

## Local Sports News



### **FRS Plus is attracting athletes, motivational speakers and celebrities alike**

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#### **LIFESTYLE SPORTS**

It has been called the magic elixir by some. Hyperbole aside, the Free Radical Scavenger (FRS) Plus drink has turned skeptics into believers. But don't look for it on the World Anti Doping

Agency hit list, because the strongest components of FRS Plus are found in natural foods. This in turn may not just help elite athletes, but the population in general.

Local resident Dick Lamb is the president and CEO of New Sun Nutrition, the company that manufactures FRS Plus. Lamb, who was the co-founder of Balance Bar, eschewed a brief retirement after being introduced to its founders by former Westmont basketball player Corey Blick. Blick founded the precursor to the current company with Thomas Lines and is currently New Sun's brand manager.

"I was enjoying sailing and spending my time with my wife (Peggy) and daughters (Marie Claire, Erin, and Annick) when Corey introduced me to FRS Plus," Lamb said. "I was immediately amazed at how well this antioxidant worked in freeing me from arthritis and other physical ailments." While a human cannot live without oxygen, the 58-year-old said that there is a paradox because oxidation causes the formation of free radicals in our bodies. He added that free-radical damage has been implicated in disease processes such as aging, diabetes, stroke, Alzheimer's and arthritis. In addition, DNA damage can lead to mutations that form some types of cancer. Lamb explained that antioxidants pair themselves up with the free radicals to neutralize their destructive capacity.

"While athletes create huge amounts of free radicals due to exertion, they in turn can offset this by ingesting food products rich in antioxidants like quercetin or those found in things like green tea," Lamb said.

To answer the questions of the effectiveness of antioxidant supplements, New Sun concluded in a Pepperdine University study that the elite cyclists involved received a 3.1 percent boost in performance by using FRS Plus.

Since then, several people have lined up as believers, not because of the study, but rather their own positive experience with it. This group includes elite athletes, Hollywood celebrities and the U.S. military. Whether it is U.S. Army snipers stationed in Iraq or popular motivational speaker Tony Robbins, they each share the same feeling . . . "we want more."

"Tony Robbins ran out while he was in the Philippines so he ordered his charter plane to fly to L.A. to pick up a few cases," Lamb laughed. "The snipers said they preferred them to a drink filled with caffeine like Red Bull because the relatively minimal caffeine (38 milligrams) prevents the spikes of energy that others have. We have found that FRS Plus is not just for athletes, but for everyday health."

But, the avid sports enthusiast added, despite studies on the effectiveness FRS Plus has on diabetes and the brain (Tufts University and UC Irvine respectively), athletics are at the forefront of the research. A collaborative study with South African Doctor Tim Noakes (author of the "Lore of Running") is being planned.

For athletes, Lamb points out the results can speak for themselves.

"Three-point-one percent improvement can turn a 4:07 miler into someone who can break four minutes," Lamb said. "Recreational athletes can see an even greater reduction in time. But the main reason to take FRS Plus is to improve one's general health.

"It can make a difference."

For more information on FRS Plus, visit the Web site at [frsplus.com](http://frsplus.com).