

# Bulging Biceps

bodybuilding special edition newsletter

## THE FACTS

### WHY TAKE A MULTIVITAMIN?

The body's requirement for vitamins and minerals increases dramatically when participating in any form of exercise.

When you train hard you lose vital nutrients which help towards muscular development, energy production and fat metabolism.

It is common for an athlete to be deficient in vital vitamins and minerals as it is difficult to obtain these nutrients from the diet alone.

Taking a multivitamin will also help you get the most out of your protein powder by increasing the absorption rate and improving the way your body stores it.

### WHY TAKE PROBIOTICS?

Probiotics (good gut bacteria) help to digest dairy foods including whey.

They also help to reduce gas and wind, helping to enhance the 'six-pack'.

Probiotics also support immune function helping you avoid sick days when you can't train.

# Bulk up & Beat the Bloat

**BLOATING, GAS, WIND OR FLATULENCE, call it what you will, it's not fun living with a serious bodybuilder.** The high consumption of protein powders often has unpleasant gastric side-effects. The body can only digest so much protein at any one time and so poor digestion, fermentation and intestinal discomfort are inevitably experienced. The powerful combination of Digestive Aids, a good quality multivitamin and Probiotics (good gut bacteria) can help provide key nutrients to aid protein absorption and uptake to support digestive function and help maximise performance.

**Adapting to a new training regime :** Research reveals that exercise increases the production of reactive oxygen species to a point that can exceed antioxidant defences to cause oxidative stress. Therefore it is crucial to maximize dietary input through high antioxidant fruits and veggies. Choose a high potency multi-vitamin/mineral containing a broad range of antioxidants, vitamin C, B vitamins, and other useful factors such as alpha lipoic acid.

The need to adapt to training is well supported by adaptogenic herbs and none better than the herb Rhodiola Rosea one that helps the body adapt to various stressors, whether they are physical, mental or environmental. Rhodiola is a superior plant and is generally regarded as harmless whilst exerting profound supportive effects. Rhodiola has been shown to increase the levels of ATP (adenosine triphosphate) and creatine phosphate in muscle tissue – the ideal antidote to a demanding training regime.

**Body Fat / lean ratio :** Training and a careful diet will clearly regulate body fat distribution. However, tailored nutrient supplementation may assist by improving metabolic efficiency or correcting underlying deficiencies. The amino acid L-Carnitine which helps transfer fatty acids to the mitochondria for energy production, is another important endurance nutrient. Although the research is scant, there is some indication that taking CoQ10 and Carnitine together may produce synergistic results. Chromium, especially chromium

picolinate, has been studied for its potential to increase fat loss and lean muscle tissue gain when used with a weight-training programme. Avoid trans fats and any processed foods containing hydrogenated fats – these can only weaken performance and alter blood lipid chemistry adversely.

A nutritional oil rich in EFAs, CLA and MCTs makes a fantastic maintenance supplement throughout any training regime whilst the CLA helps shed extra pounds of body fat.

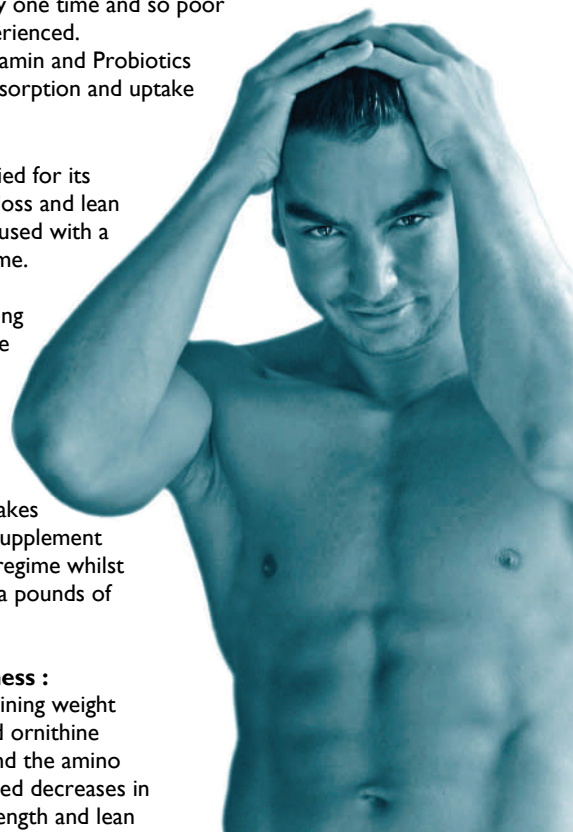
### Strength and Suppleness :

Double-blind trials combining weight training with arginine and ornithine powders or placebo found the amino acid combination produced decreases in body fat, higher total strength and lean body mass, and reduced evidence of tissue break-down after only five weeks.

The use of Rhodiola rosea can also support muscle metabolism of fuels and influence creatine production positively. Rhodiola has also been shown to facilitate improved recovery rates through reducing lactate accumulation. Essential Fatty Acids from organic seed oils such as hemp or flax can support lean tissue development. Omega 3 and 6 can support cell membrane fluidity and help regulate inflammatory pathways which can encourage greater mobility.

## IT WORKS!

- Boost gut health
- Enhance immunity
- Strengthen
- Fat : Lean



## IMPORTANT!

Take alongside any tub of protein powder

Make your protein work harder



100% guarantee or your money back

**NUTRITIONAL PROGRAMME**

Putting it all together for optimum performance...

**Sports Multi**  
x 2 caps per day (divided dose with food).

**Maxi Potency Rhodiola Rosea**  
x 2 caps per day (divided dose with food).

**Sports Performance Oil**  
x 1-2 tablespoons (divided dose with food).

**Joint Complex**  
x 1-3 caps daily as required.

**Organic Astragalus Tincture**  
x 15 drops daily maintenance dose.

**Tri-blend Acidophilus (probiotic)**  
x 3 caps daily (divided dose before a protein shake or meal).

**Digestive Aid**  
x 3 caps daily (divided dose before a meal protein shake).

**Bone Complex**  
x 3 caps daily (divided dose with food).

**L-Glutamine powder**  
x 1-3 level tsp (away from food) post exercise.

**Jointment Balm**  
Apply topically around joints.

**SPORTS PERFORMANCE OIL**

Add a tablespoon to your protein shakes for enhanced EFA status

# Boosting immunity, reducing infections and exercise 'down-time'

**BODYBUILDERS AND OTHER SPORTS PEOPLE AT THE TOP OF THEIR GAME often suffer with regular coughs, colds and other infections.**

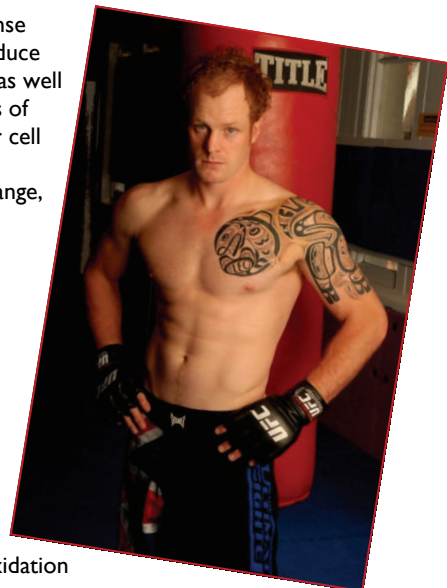
Sam Glasser, an Ironman competitor who has a product sponsorship with Viridian Nutrition, agrees: "I cannot thank you guys enough for your support this past 8 months. I feel that your products have really enabled me to train to maximum potential and gain the best possible recovery. "I know from last year that while training at such a high intensity, the body's immune system is really taking a battering, so thank you for helping me stay clear of what last year seemed like a constant cold, cough and sore throat which eventually put me in hospital!"

Jeff Lawson, 30, (pictured, right) from Bournemouth, is a professional MMA fighter and part-time trainer who regularly appears on TV here and in the US. At the top of his profession, nobody would guess he's had to battle asthma since the age of 4 in order to compete. Yet this has changed thanks to an Indian tree extract called Boswellia. In fact, Jeff hasn't needed his reliever inhaler since.



**ASTRAGALUS :** The adaptogenic herb Astragalus is ideally taken during intense periods of training to help stave off infections. Astragalus has been shown to reduce the duration and severity of symptoms in acute treatment of the common cold as well as raise white blood cell counts. Astragalus works by stimulating several factors of the immune system: phagocytic activity, interferon production, and natural killer cell activity, T-cell activity, and other anti viral mechanisms. Adaptogenic herbs including Astragalus and Rhodiola help the body adapt to change, build energy and resistance to disease.

**PROBIOTICS :** Whilst travelling and when experiencing intense periods of training or competition, adding a supplement of good bacteria can help boost immunity and aid digestion.



Jeff Lawson

## Fat can make you leaner

The right kind of fats can help speed metabolism and reduce fat stores.

Omega-3 Essential fatty acids (EFAs) are anti-lipogenic (which means they block fat storage) and increase beta oxidation (fat burning).

Conjugated linoleic acid (CLA) and MCT (medium chain triglycerides from coconut oil) have both been shown to have fat-burning properties.

CLA is a naturally occurring fatty acid and is derived from safflower oil. Seven clinical studies consistently demonstrate fat loss and increases in lean tissue. A recent CLA study resulted in approximately 9% body fat mass loss in 12months.

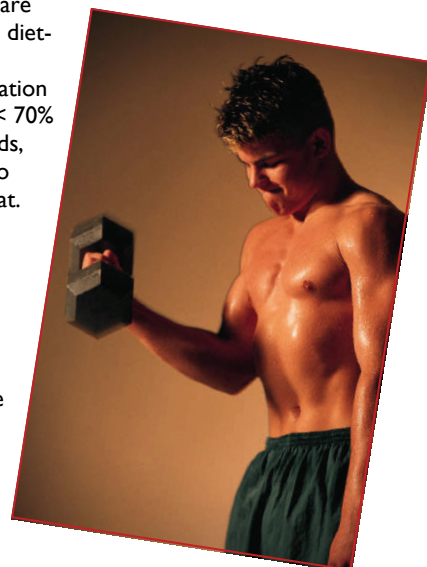
MCTs appear to offer thermogenic effects and instead of being stored are more readily oxidised for energy production and output. This effect is called diet-induced thermogenesis.

Research has shown that the ingestion of medium-chain triacylglycerols in combination with carbohydrate spares muscle carbohydrate stores during 2 h of submaximal (< 70% VO2 peak) cycling exercise, and improves 40 km time-trial performance. Fatty acids, such as those found in nutritional oils repair muscle, aid in recovery, have a role to play in energy metabolism, immune function and of course in the ratio of lean to fat.

**They can also help clear up a poor skin (acne).** We recommend a daily nutritional oil which includes CLA and MCTs.

## Raise training endurance

**Optimising Energy :** The benefits of coenzyme Q10 in fighting heart disease are well-established; however, researchers have discovered that CoQ10 can also improve the body's energy levels. In one study, six healthy sedentary men underwent bicycle endurance testing before and after receiving 60mg. of CoQ10 twice daily for four to eight weeks. Significant improvements were noted in endurance after about four weeks.



NOTE: This leaflet is not intended to replace the guidance of a health practitioner. Consult your doctor if you are already taking medication.