

Supplements are NOT Created Equal

Consider this: If you read the **list of ingredients** on a box of Betty Crocker and Duncan Hines brownies you'll find they are almost exactly the same. However, bake one at **500 degrees** for **two hours** and the other at **350** for **40 minutes**.... and you end up with **two very different brownies**.

That's the difficulty for most consumers to understand the differences between a **quality nutritional supplement** and an inferior product. The *ingredients seem to be the same*.

Beyond the manufacturing processes, **raw materials** are available in a range of different qualities -- from so called "**pharmaceutical grade**" to **pure garbage**. To make matters worse, some companies actually create formulations that simply don't make sense -- as the nutrients are **out-of-balance** -- or in some cases, actually **prevent** or **interfere** with **absorption** of food.

Not for Every Body...

Super-premium supplements have a **single focus**. To provide the highest quality ingredients available for **physically active people** and **athletes**. These super-premium nutritional products are **NOT** for the general consumer. In fact, for the deconditioned, inactive population they would be considered "over-kill."

Manufacturing Protocol

This all natural product line was created and developed by California-based OFNP, Inc and Sportelexis, Inc., under the guidance of **John E. Logsdon**, a homeopathic researcher and sports nutrition expert and innovator.

Today, this unique, patented product line is overseen by **Ed Lieskovan**, Pharm.D., MBA, Dir. Analytical Instrument Chemistry at OFNP, Inc.; and **William Register, Ph.D., N.D.** Director of Technical Services at SporTelexis.

All research and development is conducted through several laboratories in S. California and at OFNP and SporTelexis. All raw ingredient suppliers are required to supply "certificates of analysis" and are, again, re-tested at an independent licensed laboratory before manufacture.

Actual manufacturing processes are contracted out to several facilities in Southern California that manufacture under the **FDA's** strict **GMPs** (Good Manufacturing Practices) as well as adhere to our own guidelines and proprietary manufacturing process protocols.

Supplements for Physically Active People

Here's the difference: Deconditioned, inactive people interested only in growing hair, skin and nails probably meet their "**low metabolism**" needs through food alone. Or, at best, might consider an inexpensive daily multi-vitamin.

However, research has proven that **physically active people** have much **higher metabolic requirements**. The **amount** and **quality** of your caloric intake, in conjunction with vitamin supplementation, is of utmost importance.

An Analogy

Imagine you're invited to drive up to a mountain lakeside cabin to spend the weekend. But then, a few days later you are asked to tow a boat up the mountain for everybody to use. You say "yes". But now, you start to think about the condition of your car. Do you have enough air in your tires? When did you last change your antifreeze? What about the oil and transmission fluid? How much gas will your car burn and should you use a higher octane? These are valid thoughts because you are about to **add physical stress** to your vehicle.

The same holds true when you begin an exercise program. You **increase physical stress** on your body. And, when you increase physical stress on your body, **fueling it** (through proper nutrition) becomes a **major consideration**.

Supplements accomplish **two things**. They help in the **digestion** and **utilization** of foods, thus creating "**higher octane fuel**" for your body. Second, they ensure that all **nutritional gaps** are filled allowing your body to **efficiently** and **effectively burn fat, build lean muscle tissue** and **fully adapt** to **increased physical stress**.

These are **super-premium vitamin supplements**. Only the **highest quality ingredients** are used such as **Pancreatine 5x** (digestive enzymes), **polynicotinate** (instead of picolinate) and **whey protein** instead of lower cost substitutes.

These formulations are NOT available to multi-level organizations, discount health food stores, drug stores, supermarkets or other retail venues.

Despite the marketing hype and endorsements, **super premium supplements** are what **fitness pros, coaches** and **athletes** actually use, themselves, for **reducing body-fat, gaining lean muscle** and **enhancing overall fitness** and **athletic performance**.



S U P E R - P R E M I U M
F O R M U L A T I O N S



S U P E R C R E A T I N E

Creatine Monohydrate

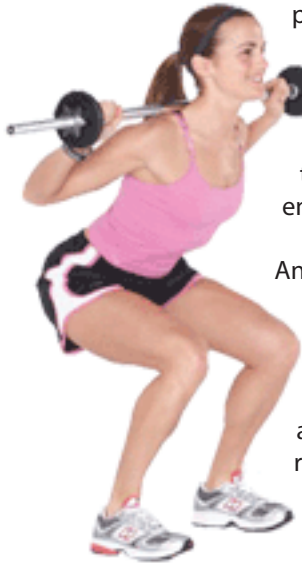
Creatine monohydrate may be the **single most studied product** in the history of nutritional supplementation.

Over the years, however, creatine has been widely recognized and accepted by the **scientific community, medical professionals** and **hard training athletes** -- as a product that delivers on its promise of **improved strength** and **enhanced muscle size**.

Further, the **International Olympic Committee** and the **National Collegiate Athletic Association (NCAA)** allow the usage of creatine. It is consistently used among top amateur and professional athletes.

High-Intensity Anaerobic Activity

Creatine enhances the body's capacity to perform high intensity work. As a result, the body achieves greater muscle size as well as performance strength gains.



Athletes and active fitness enthusiasts take creatine because it allows the body to produce more energy.

And, with more energy... **"you can lift one or two more reps or 5 more pounds"** and **"your muscles will get bigger and stronger,"** according to published reports by **Chad Kerksick, Ph.D.**, assistant professor of exercise physiology at the **University of Oklahoma**.

Other published findings in the **Journal of Sports**



Science and Medicine suggest that creatine use can increase maximum power and performance in high-intensity anaerobic repetitive work by up to **15 percent (15%)**.

In general, Creatine Monohydrate is most beneficial during **high-intensity anaerobic workouts** or **competitive events**. It does not have much effect on endurance activities.

Beyond Athletics

A preliminary clinical study suggests that creatine supplements may help lower levels of **triglycerides**.



Creatine has also been reported to help **lower levels of homocysteine**, an amino acid associated with heart disease.

Other studies have shown creatine to have a **positive impact** on **cognitive brain function**. Some researchers and clinicians are now incorporating creatine as part of an overall treatment for **depression**.

Dietary Sources

About half of the creatine in our bodies is made from other **amino acids** in the **liver, kidney, and pancreas**. The other half comes from **foods** we eat.



Wild game is considered to be the richest source of creatine, but lean red meat and fish (particularly herring, salmon and tuna) are also good sources.

Creatine - To Load or Not to Load...

In terms of taking creatine, certain methodologies differ on whether or not a **"loading"** phase is necessary for maximum gains.

If you plan to dose creatine using a "loading" strategy, then it is suggested you **consult** with your fitness professional and/or physician to ensure this is the best strategy for you.

Non-Loading Maintenance Strategies

Studies have shown just taking the maintenance dose of about **5 grams** a day will accomplish the same result as loading except that it will take 3-4 weeks for your system to reach saturation levels as opposed to only one week when you load.

So the benefit to loading is **quicker** results, **not greater** results.

Supplement Facts

Serving Size 5 grams
Servings Per Container 200

Amount Per Serving	% Daily Value*
Creatine (as creatine monohydrate 200 mesh)	5 g †

*Percent Daily Values are based upon a 2,000 calorie diet.
†Daily Values not established

WARNING: If you are pregnant, nursing or taking any medications, consult your doctor before use. **Not intended for use by persons under the age of 18.**

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