

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 Sporteosis, 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 SporTeosis.

All research and development is conducted through several laboratories in S. California and at OFNP and SporTeosis. 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 edorsments, **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



P U R E W H E Y P R O T E I N

PURE WHEY PROTEIN

Most people think all protein is the same. **It's not.**

Imagine pulling up to a gas station with more than **50 pumps** -- each with a different quality of fuel and each with a different price. That's the protein marketplace and it's incredibly confusing.



So, let's make it a little easier to understand. In simplified terms, the **3 most important factors** that affect the value (price) of protein powders are:

- **Quality**
- **Process**
- **Age**

QUALITY: Protein powders can come from several different sources, including soy, milk and whey (cheese). Most sports nutrition formulas use **whey protein**. Whey protein formulas are available in different grades where actual protein content can **vary** from a low of **30%** to a high of **80%** protein.

There are companies that import various forms of protein from **Asia** and **China**. Some experts argue that **QC issues, lack of regulation** and **time-of-transport** can **negatively impact** the quality of imported protein.

This Whey Protein is at the highest level (80%) content and the raw whey is secured from a GMP regulated whey processing manufacturer in Southern California.

PROCESS: The method by which protein is processed (manufactured) is equally important and even more varied. The process that results in **highest quality protein** calls for a calibrated, **low-temperature** environment with precise **micro-filtration processes** in order to maintain a full spectrum of **intact bioactive peptides**, including beta-lactoglobulin, alpha-lactalbumin, glycomacropptides, immunoglobulins, bovine serum and lactoferrin as well as other amino acids and nutrients.

This Pure Whey Protein formula starts with a **proprietary** blend of pure, premium quality, partially pre-digested (hydrolyzed) and micro-filtered whey protein isolate and concentrate and is low-volume, batch processed using the precision protocol as described.

AGE: All protein powders experience some form of **degrading** due to exposure to air and other natural chemical reactions as they age. While there is no getting around the fact that **bio-active formulas degrade**, there is much debate as to **"how much"** degradation occurs and **"how long"** it takes to occur (shelf life).

Some experts maintain that it is alright for a protein powder to sit in a warehouse for **2 years** before making it to a retail store shelf. **We disagree!**

Some of the world's top athletes use this exact same whey protein powder as a recovery supplement. With that in mind, our philosophy is, **"Why take chances?"**



Our manufacturer produces **"limited runs"** of between 1,000 - 2,000 jugs at a time (batch). This results in a consistently **"fresh" full potency formula** and avoids the issue of degradation.

You Get What You Pay For...

There are literally **hundreds** of less expensive protein powders on the market -- and the internet. Obviously, **lower prices** are typically indicative of the **quality**.

From the **highest-grade raw ingredients** through the precise, temperature-controlled manufacturing process --this is a **super high-quality optimal protein** scientifically engineered for **serious active-lifestyle fitness enthusiasts** and **competitive athletes**.

Compare for YOURSELF!

Take a look at the ingredients and judge for yourself whether or not this is the absolute best formulation you could ingest along with your healthy nutrition plan.

Directions for Use: As a food supplement, blend 1-2 scoops of our Whey Protein into water, juice, milk or your favorite beverage. Serving size may be increased or decreased to meet individual goals.

Serious athletes and **bodybuilders** can promote enhanced muscle development by implementing a **pre- and post-workout serving strategy** or as recommended by training staff or coach.

Supplement Facts			
Serving Size 1 Scoop (32 g) • Servings Per Container 28			
Amount Per Serving			
Calories			130
Calories from Fat			15
			% Daily Value*
Total Fat	2 g		2 %
Saturated Fat	1 g		5 %
Cholesterol	40 mg		14 %
Sodium	60 mg		3 %
Potassium	260 mg		6 %
Total Carbohydrate	5 g		2 %
Dietary Fiber	1 g		4 %
Sugars	2 g		
Protein	22 g		44 %
Vitamin A			100%
Vitamin C			100%
Calcium			80%
Iron			100%
Phosphorus			100%
Not a significant source of Vitamin A, Vitamin C or Iron			
*Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your caloric needs.			
		Calories	2,000 2,500
Total Fat	Less than	65 g	80 g
Saturated Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Potassium		3,500 mg	3,500 mg
Total Carbohydrate		300 g	375 g
Dietary Fiber		25 g	30 g
Calories per gram:			
Fat	9	Carbohydrates	4 • Protein 4

Other Ingredients: Partially predigested [hydrolyzed] and microfiltered **Whey Protein Concentrate** and **Whey Protein Isolate** [providing di-, tri-, oligo-, and poly-peptides (short, medium and longer chains of peptide bonded amino acids)] and bioactive fractions [45-52 % beta-lactoglobulin, 18-22 % alpha-lactalbumin, 15-20 % glycomacropptides, 5-7 % immunoglobulins and bovine serum albumin, 1 % lactoferrin and other naturally occurring whey fractions], Natural Cellulose Fiber, Natural and Artificial Flavors, Xanthan Gum and Sucralose.