





# A QUICK GUIDE

## TO OUR EXCLUSIVE LINE OF NUTRITIONAL SUPPLEMENTS

Formulations  
Ingredients  
Descriptions  
Dosages



## WHY SUPPLEMENT..?

Deconditioned, 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 physically active people have much higher metabolic requirements.

The amount and quality of their caloric intake, in conjunction with vitamin supplementation, is of utmost importance.



## A SIMPLE ANALOGY

Here's 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 antifreeze?**
- **What about the oil and transmission fluid?**
- **How much gas will your car burn and should you use a higher octane?**

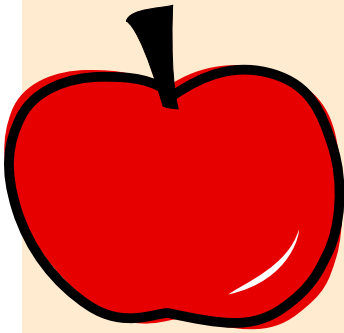
These are valid thoughts because you are about to add **physical stress** to your vehicle.

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.

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## SUPPLEMENTS ACCOMPLISH TWO THINGS...



Supplements accomplish two things.

They help in the **digestion** and **utilization** of foods, thus creating “higher octane fuel” for your body.

Secondly, they ensure that all **nutritional gaps** are filled allowing your body to efficiently and effectively burn fat, build and repair lean muscle tissue and fully adapt to increased physical stress.

## SUPER PREMIUM QUALITY

This is **EXACTLY** why we offer our own super-premium vitamin formulations.

Only the highest quality ingredients are used such as Pancreatine 5x (digestive enzymes), polynicotinate (instead of picolinate) and U.S. sourced whey protein instead of lower cost substitutes.

Our super premium nutritional supplements are used and recommended by fitness professionals, medical experts, coaches and athletes interested in reducing body-fat, gaining lean muscle and enhancing overall fitness and athletic performance.

These are proprietary, exclusive formulations developed specifically for athletes and fitness enthusiasts.

If you have any questions please feel free to contact me.

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# Daily Multi-Vitamin & Mineral Complex

This is one of the most sophisticated **Daily Multi-Vitamin and Mineral formulas** ever developed. It was specifically designed for **active lifestyle enthusiasts, athletes** and others who put their bodies through a **higher level of physical stress**.

When multi-dosed throughout the day, this formula is a key component of an "Optimal Nutrition" program – crucial for athletes as well as those changing their body composition (weight-loss or muscle gain).

Most supplements are coated with a varnish to make them smooth for swallowing and to mask its natural aroma. However, often, the human body can not break down the varnish coating resulting in limited or no uptake at all.

This Multi-Vitamin & Mineral Formula uses Pure Food Glaze as the binding agent. It allows each tablet to dissolve more quickly and to start working synergistically with the foods you just ate. You can actually break a tablet in half using your fingers.

As physically active people increase metabolism they tend to eat higher quality, whole foods. Therefore, **digestive enzymes** were a major consideration in the formulation. Digestive enzymes help break down and more *fully utilize* food.

This sophisticated **Daily Vitamin & Mineral Formula** includes **Pancreatin 5X** consisting of **Amylase, Protease** and **Lipase**. This type of enzyme is expressed in **NF units** (National Formulary).

**Amylase** aids in the digestion of carbohydrate. **Protease** helps with the digestion of protein and **Lipase** with fat.

The **conversion rates** are remarkable. A daily dosage of our Daily Vitamin & Mineral Formula has the equivalent capacity to digest:

**Amylase:** 21 slices of bread  
**Protease:** 6.5 oz. steak  
**Lipase:** 2.0 oz. of olive oil

These digestive enzymes adapt to their environment. For example, if you eat only two slices of bread, then, after digesting the two slices, the remaining enzyme is broken down as a protein. This is what's known as being "**amphoteric.**" Enzymes also are expensive. They account for more than **35%** of manufacturing costs -- which is why you rarely, if ever, find them in retail vitamins.

## Supplement Facts

Serving Size 4 Tablets • Servings Per Container 37

Amount Per 4 Tablets		% Daily
Vitamin A (as 50 % beta carotene & 50 % retinyl palmitate)	5,000 IU	100 %
Vitamin C (as ascorbic acid)	1,280 mg	2,133 %
Vitamin D (as water dispersible)	640 IU	160 %
Vitamin E (as d-alpha tocopheryl)	320 IU	1,067 %
Vitamin B1 (as thiamin HCl)	40 mg	2,667 %
Vitamin B2 (as riboflavin)	40 mg	2,353 %
Niacin (as niacinamide)	80 mg	400 %
Vitamin B6 (as pyridoxine HCl)	40 mg	2,000 %
Folate (as folic acid)	240 mcg	60 %
Vitamin B12 (as cyanocobalamin)	80 mcg	1,333 %
Biotin	400 mcg	133 %
Pantothenic Acid (as d-cal. pantothenate)	40 mg	400 %
Calcium (as amino acid chelate)	400 mg	40 %
Iron (as amino acid chelate)	8 mg	44 %
Iodine (as Atlantic kelp)	100 mcg	67 %
Magnesium (as amino acid chelate)	400 mg	100 %
Zinc (as amino acid chelate)	60 mg	400 %
Selenium (as amino acid chelate)	67 mcg	96 %
Copper (as amino acid chelate)	2.4 mg	120 %
Manganese (as amino acid chelate)	10 mg	500 %
Chromium (as amino acid chelate)	67 mcg	56 %
Potassium (as potassium proteate)	67 mg	2 %
Inositol	80 mg	†
Choline (as choline bitartrate)	80 mg	†
PABA (as para amino benzoic acid)	40 mg	†
Citrus Bioflavonoids	80 mg	†
Natural Diatomaceous Colloid	100 mg	†
Betain HCl	195 mg	†
Pancreatin 5X Pwd.	150 mg	†
Whey Protein Conc. (75 % Protein)	1,080 mg	†

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

**Other Ingredients:** D-Calcium Phosphate, Microcrystalline cellulose, stearic acid, magnesium stearate.

**Suggested Use:** As a dietary supplement take 4-6 tablets daily.  
 1,000- 2,500 calories / 65 - 165 lbs 4 tablets daily  
 2,500 - 3,500 calories / 165-235 lbs 5 tablets daily  
 3,500 plus calories / over 235 lbs 6 tablets daily

This product is safety sealed for your protection. Do not use if seals are broken. To preserve optimal potency, keep cap tightly sealed and store in a cool, dry place.

This quality dietary supplement does not contain fillers, artificial ingredients, colors, flavors or preservatives.

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before taking any nutritional supplement.

# For Women Only

This sophisticated **Multi-Vitamin and Mineral complex** was specifically developed for women. Under the guidance of **Guy E. Abraham, M.D.**,\* a former **Professor of Obstetrics, Gynecology and Endocrinology** at the **UCLA School of Medicine**, this unique formula also has been specifically formulated to help cope with the tensions and stresses of everyday living.

Of note, the emphasis is on **Vitamins C**, and **B-6** as well as the minerals **magnesium** and **zinc**. Also, the fat-soluble **Vitamins A, D** and **E** are present in **water-disperse form** which helps to increase absorption and decrease 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.

The relatively high amount of **Vitamin B-6**, (300 mg.) has been shown to help 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.

It also effectively corrects nutritional imbalances that can sometimes be caused by the use of hormonal contraceptive pills. **Magnesium, B-6** and **Zinc** help regulate the menstrual cycle and reduce cramps.

**For Women Only** includes **Pancreatin 5X** (digestive enzyme complex) consisting of Amylase, Protease and Lipase. Digestive enzymes help your body to break down and more fully utilize food and nutrients. A daily dosage has the equivalent capacity to digest:

**Amylase:** 21 slices of bread  
**Protease:** 6.5 oz. steak  
**Lipase:** 2.0 oz. of olive oil

These digestive enzymes adapt to their environment. For example, if you eat only two slices of bread, then, after digesting the two slices, the remaining enzyme is broken down as a protein. This is what's known as being **"ampho-teric."**

Enzymes also are expensive. They account for more than **35%** of manufacturing costs -- which is why you rarely, if ever, find them in retail vitamins.

## Supplement Facts

Serving Size 5 Tablets • Servings Per Container 30

Amount Per 5 Tablets	% Daily Value*	
Vitamin A (as retinyl palmitate)	12,500 IU	250 %
Vitamin C (as ascorbic acid)	1,500 mg	2,500 %
Vitamin D (as cholecalciferol)	100 IU	25 %
Vitamin E (as d-alpha tocopheryl succinate)	100 IU	334 %
Thiamin (as thiamine HCl, vitamin B1)	25 mg	1,667 %
Riboflavin (vitamin B2)	25 mg	1,470 %
Niacin (as niacinamide)	25 mg	125 %
Vitamin B6 (as pyridoxine HCl)	300 mg	15,000 %
Folate (as folic acid)	400 mcg	100 %
Vitamin B12 (as cyanocobalamin)	60 mcg	1,000 %
Biotin	60 mcg	20 %
Pantothenic Acid (as d-calcium pantothenate)	25 mg	250 %
Calcium (as amino acid chelate)	125 mg	13 %
Iron (as amino acid chelate)	18 mg	100 %
Iodine (from Atlantic Kelp)	150 mcg	100 %
Magnesium (as amino acid chelate)	400 mg	100 %
Zinc (as amino acid chelate)	25 mg	167 %
Selenium (as amino acid chelate)	100 mcg	143 %
Copper (as amino acid chelate)	500 mcg	25 %
Manganese (as amino acid chelate)	10 mg	500 %
Chromium (as chromium polynicotinate)	100 mcg	83 %
Potassium (as potassium proteate)	50 mg	1 %
Natural Selected Rose Hips	500 mg	†
Citrus Bioflavonoids	250 mg	†
Rutin (Buckwheat)	25 mg	†
Choline Bitartrate	313 mg	†
Inositol	25 mg	†
Para Amino Benzoic Acid (PABA)	25 mg	†
Pancreatin 5X	75 mg	†
Amylase Activity (starch digestion)	11,250 NF Units	
Protease Activity (protein digestion)	9,750 NF Units	
Lipase Activity (fat digestion)	6,900 NF Units	
Natural Whole Papaya	75 mg	†
Trace Minerals	75 mg	†
Betain HCl	195 mg	†

\* Percent Daily Values are based on a 2,000 calorie diet.

† Daily Value not established.

**Other Ingredients:** Stearic acid, magnesium stearate, silicon dioxide and cellulose

**Suggested Use:** Take five (5) tablets daily with meals. For best results, split daily serving between two (2) or more meals.

**Warning:** This product contains iron. Accidental overdose of iron containing products is a leading cause of fatal poisoning in children under 6 years of age. Keep this product out of the reach of children. In case of accidental overdose, call a doctor or poison control center immediately. Consult your physician before using this product if pregnant or lactating.

### DO NOT TAKE ON AN EMPTY STOMACH

This product is safely sealed for your protection. Do not use if seals are broken. This quality product contains no artificial ingredients, colors, flavors or preservatives. To preserve optimal potency, keep cap tightly sealed and store in a cool, dry place.

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Always consult your physician before taking this or any nutritional supplement.

# Lipotropic Plus

**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.

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

Here's a simple analogy that demonstrates the benefits of **Lipotropic Plus**.

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 first because they travel more freely.

**Lipotropic Plus** is a **PRE** and **POST**-workout formulation.

**What does this mean?**

Typically, a fitness enthusiast will take 2-3 tablets with plenty of water 30 minutes before (pre) a cardiovascular workout (**of at least 40 minutes continuous duration**) and then another 2-3 tablets directly after (post) that workout.

Even after you've completed the workout your body **continues to burn fat** for up to **2 to 4 hours**.

**Lipotropic Plus** contains **no stimulants**. You will not get a "buzz" or feel "jittery." Instead, you'll feel more **naturally energized** and **less fatigue** since your muscles are being supplied with fuel. At a point where your quads typically feel a "burning" sensation... you'll note that they not only don't burn, but feel strong and willing to go further.

That is the direct result of **efficient "lipid transport!"**

## Supplement Facts

Serving Size 3 Caplets  
Servings per Container 30

Amount Per Serving		% D.V.*
Vitamin B6 (as pyridoxine HCl)	10 mg	500 %
L-Carnitine	300 mg	†
Choline (as choline bitartrate)	250 mg	†
Trimethylglycine	500 mg	†
L-Methionine	100 mg	†
L-Glycine	500 mg	†

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

Other Ingredients: Calcium Carbonate, Microcrystalline Cellulose, Croscarmellose Sodium, Stearic Acid, Povidone, Silicon Dioxide, Magnesium Stearate

**Lipotropic Plus Formula** contains L-Carnitine and other ingredients that help the body to mobilize and burn body fat during exercise.

**Suggested Use:** Take (1) Lipotropic Plus caplet for every 25 lbs of bodyweight. Take 1/2 of total serving before and 1/2 after exercise.

**Caution:** This product is not intended for children. If you are pregnant, nursing, use prescription medications, or have a medical condition, consult a physician before using this product. This product is most effective when combined with a sensible, nutritious diet & exercise program.

**Premium Quality 100 % Natural Herbal Formula**  
**No Artificial Ingredients or Preservatives**

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Always consult your physician before taking this or any nutritional supplement.

# Super L-Carnitine

**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**. However, they're also high in calories and **saturated fats** and would have to be eaten in excessive quantities to supply the body with 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**.

In a **pilot study** involving college students, subjects receiving 300 mg doses of Super L-Carnitine experienced **dramatic increases** in **aerobic capacity** as determined by the **MaxVO2** (*maximal volume of oxygen consumed*). This explains why **Super L-Carnitine** is used for both **athletic performance** (especially endurance athletes including **cyclists, runners** and **ironman competitors**) as well as people involved in **weight-management** — **efficient transport** and **energy expenditure**.

The **Super L-Carnitine Formulation** is a **PRE** and **POST**-workout formulation. Typically, a fitness enthusiast will take **1 Tablespoon** (per 100 lbs or 45kg) with plenty of water 30 minutes before (pre) a cardiovascular workout (**of at least 40 minutes continuous duration**) and then another equal dose directly after (post) workout. **Super L-Carnitine** is often used in combination with the **Lipotropic Plus Formula** to aid in the breakdown (emulsification) transport and final oxidation of fat as it is used for energy during fat metabolism.

## Supplement Facts

Serving Size 1 Tablespoon (15 mL)  
Servings Per Container 32

Amount Per Serving	% Daily Value*	
Calories	16	1 %
Total Carbohydrates	4 g	1 %
Sugar	0 g	
Vitamin B6 (as Pyridoxine HCl)	5 mg	250 %
Chromium (as Chromium Polynicotinate) <sup>††</sup>	50 mcg.	42 %
L-Carnitine	500 mg	*

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

†† ChromeMate brand of oxygen coordinated niacin bound chromium polynicotinate. ChromeMate is a registered trademark of the Interhealth Company 1993.

**Other Ingredients:** Purified Water, Vegetable Glycerine, Citric Acid, Stevia, Natural Raspberry Flavor, Sodium Benzoate and Potassium Sorbate.

**CONTAINS NO:** Sugar, Dairy, Eggs, Peanut, Tree Nut, Fish, Shellfish, Soy, Wheat, Gluten or Yeast.

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# Pure Whey Protein

Most people think all protein is the same. It's not.

Imagine pulling up to a gas station with more than 50 pumps — each with a different quality of fuel and each with a different price. That's the protein marketplace and it's incredibly confusing.

So, let's make it a little easier to understand. In simplified terms, the 3 most important factors that affect the value (price) of protein powders are:

- **Quality**
- **Process**
- **Age**

**QUALITY:** Protein powders can come from several different sources, including soy, milk and whey (cheese). Most sports nutrition formulas use whey protein. Whey protein formulas are available in different grades where actual protein content can vary from a low of 30% to a high of 80% protein.

Some companies import various forms of protein from Asia and China. Some experts argue that QC issues and time-of-transport can negatively impact the quality of the protein.

This Whey Protein is at the highest level (80%) content and the raw whey is secured from a GMP (Good Manufacturing Practices) compliant whey processing manufacturer in Southern California.

**PROCESS:** The method by which protein is processed (manufactured) is equally important and even more varied. The process that results in highest quality protein calls for a calibrated, low-temperature environment with precise micro-filtration processes in order to maintain a full spectrum of intact bioactive peptides, including beta-lactoglobulin, alpha-lactalbumin, glycomacropeptides, immunoglobulins, bovine serum and lactoferrin as well as other amino acids and nutrients.

This Pure Whey Protein formula starts with a proprietary blend of pure, premium quality, partially pre-digested (hydrolyzed) and micro-filtered whey protein isolate and concentrate and is low-volume, batch processed using the precision protocol as described.

**AGE:** All protein powders experience some form of degrading due to exposure to air and other natural chemical reactions as they age. While there is no getting around the fact that bio-active formulas degrade, there is much debate as to "how much" degradation occurs and "how long" it takes to occur (shelf life).

Some experts maintain that it is alright for a protein powder to sit in a warehouse for 2 years before **making it to a retail store shelf. We disagree!** Some of the world's top athletes use this exact same whey protein powder as a recovery supplement. With that in mind, our philosophy is, **"Why take chances?"**

## Nutrition Facts

Serving Size 1 Scoop (32 g)  
Servings Per Container 28

Amount Per Serving		% Daily Value*	
<b>Calories</b>	<b>130</b>	Calories From Fat	15
<b>Total Fat</b>	2 g		2 %
Saturated Fat	1 g		5 %
Trans Fat	0 g		0 %
<b>Cholesterol</b>	40 mg		14 %
<b>Sodium</b>	60 mg		3 %
<b>Potassium</b>	260 mg		6 %
<b>Total Carbohydrate</b>	5 g		2 %
Dietary Fiber	1 g		4 %
Sugars	2 g		
<b>Protein</b>	22 g		44 %

Vitamin A	0 %	Vitamin C	0 %
Calcium	10 %	Iron	0 %
Phosphorus	10 %		

Not a significant source of Vitamin A, Vitamin C or Iron.  
\*Percent Daily Values are based upon a 2,000 calorie diet. Your daily values may be higher or lower depending upon your calorie needs.

		Calories	2,000	2,500
Total Fat	Less than	65 g	80 g	
Saturated Fat	Less than	20 g	25 g	
Cholesterol	Less than	300 mg	300 mg	
Sodium	Less than	2,400 mg	2,400 mg	
Potassium		3,500 mg	3,500 mg	
Total Carbohydrates		300 g	375 g	
Dietary Fiber		25 g	30 g	

Calories per gram:  
Fat 9 • Carbohydrates 4 • Protein 4

**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, Natural Cellulose Fiber, Natural and Artificial Flavors, Xanthan Gum and Reb-A (Natural Sweetener from Stevia). **Allergen: Contains Milk.**

# Glutamine

This is a flavorless, easy-mixing, pure, free amino acid powder.

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 is the most common amino acid found in your muscles – over 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 level are greatly depleted in your body, which decreases strength, stamina and recovery.

It could take up to 6 days for Glutamine levels to return to normal – and Glutamine plays a key role in protein synthesis. Studies have shown that L-Glutamine supplementation can minimize breakdown of muscle and improve protein metabolism.

## What Glutamine Powder Can Do For You...

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 summer when you're trying to get rid of some 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 are in the morning, after a workout, and at night before bed time.

## Supplement Facts

Serving Size 1 Heaping Teaspoon (5 gms)

Servings per Container: 60

L-Glutamine	5 g*
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\* Daily Values not established

Other Ingredients: None

This glutamine is made from pure, quality ingredients. It contains no sugar, starch, yeast, wheat, soy, corn, egg, milk, artificial flavors, colors & preservatives. This product is manufactured to meet the stringent standards of the US Pharmacopoeia for quality, purity, potency & disintegration. As a dietary supplement, take one teaspoon 1-3 times daily with meals or as directed by physician.

Glutamine has little taste. Serve Glutamine blended with water or fruit juice for a cool drink-stir briskly.

DO NOT REFRIGERATE.  
KEEP OUT OF REACH OF CHILDREN.  
KEEP IN A DRY PLACE, TIGHTLY CAPPED.  
VARIATION IN THE PRODUCT COLOR MAY OCCUR.

# 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.

# Flaxseed Oil

The **flax plant** (*Linum usitatissimum*) has a long history as a healing herb.

In early Europe, the plant's brown seeds were regularly used to prepare balms for inflamed skin as well as other maladies.

Today, flaxseeds are best known for the therapeutic oil derived by pressing them. Rich in essential fatty acids, or **EFA**s, flaxseed oil has earned a solid reputation for treating a range of ailments, from heart disease to lupus — and gained a “must have” status among bodybuilders and athletes.

**EFA**s work throughout the body to protect cell membranes keeping them efficient at admitting healthy substances while barring damaging ones.

One of the EFAs in flaxseed oil — **alpha-linolenic acid** — is known as an omega-3 fatty acid. Like the omega-3s found in fish, it appears to reduce the risk of heart disease and numerous other ailments. Flaxseeds also contain omega-6 fatty acids in the form of linoleic acid; omega-6s are the same healthy fats found in vegetable oils.

**Flaxseeds** also are a rich source of **lignans**, substances that appear to positively affect hormone-related problems. Some researchers believe lignans may also be useful in preventing certain cancers and combating specific bacteria, fungi, and viruses, including those that cause cold sores and shingles.

## Using Flaxseed Oil on a regular basis can help to:

- Lower cholesterol, protect against heart disease and control high blood pressure.
- Counter inflammation associated with gout, lupus and fibrocystic breasts.
- Treat acne, eczema, psoriasis, sunburn and rosacea.
- Promote healthy hair, skin and nails.
- Minimize nerve damage that causes numbness and tingling as well as other disorders.
- Treat menopausal symptoms, menstrual cramps, female infertility and endometriosis.
- Fight prostate problems, male infertility and impotence.

## Flax Seed Oil and Dry Eyes

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.

Supplement Facts		
Serving Size 1 Softgel		
Serving per Container 250		
Amount Per Serving		% D.V.*
Calories	10	
Calories from Fat	10	
Total Fat	1g	2%*
Polyunsaturated Fat	0.5g	†
Organic High Lignan Flax Oil	1,000 mg	†
Which Typically Contains:		
Alpha-Linolenic Acid (Omega-3)	500 mg	†
Linoleic Acid (Omega-6)	110 mg	†
Oleic Acid (Omega-9)	110 mg	†
Other Fatty Acids	50 mg	†

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

Other Ingredients: Gelatin, Vegetable Glycerin, Natural Caramel Color, Purified Water.

# Salmon Oil

The Greenland Inuit people, living by their natural diet, are known to have almost no heart disease. They, in fact, seem to have superb cardiovascular health.

Further, they seem to suffer far less than Americans or Europeans from rheumatoid arthritis, diabetes mellitus and psoriasis.

This is quite remarkable since the Inuit diet is nearly 60% fat – most of that fat coming from fish (fish oil).

Eventually researchers realized that it was these same foods that provided real disease-countering benefits. Fish oils contain two very important fatty constituents, called **fatty acids**. They are **eicosapentaenoic acid, EPA** for short, and **docosahexaenoic acid, or DHA**. These constituents belong to the family of fatty acids called **omega-3 fatty acids**.

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 can present significant risk for heart disease. EPA and DHA have also been shown to reduce risk of inappropriate blood clotting that can also lead to a stroke or a pulmonary embolism.

**Beyond the Heart:** EPA and DHA also 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. DHA deficiency in the brain is thought to be an important contributing factor in many of its functional problems, including depression.

**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 do not appeal to you, you can turn to flax seed 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.

**Contraindications:** Fish oil or flaxseed oil will contribute to blood thinning, and this is desirable. However, if you are on blood thinning medication or using ASA frequently, check with your physician first. These oils are contra-indicated in hemophiliacs and those who have a tendency to hemorrhage.

**A Recommended Amount:** The recommended amount is 3 capsules of one gram each of the fish oil per day or as directed by a physician. If you’re using flaxseed oil, the recommended amount is 9 grams per day with meals. Oils removed from their natural setting and processed are subject to oxidation. It is a good practice to complement your use of supplemental oils with vitamin E, which is a potent antioxidant, able to reverse oxidation of consumed oils and prevent oxidation inside the body. The recommended daily dosage is 400I.U. of natural vitamin E. If you take blood thinning medication speak to your physician before using vitamin E.

Supplement Facts		
Serving Size 2 Softgels		
Servings per Container 50		
Amount Per Serving	% Daily Value	
Calories	20	
Calories from Fat	20	
Total Fat	2 g	3%*
Saturated Fat	0.5 g	3%*
Polyunsaturated Fat	1 g	†
Monounsaturated Fat	0.5 g	†
Cholesterol	10 mg	3%
Salmon Oil	2000 mg (2g)	†
Provides 420 mg of Total Omega-3 Fatty Acids ††comprising of:		
Eicosapentaenoic Acid (EPA)	150 mg	†
Docosahexaenoic Acid (DHA)	180 mg	†
Other Fatty Acids		†
*Percent Daily Values are based upon a 2,000 calorie diet.		
†Daily Value not established		

**Other Ingredients:** Gelatin, Vegetable Glycerin, Purified Water. Contains fish (salmon) ingredients.

†† as Natural Triglycerides

No Artificial Color, Flavor, or Sweetener, No Preservatives, No Sugar, No starch, No Milk, No Lactose, No Soy, No Gluten, No Wheat, No Yeast, No Shellfish. Sodium Free

# Vitamin D3

**Vitamin D3** - sometimes called the “sunshine vitamin” -- is important for overall health as well as strong and healthy bones.

It’s also been shown to be an important factor in ensuring muscles, heart, lungs and brain function.

The human body can make its own **Vitamin D** from sunlight. It also can be obtained from supplements -- and a very small amount comes from food.

The **Vitamin D** absorbed from sunlight -- and the **Vitamin D** from supplements -- must be **converted** by the body a number of times before it can be used.

Once converted within the body, it’s used to manage the amount of calcium in your blood, bones and gut and to help all body cells to communicate properly.

The link between **Vitamin D** and strong healthy bones was discovered many years ago when researchers realized **sunlight**, which allows you to produce **Vitamin D**, or taking **cod liver oil**, which contains **Vitamin D**, helped to prevent a bone condition called **rickets** in children.

Today, **Vitamin D** is seen as a vital part of good health and is important for many functions beyond bone health.

Recent research is now showing that **Vitamin D** may be important in preventing and treating a number of serious long term health problems.

For example, a lack of **Vitamin D** has also been linked to conditions such as **cancer, asthma, type-II diabetes, high blood pressure, depression, Alzheimer’s** and **autoimmune diseases** like **multiple sclerosis, Crohn’s** and **type-I diabetes**.

## **Vitamin D has been shown to help with:**

- Immune System Function
- Muscle Function
- Cardiovascular Function
- Respiratory System Function
- Brain Development
- Anti-cancer Effects

## **Vitamin D food sources:**

- Salmon
- Sardines
- Egg yolk
- Shrimp
- Milk (fortified)
- Cereal (fortified)
- Yogurt (fortified)
- Orange juice (fortified)

## **Supplement Facts**

Serving Size 1 Softgel  
Servings per Container 250

Amount Per Serving	% Daily Value
Vitamin D (as D3 Cholecalciferol )	2,000 IU 500%*

\*Percent Daily Values are based upon a 2,000 calorie diet.

†Daily Value not established

**Other Ingredients:** Soybean Oil, Gelatin, Vegetable Glycerin, Vegetable Oil, Purified Water.

**Directions:** For adults, take one (1) to two (2) softgels daily, preferably with a meal.

\*\*These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

**WARNING:** If you are pregnant, nursing or taking any medications, consult your doctor before use. Discontinue use and consult your doctor if any adverse reactions occur. **Allergen: Contains Soy.**

**NO** Artificial Color, Flavor or Sweetener, **NO** Preservatives, **NO** Sugar, **NO** Starch, **NO** Milk, **NO** Lactose, **NO** Gluten, **NO** Wheat, **NO** Yeast, **NO** Fish. Sodium Free

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before taking any nutritional supplement.

# Arginine

**L-Arginine** - is a crystalline, free-form amino acid.

It is an important factor in **muscle metabolism** and works to transport, store and excrete **nitrogen**.

Technically, arginine is a **non-essential** amino acid. Your body does, in fact, do a good job of manufacturing it on its own.

However, there are certain instances – specifically during trauma or illness – when your body may not be able to keep up with demand.

Among performance athletes, bodybuilders and advanced fitness enthusiasts, **L-Arginine** has gained popularity as a supplement that can give those looking to build lean muscle mass an advantage due to its role in the body's own production of human growth hormone and creatine.

**L-Arginine** is required for the body to synthesize nitric oxide, a compound that helps keep blood vessels dilated to promote healthy blood flow for overall cardiovascular maintenance.

Supplement Facts		
Serving Size 2 Capsules		
Serving per Container 45		
Amount Per Serving	% Daily Value	
L-Arginine	1,000 mg	†
*Percent Daily Values are based on a 2,000 calorie diet. † Daily Value not established.		

**Other Ingredients:** Gelatin, Magnesium Stearate, Silica.

**FREE OF:** yeast, wheat, milk or milk derivatives, lactose, sugar, preservatives, artificial color, artificial flavor, sodium (less than 5 mg per serving).

**Directions:** For adults, take two (2) capsules two to three times per day with water. For prolonged use, consult a health care provider.

**WARNING:** If you are pregnant, nursing or taking any medications, consult your doctor before use. Discontinue use and consult your doctor if any adverse reactions occur.

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## L-Arginine and Nitric Oxide

One of L-Arginine's biggest benefits may lie in its role as a precursor to nitric oxide. Nitric oxide functions as a vasodilator, essentially "opening up" veins and arteries, making it easier for blood (and all the oxygen and nutrients it carries) to flow freely through your body.

From a broad perspective, this is huge. Just think of all the health problems related to the narrowing of blood vessels, including heart disease, headaches, erectile dysfunction (ED) – all of which benefit from increases in blood flow.

## L-Arginine Benefits and Exercise Performance

It makes logical sense, then, that **L-Arginine** supplementation might also improve exercise performance.

The efficient flow of blood to working muscles during exercise is essential to performance, so conceptually, a supplement that stimulates vasodilation should be able to boost the delivery of nutrients to muscles while buffering away waste products.

There is, in fact, some evidence that this is the case, particularly in individuals who may have experienced narrowing of the veins and arteries. Unfortunately, research regarding the benefits of L-arginine on exercise performance are mixed and inconclusive.

You can increase your intake of **L-Arginine** through your diet by consuming high-quality proteins rich in the amino acid. Foods including cage-free eggs, grass-fed beef, wild salmon, nuts and seeds are all good sources of L-arginine.

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before taking any nutritional supplement.