



## Tapping Your Performance Potential— Legally

### The Apex position

*Maximizing potential during high-level competition involves exploiting all available resources within known healthful guidelines.*

High-level sport is not “natural” or healthy. The body is pushed to its limits and beyond psychologically and physiologically, potentially leading to acute and chronic injuries.

Most athletes do not believe eating solely from the food pyramid is going to maximize their potential for performance and recovery. Nor will these competitors consume foods in this ideal fashion, especially given the easily accessed alternatives (e.g. fast food) and learned behaviors.

The search for safe modulations to nutrient intake is here to stay, whether or not sport institutions ban them. Someone is going to implement any potential performance or recovery enhancement process and get away with it.

Part of being a great athlete should be performing extensive research in augmenting the nutrient content of foods with safe and legal compounds that may maximize their potential without disturbing natural physiology and simultaneously evening the playing field.

Each of us has a right to health, so athletes can and will make their own decisions. Because of the safety record of the supplement industry, the competitor may presume he/she has an opportunity to gain and nothing to lose (except money) when properly incorporating legal compounds. Additionally, the use of a placebo often yields a positive response.

There is no substitute for an appropriate training regimen and attitude, including a magic pill that will create a world-class athlete out of anyone. However when food intake, talent and motivation are the best the athlete can do, specific compounds—in proper dosage and forms, ingested at proper times—offer a safe,

viable means of maximizing potential and enhancing results during training and competition.

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Wow, that was a mouthful! Sorry to bore you with the statement word-for-word, but I felt compelled to start this month’s newsletter with it, because even though I wrote it many moons ago, I believe the premise to hold truth as long as there are sports and sport fans.

I was fortunate enough to make a living (meager as it was) as an athlete, and although I didn’t go as far as I would have liked, I absolutely could not have accomplished my modest career without maximizing my performance through proper meal planning and supplementation. Emphasis on the nutrition component for an athlete not inheriting the best genetics for his or her chosen sport, can help even the playing field against athletes that were born or “naturals” to the sport.

### Muscle size vs. performance

Adding size doesn’t necessarily enhance performance, which is why basketball players, cyclist, runners and swimmers don’t look like bodybuilders.

Ideal muscle size, fat stores and body weight are primarily determined by the sport, which is why world-class athletes of like sports generally have like physiques. In other words, top NBA players, distance runners, NFL lineman, etc. have bodies that are similar to players in their sport.

That said, enhancing performance becomes a function of ideal body composition and properly loading the energy systems before events, both of which require proper nutrition planning, including meal timing and supplementation.

## Supplementing for performance

Once you have done all you can to fill the body's energy systems through proper food planning—including pre and post event meals and snacks—the goal is to supplement isolated natural substances that might pick up where careful meal planning leaves off. In other words, deliver levels of specific energy components that are not attainable from normally-consumed food, especially within the caloric allotment that maintains ideal body composition for the sport.

### **Apex Max Creatine** – *for experienced power athletes unconcerned with weight gain*

Creatine is isolated from muscle meats. Creatine loading is analogous to carbohydrate loading in that supplementing high doses of creatine fills the fuel system (phosphocreatine [PC] system) responsible for producing the energy used during the first 10-15 seconds of strenuous movements just as carbohydrates fill your main “fuel tank” that supplies the energy that extends beyond 10-15 seconds.

Proper loading can increase strength, delay fatigue and shorten the recovery time between sets or exercise bouts, all because your PC system has more creatine available than food would normally supply.

### **Apex Max Workout** – *for experienced athletes and exercisers seeking to improve endurance or sport performance or just needing a boost*

Contains natural sources of caffeine, which is a well-known performance enhancer by means of forcing the body to use fat for energy and thereby allowing your main fuel source—carbohydrates—to last longer and dramatically delay fatigue.

The product also contains Panax Ginseng that, when used properly, has been shown to build resistance to physical and mental stress.

And finally, we put in the perfect amount of potassium magnesium aspartate (PMA) in order to flood the body with this naturally occurring compound, which is an essential component in the last steps of energy production. All in all, with Max Workout you get: a boost before you start, help during the event by prolonging the supply of your main fuel source and the potential to produce the final energy molecule, ATP, at a faster and more consistent pace sparing carbohydrates.

### **Apex Max Energen** – *for experienced endurance athletes looking for the final edge*

This product takes Apex Max Workout to the next level. It adds two more compounds involved in producing energy—phosphates and carnitine—both of which have been shown to delay fatigue when used in the proper amounts and forms. This product is a “must try” for all serious middle to long distance endurance athletes, such as running and cycling, soccer, tennis or other continuous play sports, including all day tournament play.

## Proper use of performance enhancing supplements

Please see your Apex Certified Trainer for the details on proper use of all products.

Simple usage rules are: no minors or females trying to conceive or who are pregnant (simply because studies, for obvious reasons, are not done with these populations); not necessary for beginning athletes or exercisers, although the products may work for this group, they will make significant gains without supplementation and should wait until they are at a plateau or preparing for a competition; no one with adverse reactions to stimulants such as caffeine; always properly cycle performance enhancing supplements for best results.

## Summary

Proper dietary support—through the supplementation of safe performance-related compounds not readily available or consumed from traditional diets—for the competitive athlete can be the difference between first and tenth place, or a great game and a good game.

Proper supplementation for an exerciser can be the difference between a great workout and a not-so-great one leading to enhanced overall results.

And finally, intelligent dietary support with safe compounds can help recipients break through training plateaus and aid in maintaining the motivation to continue their sport or fitness quest.

If you are a competitive athlete or exerciser – go for it!

## Neal