

## FAT-LOSS

### **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:**

<b>Type:</b>	Fat-Loss / Program Specific—Protocol #1
<b>Quantity:</b>	90 caplets
<b>Dosage:</b>	1 caplet per 25 lbs: split 1/2 pre and 1/2 post workout.
<b>Servings:</b>	20-40 variable
<b>Benefits:</b>	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:**

<b>Type:</b>	Fat-Loss — Protocol #2
<b>Quantity:</b>	100 Capsules
<b>Dosage:</b>	1-2 capsules per day
<b>Servings:</b>	20-40 variable
<b>Benefits:</b>	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.

## 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:

<b>Type:</b>	Muscle Gain / Tone
<b>Quantity:</b>	90 Tablets
<b>Dosage:</b>	1 tab per 25 lbs. (split pre and post)
<b>Servings:</b>	Variable 15-30 days
<b>Benefits:</b>	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

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:**

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



## 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:

<b>Type:</b>	Specialty / General Health
<b>Quantity:</b>	90 Tablets
<b>Dosage:</b>	3 Tablets per day with food
<b>Servings:</b>	30
<b>Benefits:</b>	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

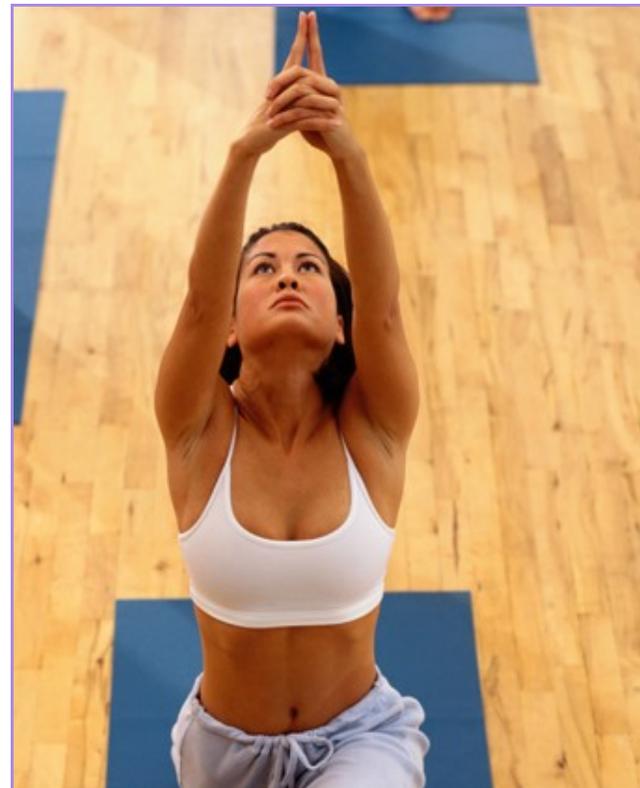
The focus on heart disease makes good sense since half of North American deaths are from cardiovascular disorders. Yet, EPA and DHA enhance the health of **all other body systems as well**. DHA is very important to the **brain, retina, testes, and adrenal glands** for facilitating optimal functioning. 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:

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



## 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:

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



## 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.

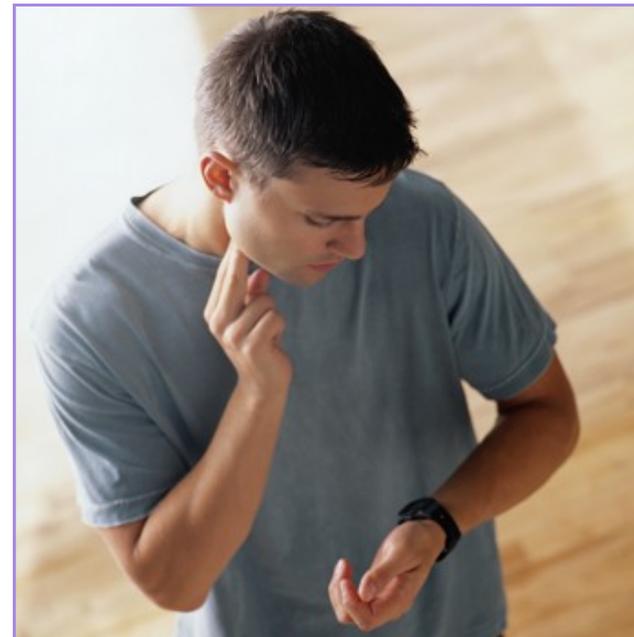
The ability of the human body to manufacture its own Co Q-10 can decrease with age. Without it, muscles, nerve impulses and body organ activities may slow down.

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:**

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



## 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:

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

