part of the physiological process of energy metabolism.

There have also been several other studies regarding this particular ATP formulation.

- Oral Adenosine-5-triphosphate (ATP)
- Administration Increases Postexercise ATP Levels, Muscle Excitability and Athletic Performance Following a Repeated Sprint Bout

Martin Purpura PhD, John A. Rathmacher PhD, Matthew H. Sharp MS, Ryan P. Lowery MS, Kevin A. Shields MS, Jeremy M. Partl MS, Jacob M. Wilson PhD & Ralf Jäger PhD, MBA

Supplement Facts

Serving Size 1 Sublingual Tablet
Servings per Container 30

Amount Per Serving		% D.V.*
Magnesium (as Magnesium Glycerophosphate)	10 mg	2.5%
ATP (as Peak ATP® Adenosine Triphosphate)	100 mg	†

*Percent Daily Values are based upon a 2,000 calorie diet.
†Daily Value not established

Other Ingredients: Fructose, Mannitol, Stearic Acid, Cherry Flavor, Microcrystalline Cellulose, Magnesium Stearate, Silicon Dioxide

Suggested Use: Take 1-3 tablets under the tongue and allow to dissolve slowly 5-30 minutes before workouts. Take additional tablets as needed.