

Rx For Gen-X

Intense training has just met its match in MMSN's new Extreme Training Recovery (XTR). Get ready to push the limits.

By Scott LeCates



ScienceUpdate

Are you Generation-X? You bet you are! We all are! Generation-X is no longer a description of today's youth; it's transcended into an era. Years from now, historians will look upon our time as a period when we pushed physical performance more than any other time in American history. We work more hours, sleep less, train harder and expect noticeable improvement with each and every workout. We are faster, bigger and can run and bike farther than previous generations would have dreamed.

But all of this comes at a price. The stress we now place on our bodies has increased many-fold in the past decade, yet we tend to ignore it and "just deal with it." Our bodies break down more often, recover slower and our injury rates have skyrocketed. Is it any surprise that the number of American workers' sick hours increase each year? We jam 200 hours of activities in a 168 hour week and it isn't changing anytime soon.

Meanwhile, our workouts have become our personal sanctuary where we can escape the daily grind and "pamper" ourselves by inflicting as much damage to our bodies in the shortest amount of time as possible. As a result we will continue to experience muscle soreness for days after weight training. After all "No Pain, No Gain," right? It's the price we pay to stay in shape and consistently

improve our performance, darn the consequences, this is Generation-X baby!

Hmm, but what if you could reduce recovery time, increase stamina and energy levels, improve athletic performance and add lean muscle tissue faster all while improving your immune system just by enjoying the flavors of an age old summertime favorite? Ahh, I hear the echoes of Frasier Crane now, "I'm Listening." The answer lies in Max Muscle Sports Nutrition's (MMSN's) latest offering to its customers: Extreme Training Recovery (XTR), a potent blend of Branched Chain Amino Acids (BCAAs).

Chain Reaction

When endurance athletes hit a wall, strength athletes experience failure prematurely, or others just recover slowly, it can be attributed to three basic reasons: poor protein synthesis, glycogen depletion within the muscle and liver and increases in serotonin levels within the body. All of these conditions cause muscle catabolism (breakdown), which leads to poor recovery, extended muscle soreness and ultimately, poor performance. What do these conditions have in common? A decrease in BCAA levels in the bloodstream is a big part of the answer.

BCAAs consist of the amino acids Leucine, IsoLeucine and Valine. During intense or lengthy training sessions, BCAA levels drop, causing these adverse effects. However,

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- Blended with glutamine and L-Glycine for additional GH support†
- Contains Citrulline Malate to help reduce muscle fatigue†
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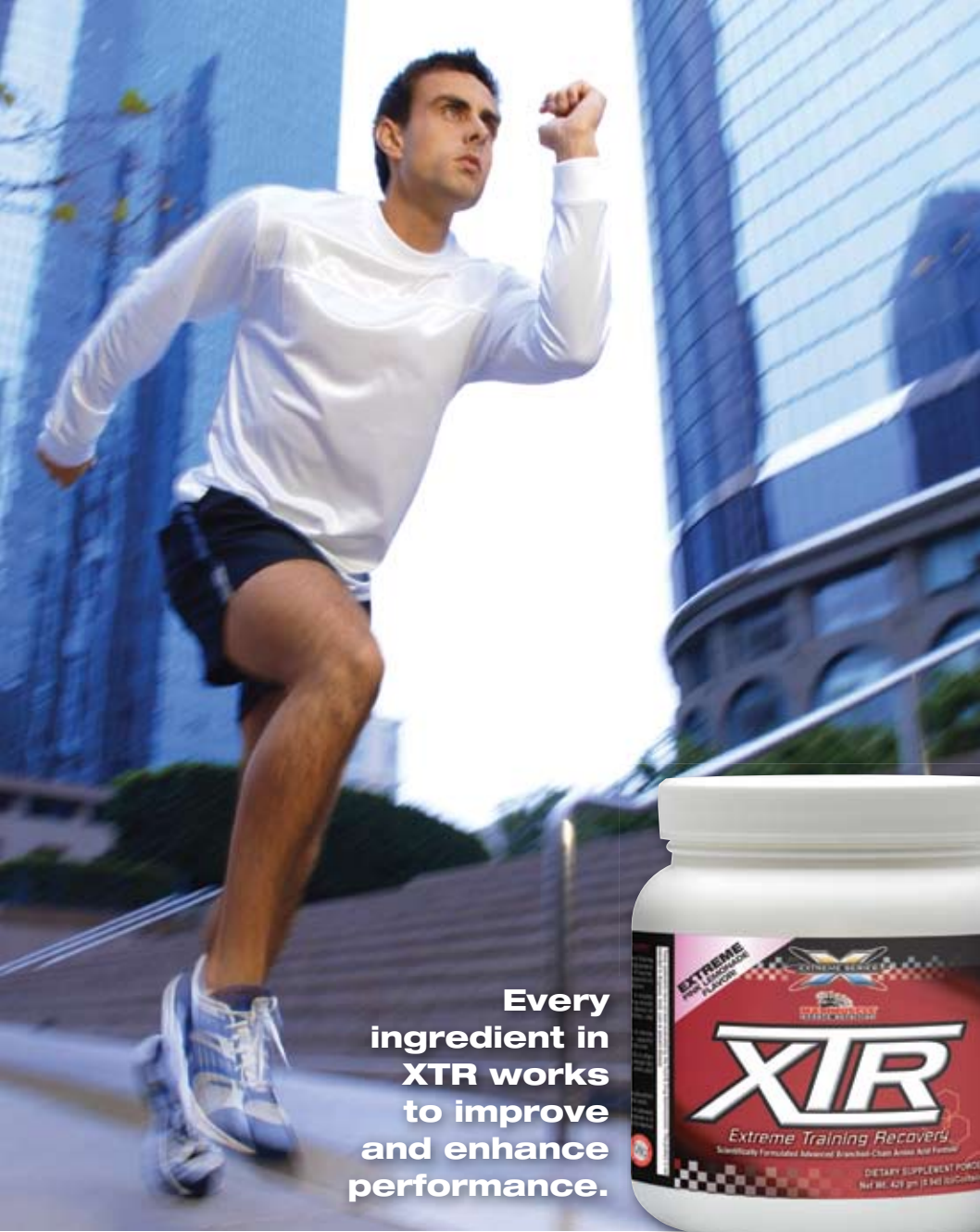
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EXTREME TRAINING RECOVERY
SCIENTIFICALLY FORMULATED ADVANCED BRANCHED-CHAIN AMINO ACID FORMULA†



Every ingredient in XTR works to improve and enhance performance.



numerous studies have shown BCAA supplementation to not only inhibit this process, but substantially increase endurance, strength, recovery and focus. Since BCAAs are the only amino acids that are not readily degraded in the liver, supplementation will reliably increase their concentration in blood and other tissues. Higher BCAA concentrations lead to increased protein synthesis, which expedites lean mass gains, and increased glycogen retention, which allows enhanced recovery, increased IGF-1 production and increased energy and stamina levels. BCAAs also partially block Tryptophan from entering the brain where it converts to Serotonin (aka Mr. Sandman). This allows us to be more alert and focused during lengthy or

endurance-type training sessions.

Bottom line: When we increase our blood BCAA levels through supplementation, whether we prefer strength or endurance training, performance improvement is substantial.

Branching Out with Supplementation

With key research studies and the consistently high number of sales of MMSN's BCAA formula nationwide, it is apparent that BCAAs not only work in controlled studies, but in real-world settings. Customers from around the country are enjoying noticeable results with supplementation of BCAAs in terms of recovery, strength, energy and focus. Max Muscle La Jolla customer

Gary Emerson is currently training for his second Ironman competition. On June 24, he will compete in the Cortelaine Ironman but before that he plans to participate in the "24-Hour Race Across America" on June 10. If that's not impressive enough, Gary is 50 years young.

A San Diego fireman who has always trained for endurance, Gary happened upon Max Muscle La Jolla when his son needed some protein. After a conversation with manager Shoshana Treichel, Gary began supplementing with BCAAs and glutamine after his workouts. The results? "I am amazed how fast I can now climb the hills during the cycling part of my training program," he said. This improvement has been very noticeable during work activities as well. "With the fire department, we are constantly lifting, pulling and climbing and the strength I now have in my legs makes my job so much easier." These benefits are not all Gary has noticed. The days following his workouts are so much easier because the fatigue and soreness aren't there anymore.

Then there's Wayne, Penn. Max Muscle customer Roy McGillis. Roy has participated in 10 marathons to date. Having weight trained since age 18, Roy took up marathon running 12 years ago for a new fitness challenge. Each year Roy begins preparation during the cold winter months leading up to the marathon season in late summer/early fall. This year, he began working with Max Muscle owner Lisa Farley to improve his performance.

Being in his early 40's, Roy knew he needed something to help get his recovery where he needed it for the grueling season. Toward the end of summer, marathoners are usually spent and hit a wall in their training. The mental fatigue of the long season leads to physical fatigue, which leads to a lack of motivation in training, Roy

explained. "The mental part of this type of training is the hardest to overcome and I wanted a program that could help in that area," he said.

He started taking BCAAs and quickly discovered some outstanding results. "I trained for more than 10 years without supplements so I had no idea what to expect, but, I will tell you, my recovery is awesome," Roy said. "I used to need several hours to recover even during the early phases of the training. Now, I do my 10 – 12 miles and I can get on with my day at work or with my family. My mental focus is much crisper, my training intensity has increased and I am much more alert. I cannot wait for the season to get here."

Performance to the X Degree

Over the course of the past few years, the number of intensive training Max Muscle customers such as Gary and Roy has grown considerably. Individuals in their 20s, 30s, 40s, 50s and beyond pushing the limits of physical performance have become a phenomenon among our generation. What has occurred because of our generation is a demand and need for supplements beyond what worked in years past – beyond even Max Muscle's original BCAA formulation.

Enter the world of Max Muscle's Chief Scientific Officer, Dr. Phil Harvey. Last year, Dr. Phil (as he is affectionately called at Max Muscle Sports Nutrition) set out to design a new supplement to substantially improve the performance levels of intense training individuals. "The demand from franchisees, Max Muscle's Product Development Team and our customers for a higher potency BCAA formula initiated the process," explained Dr. Phil. "After our convention in August 2006, we began designing a BCAA complex that we feel will be the catalyst of the next generation of high potency BCAA performance-based products." The result was XTR.

"The harder our customers train, the more we have to push the limits and find new methods to increase potency in our products," Max Muscle founder and CEO, Joe Wells, said.

"Our formulas have to deliver the results our customers are accustomed to and deserve from a performance-based product. This product is a direct result of the new generation of intense training customers of all ages we are working with in our stores. Even the product name was created as a reflection of this generation."

Dr. Phil and Mr. Synergy

It took eight months to develop this phenomenal product. Why did it take so long? How hard can it be to source BCAA powder and put it in a container with a label? Dr. Phil explained, "We didn't want to just put out a high potency BCAA supplement

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- Dr. Phil Harvey

that's been done before. We wanted to create the best on the market and usher in the next generation of high potency BCAAs. That's what our customers now expect from Max Muscle."

Supplement concept is one thing, but once you get in the lab, it's an entirely different animal, according to Dr. Phil. A couple drawbacks to BCAAs are they taste very sour and they mix terribly in solution leaving a lot of particulates in the glass. "We had to overcome those issues first," he said. "We sourced seven or more different suppliers to find BCAAs that measured up and worked as we intended them. The BCAA powder we found for this formula is pharmaceutical grade using USP standards – this is the highest quality BCAA powder available."

During the process, Dr. Phil discovered something very exciting: Alpha-Ketoglutaric Acid (AKG) facilitated a faster absorption of the formula into solution. "XTR will dissolve very quickly in solution, which alone is a major benefit as compared to other formulas on the market." Great, let's slap a label on it and get it to market.

Not so fast. That's not how Dr. Phil, or in this stage of product development, Mr. Synergy, thinks. There are so many benefits to BCAAs and particularly Leucine in regards to stimulating protein synthesis pathways such as mTOR and P-70, so the team wanted a complete product that included ingredients working synergistically to ensure maximum absorption. "If the body cannot completely absorb the product, you do not offer complete value to the user," said Mr. Synergy. "Every ingredient in this product works together and improves the performance and absorption of the other ingredients."

The A-AKG and citrulline support Nitric Oxide levels. They also act as a gateway to the Krebs' cycle and are precursors to glutamine. The B vitamins added are necessary in the facilitation and use of BCAAs by the body. The glutamine prevents muscle breakdown and acts as an anti-catabolic enhancing the benefits of BCAAs. "All of these ingredients were necessary if we were to deliver the best possible product to our customers. It's all about the synergistic effect," said Mr. Synergy.

But does it taste good? No matter how great a product may be, if ingesting it is the worst part of your day, chances are that product will not stay in your program. Overcoming the naturally sour taste of BCAAs was the last hurdle for Dr. Phil, er, Mr. Synergy. "We found that Pink Lemonade actually complimented the sourness of the product and created a very good taste." You might even say a synergistic taste. **MS&F**