

Conversation Corner



A Newsletter for Fitness Enthusiasts

The First Ready-to-Drink Functional Fluids That Can:

1. Conveniently Support Goals
2. Complement Nutrient Intake

Functional fluid = H₂O +

Remember, a functional *food* is a natural substance fortified with specific nutrients that may provide a physiological enhancement (health or performance) beyond the normal contribution from its original form.

Now we have water with specific nutrients. By using fluid as the medium, we can deliver the contents quickly and in a non-sustained or self-controlled manner (when this may be a necessary or preferred method), while contributing to proper hydration, which is paramount in maximizing performance.

Sports Drinks

(a.k.a. Ready-to-Drinks or RTDs)

Sports drinks are extremely popular.

People often sip on them before, during and after workouts seeking the “boost”, the taste (as opposed to water), the purported outcome (accelerated fat loss or hypertrophy) or just to quench thirst with the thought of, “what the heck, at the same time why not throw in some other nutrients that might help.”

All these reasons may be okay, but here we go again—shoot, ready, aim—ingesting something with an array or quantity of nutrients that may have no value or just enough to make a claim that the substance is in the container but not enough to have the desired effect (remember we call this “window dressing”).

How does this intake match everything else you may be taking in? Is there any return on your investment? Is there a way to enjoy a Sports Drink and know its bringing long-term value?

We ask this very question and that’s why we decided to get into the drink business.

Why an Apex Sports Drink?

Safety and efficacy

Same reasons guys. By keeping everything in the family we can calibrate your entire daily nutrient intake so that it stays in the safe/optimal range. We make sure you are not **wasting** money or nutrients.

In other words, make something that works and complements the remainder of your daily nutrient intake rather than a bottle of flavored water with “window dressing.”

Keep in mind, only certain compounds can maintain their usefulness in a liquid medium and these nutrients will be **only utilized** shortly following ingestion for approximately one to two hours.

Therefore, *if* the ingredient quantities match those that have been shown to have a positive effect in clinical studies; *if* these compounds remain stable in liquid; *if* the goal is a quick, one-time-a-day delivery of the stated nutrients; *if* the dosage does not upset your total daily nutrient intake; then a sports drink is an acceptable and tasty method of supplementing—***this is an Apex sports drink!***

Company business objective

Many people are still buying products based on advertising as opposed to education, which is why some of our licensees carry other brands of supplements. However, it has always been most of our licensees’ company goals to establish a positive fitness culture by highlighting the Apex brand so that eventually all the qualified members would be using supplements wisely rather than indiscriminately, thus delivering only benefits.

This is an Apex supplement experience – education, screening, complementing products, safety and efficacy, leading to longevity and performance.

Apex sports drinks

Software

Besides being in your gym's refrigerators, the Apex sports drinks will be integrated into the new web-based program software to assure ideal usage—screening and maintaining the safe optimal range by considering all dietary supplements.

Proper positioning

Remember, these drinks are made to properly complement normal supplement use while in the gym. They do not replace proper dosing of daily supplements. As mentioned in the opening, only a few compounds can be effectively delivered by this method and used only as a pre or post-workout dose of that particular product.

The Apex sports drinks are truly designed for; (1) regular users of fitness drinks for a safer and effective choice; (2) people who forgot to take a matching pre or post workout supplement; (3) people who cannot swallow pills; (4) proper hydration plus a particular function.

Until next month,

WATER +

giving you what water doesn't: hydration to meet your fitness goals

Apex sports drinks are formulated to build on the hydration benefits of water to help you achieve your goals faster and more efficiently. Apex products add an optimal blend of nutrients and functional ingredients to give sports and fitness enthusiasts something better than water alone. Think of it as goal-oriented water.

lean: accelerate fat loss

Goal: lose weight

energy with only 10 calories so you can work out harder, plus lipotropics to help metabolize fat.

calories 10 • carbs 2g • caffeine 200mg • lipotropics 525mg • green tea extract 100mg • fat 0g



GRAPE SPLASH
FRUIT BLAST
KIWI STRAWBERRY

when to drink:
before, during or
after exercise

energy: fuel to perform

Goal: boost performance

helps increase energy for your next workout. keeps you fueled and hydrated.

calories 170 • carbs 43g • electrolytes 800mg • L-carnitine 250mg • caffeine 200mg • ginseng 38mg



ORANGE RUSH
GRAPE SPLASH

when to drink:
before or during
exercise

protein: don't lose muscle

Goal: lean muscle

high quality whey protein isolate to help you build lean muscle without extra calories from carbs or fat.

calories 160 • protein 40g • carbs 1g • fat 0g



FRUIT BLAST
GRAPE SPLASH

when to drink:
before, during or
after exercise

recovery: don't crash

Goal: bounce back

unique ratio of 4g of carbs to 1g of protein helps your body replenish and recover quicker. branched chain amino acids and L-glutamine to support muscle growth and recovery.

calories 300 • carbs 61g • protein 15g • fat 0g • added L-glutamine 500mg • BCAA 3370mg



GLACIER BERRY
CITRUS ICE

when to drink:
after cardio training
before weight training

These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.