

Sports Nutrition



Nutrition for Optimal WellnessSM



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Once you have had the opportunity to experience the difference that NOW Sports can make in your training, you will understand why many of the world's hardest working athletes and fitness enthusiasts use and recommend NOW Sports products. Since first launching the line, NOW[®] Sports' expert formulators have gone to great lengths that ensure that each product meets the evolving needs of today's most physically demanding athletes.

- Potent formulas developed by athletes, for athletes
- Natural, science-based supplements yield exceptional results
- Core products to address the needs of hard working athletes
- Manufactured & tested in-house at NOW's state-of-the-art facility
- Award winning formulas and leading edge technology



References

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Health Professor





Fueling Today's Athlete

From runners and cyclists to baseball players and bodybuilders, athletes are among the most unique breed of life on the planet. These modern day warriors of sport thrive on personal achievement, despite the notion of failure, and subject their bodies to unthinkable levels of training and physical exertion. But these are more than just traits to an athlete – they are prerequisites.

When you consider the constant nutritional needs of the average adult, you begin to appreciate what a hard-training athlete needs in order to thrive. And while these needs vary from sport to sport, there is simply no denying an athlete's need to fuel and refuel. Whether you are new to the world of athletics, or make it your life's work, here are some of the most important nutrient training essentials:

Electrolytes and Endurance

Every human being is at the mercy of their diet to provide them with a solid foundation of nutrients. This is especially true in the case of endurance athletes, bodybuilders and other adrenaline-centric competitors. During intense training, the body calls upon its reserve of electrolyte minerals (potassium, magnesium, calcium and sodium) to provide the spark for increased respiration, muscle contractions, nerve impulses, and more.

A well-stocked cellular arsenal of electrolytes is vital for sustained endurance, muscular strength, and mental clarity. Deprivation, on the other hand, is an invitation for disaster. When a hardworking body is unable to locate what it needs, it becomes prone to fatigue, cramping, nausea, headaches, and ultimately, last place. NOW® Sports products, such as Electro Pro™, ZMA®, and Carbo Gain, are ideal for stocking and replenishing adequate electrolyte reserves.

Protein for Performance

Sending a frail, malnourished athlete into any competitive sport would be like trying to win the Daytona 500 on a set of old, beat-up roller skates. Protein supplementation, though popularized by the bodybuilding and strength communities, is incredibly important for athletes of every level. It plays an important role in protein synthesis, the development of muscle tissues, and hundreds of other functions that keep the body alive and running strong.

Muscle tissues are made up of protein, and protein is made up of amino acids. These key building blocks of protein are crucial in the repair

and development of muscle fibers, hormones, antibodies, and enzymes. Over the past decade, the science of isolating and manufacturing protein supplements has advanced immensely. Today's products are pleasant tasting, highly bioavailable, scientifically designed, and available from a wide variety of sources.

Specialty Supplements

Regardless of whether it's shaving a second off your personal best, squeezing out one last repetition on the bench, or bumping up your batting average by a tenth of a point, the difference between first place and an honorable mention may be as simple as knowing which "specialty" supplements you respond best to. Thanks to impressive advances in the nutritional sciences, there are plenty to choose from. The chart below lists 10 of today's most popular sports supplements, along with their role in development.

Product	Key Role in Athletic Nutrition
L-arginine	Healthy vasodilatation and nitric oxide pathways.
Creatine	Adenosine Triphosphate, cellular energy, muscle density
ZMA	Growth and recovery, anti-catabolic properties
Pyruvate	Glycogen storage, metabolic energy production
L-carnitine	Transfer of fatty acid to the cell's mitochondria
Tribulus	Supports healthy testosterone production, growth and recovery
Ribose	Facilitates the proper utilization of creatine within the bloodstream
IGF-1	Encourages increased hGH (human growth hormone) secretions
MCT Oil	Serves as an immediate energy source, won't store as fat
BCAA's	Metabolized directly at the muscles, essential for growth*

For a complete product listing or more information, visit www.nowproducts.com.

*These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

NOW® Sports Essentials

100% Whey Protein Isolate is scientifically formulated to address the nutritional needs of athletes and individuals who appreciate the value of a high performance protein. Cross-flow, micro filtration yields superior bioavailability. It contains a generous amino acid profile that includes a high ratio of branched-chain amino acids, as well as b-lactoglobulin, a-lactalbumin, immunoglobulins, and glycomacro peptides. NOW® Whey Isolate contains no artificial sweeteners, flavors, colors, or preservatives. Voted "Best Sports Supplement" two years in a row by Whole Foods Magazine (2005, 2006).

Electro Pro™ is a highly advanced endurance and recovery drink mix that contains an optimized blend of carbohydrates, protein and supporting nutrients. It is rich in electrolyte minerals (calcium, magnesium, sodium and potassium) that athletes need to maintain sustained energy. Most impressive, ElectroPro™ contains PeptoPro™, a unique, patented casein hydrolysate protein that is rich in di- and tripeptides for enhanced muscle recovery. PeptoPro™ is predigested, making it ideal for use before, during, and after training sessions. Supports protein synthesis, as well as glycogen/electrolyte levels.*

Arginine Power Super Stack is an explosive strength & recovery drink mix that unites some of the most effective muscle building amino acids, including Arginine, Ornithine, Norvaline, and Citrulline. Fueled by 600 mg of L-arginine per serving, this advanced formula is ideal for bodybuilders, strength athletes, and other high-intensity competitors. Creatine monohydrate, CoQ10, Green Tea, and Guarana extract have been included to maximize performance and energy output.* It's 100% natural, mixes instantly, and tastes great!

100% Pure MCT Oil – Medium Chain Triglycerides (MCT) are fats that are naturally found in coconut and palm kernel oil. They are more easily and rapidly digested than other types of fats, and require lower amounts of enzymes and bile acids for intestinal absorption. MCT's are metabolized very quickly in the liver and have been shown to encourage increases in energy expenditure, while decreasing fat storage. Many studies suggest that substituting MCT Oil for other fats may help support healthy weight and body composition.*

