

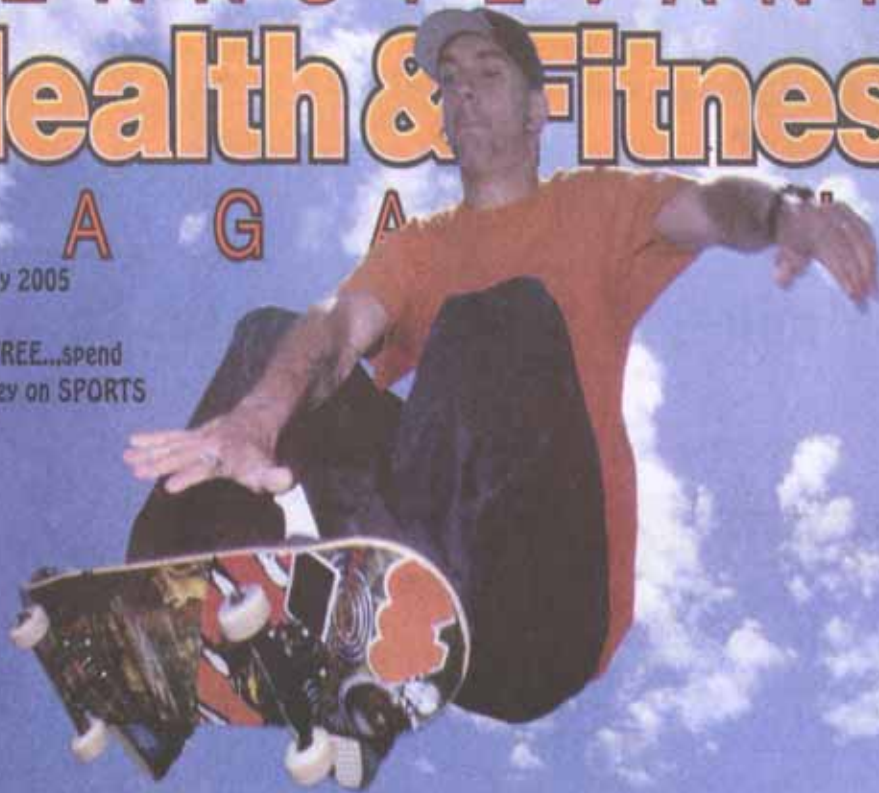
P E N N S Y L V A N I A

Health & Fitness

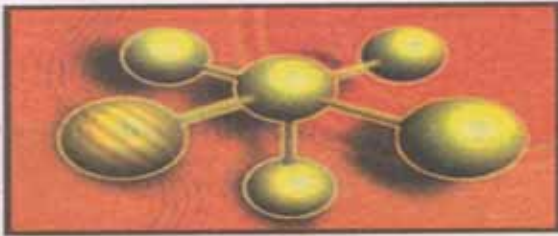
M A G A Z I N E

July 2005

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your money on SPORTS



Go Outside!



FRS® Plus: **The Drink that Drives You** *by Joe Sarver*

There are a number of reasons why athletes reach into the refrigerator for a health drink. One reason is for refreshment, another incentive is recovery and the last but not least motive is for a performance enhancer. A powerful sport supplement should be formulated with ingredients that are palatable, enhance recovery, and increase performance. Currently there are hundreds of supplements, sports drinks, and performance enhancers on the market. Most of these athletic supplements are formulated to enhance one or more of these performance properties and not all of them. What are you looking for in a supplement? Is it a health drink that can only handle part of the road or a supplement that can drive you to the finish line? FRS Plus is a supplement that is well studied and tested by scientists as well as athletes that can cover all of the bases for an athlete. The ingredients that are found in a meal can separate a chef's masterpiece from a meal at any diner. Athletes like chefs look for the key ingredients that taste great, enhance their performance and recovery. FRS Plus contains ingredients that are well known free radical scavengers called flavonoids that act as antioxidants. One of these ingredients quercetin is called the magic bullet. It acts as a powerful free radical scavenger, anti-inflammatory, and anti-histamine. Another class of flavonoids called catechins is found in green tea and act as a synergist with quercetin to extend the effectiveness of quercetin in the blood. The oxygen radical absorbance capacity (ORAC) is becoming the new standard for the antioxidant protection capacity of supplements. Researchers believe that we need 3,000-5,000 ORAC units a day. The average American has an intake of about 1,200 ORAC units versus the 8,700 units found in one 8 ounce serving of FRS Plus. There are also seven key vitamins in the supplement that are required for normal metabolic functions. Why are supplements like FRS plus important in neutralizing free radicals? The FRS Plus supplement contains antioxidants. Antioxidants are free radical scavengers and their role is to eliminate free radicals. Free radicals are produced constantly in the body and increase with the amount of time and the intensity of the workouts. Free radicals are unstable molecules that are bi-products of cellular metabolism that can damage

healthy cells. Free radicals are known to damage the mitochondria which are the cellular power plants. The chemical information for the mitochondria is contained in the mitochondrial DNA which is also vulnerable to free radical damage. Cells are capable of repairing the damage caused by free radicals while mitochondrial DNA cannot be readily fixed. Over time the mitochondrial DNA can be damaged badly enough that the mitochondria shuts down and the cell eventually dies. That's why antioxidants are important in maintaining the overall health and well being of cells. The longer your cells are healthy the longer your muscle tissues are strong and the more your body can stay fit.

A certain amount of muscle soreness and mechanical tissue damage is believed to be related to free radicals. Lactic acid build-up and cellular waste bi-products can also be involved in muscle soreness. Recovery from daily fatigue after workouts are hampered and the risk of injuries increase with an increase in free radicals. Supplements containing antioxidants can significantly decrease the damage due to free radicals.

A double-blind placebo-controlled study was conducted at Pepperdine University to determine if FRS plus had an overall affect on endurance cycling. Daily use of FRS plus increased the cycling time-trial performance by 3.1% in a 30km simulated mountainous time trial. Just as an example, a 3.1% performance increase for my 2:20 marathon would translate into a 2:15:30 finishing time. Dr. Marcus Elliot, MD, a physician specializing in exercise physiology and injury prevention believes that the FRS plus may have applications for preventing free radical damage and increasing the energy level in the daily life of non-athletes. Dick Lamb is the co-founder of the Balance Bar and currently the CEO and President of New Sun Nutrition the maker of FRS Plus. He was executive Vice-President and President of Balance Bar and grew the company from 1 million to 100 million dollars in revenue before selling the company to Kraft. Dick is a past national champion in wind surfing, former Lacrosse player, and a past marathon runner. Just talking with him you can feel his enthusiasm toward this product. Dick stated, "FRS Plus brings a new vitality to athletes and non-athletes alike". I incorporated the FRS Plus supplement into my training and racing routine. It works for interval workouts, road racing and also recovery from a daily regiment of training. The drink that can drive you to the finish line, harder training, and faster recovery is found with FRS Plus. Whether you're an athlete, non-athlete or wanna-be athlete this sports-health supplement has something for everyone. If you think you've tried them all, think again. The supplement and all of the information on New Sun Nutrition can be found at www.frsPlus.com