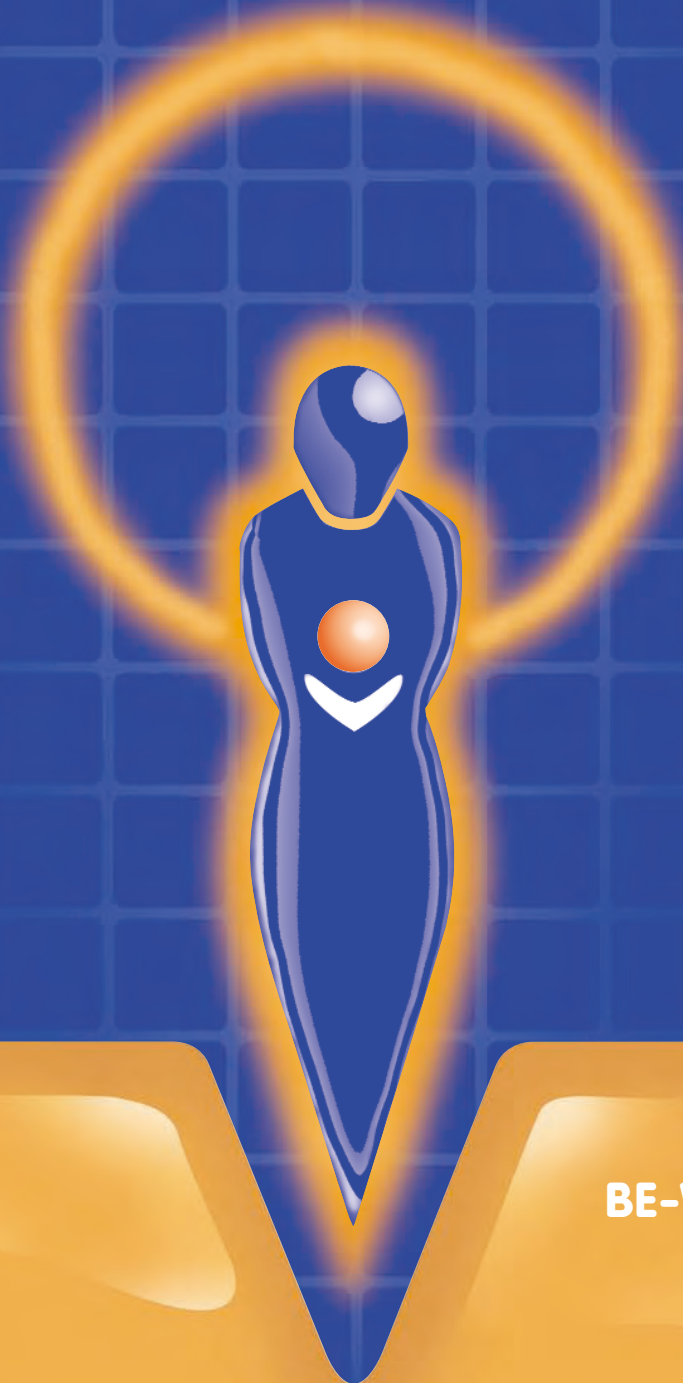


Performance Division Product Manual



BE-WELL NUTRITION



BE-WELL PRODUCTS

Central to our success at Be-Well is our use of organically complexed, peptide bonded vitamins and minerals. Put simply, the vitamins and minerals are re-united with the food in which they occur in nature e.g. our vitamin C is linked with citrus pulp. The body recognises this as food and its ability to absorb and utilise this is greatly increased. Most other vitamins and minerals on the market are synthetic, which the body cannot recognise and have a very poor absorbency rate. In essence, for the body to utilise nutrients they have to be in a food structure. Be-Well are the only sports nutrition company in the U.K. who use this unique nutrient delivery system.

b.active



b.active provides the foundation of the nutritional programmes of all our athletes at Be-Well. It supplies all the vitamins and minerals you need on a daily basis, keeps the immune system functioning effectively and maintains the health of the digestive system, allowing you to get the most out of the nutrition you take in.



b.active

- **WHY SHOULD AN ATHLETE USE b.active?**

Any athlete or sports person undertaking a regular training programme will be at risk of a suppressed immune system, which in turn leads to illness, loss of continuity in training and foremost damages the digestive systems good bacteria. The acidic environment in an athletes body, caused by the process of energy production also accelerates these negative affects. When this happens the body's ability to utilise nutrients not only from supplements, but also from the food you eat is compromised. **What is the point of using other energy products, recovery products and supplements if your body is not able to digest them?**

- **WHAT'S IN b.active AND HOW DOES IT WORK?**

b.active is a complex formulation of vitamins and minerals, isoflavones, bioflavonoids and amino acids that the body needs to function at an optimum level. The key ingredients are as follows:

Fructo-Oligosaccharides (FOS) - a soluble dietary fibre that is vital for the growth of good gut bacteria and also inhibits the growth of negative gut bacteria.

Bioflavonoids - are natural antioxidants which remove harmful substances (free radicals) from the body. They also protect and enhance the absorption of vitamin C and increase the strength of collagen (the main constituent of connective tissue in the human body e.g. tendons and ligaments).

Isoflavones - have a very powerful antioxidant effect.

Conjugated Linoleic Acid (CLA) - is a very powerful antioxidant, more powerful than vitamin C or beta carotene. It has also shown to be anti-carcinogenic, enhances muscular growth and development and reduces the adverse catabolic effects induced by immune stimulation.

Amino Acids, l-glutamine, l-methionine and taurine – these are the key amino acids that are broken down during exercise and it is vital that these are replenished if muscles are to repair or grow. The body does not use whole proteins to repair muscle tissue, it uses the amino acids which are the building blocks that make up these proteins. Like muscle tissue, cells of the intestine, kidneys, liver and immune system all need and use amino acids.



b.active

Food state vitamins and minerals - are required for the correct functioning of the body, from maintaining an effective immune system through to energy production and growth and repair. The use of Food State nutrients in our preparations means that the body has a far greater ability to absorb these nutrients because the body recognises them as food.

- **WHO SHOULD USE b.active?**
- **All athletes and sports performers who want to maximise the effectiveness of their nutritional programmes – both supplements and food. Take one serving daily.**
- **Any athlete or sports performer who is lacking continuity in training through illness and injury.**
- **Affective for both endurance and power athletes.**



b.load



b.load provides a unique carbohydrate stacking system to ensure a steady flow of glucose to the muscles for top performance.

- **WHY SHOULD AN ATHLETE USE b.load?**

b.load uses a complex carbohydrate so the body gets a constant supply of energy. Many 'sports drinks' contain high levels of simple sugars which give an immediate energy boost, followed by a dramatic drop in blood sugar, which can be disastrous for athletes. This is because the body releases a substance called Insulin, which controls blood sugar. When high levels of simple sugars get into the blood, comparative high levels of insulin are released, which pulls blood sugar down to a low level, leaving the athlete with a lack of energy. To maintain a constant, steady flow of energy a complex carbohydrate must be used.



b.load

Used as directed b.load provides athletes with an effective and convenient method of carbohydrate stacking without the inconvenience, potential gastric distress and disrupted sleep patterns associated with altering the diet and volume of food consumed in the days prior to major competition.

- **WHO SHOULD USE b.load?**

Endurance athletes: 3 servings each day for three days leading up to competition. Drink 1 serving with your pre-event meal 2-3 hours before competition. What most athletes overlook is that the best time to get glycogen (the substance the body stores carbohydrate as) into the muscles is straight after training (0-60 minutes) because the body has used its reserves, the metabolism is elevated and it is 'hungry' to replenish what it has used. We recommend 1 serving between 0-60 minutes after training.

Power athletes: Obviously carbohydrate loading is not of such great importance, however power athletes should ensure they replenish glycogen stores after training and that they have sufficient energy to carry them through their training regimes.



b.fuel



b.fuel is an electrolyte energy drink which maintains energy levels during training and competition and replenishes the electrolytes the body loses through exercise.

- **WHY SHOULD AN ATHLETE USE b.fuel?**

b.fuel supplies the energy you need to get through races and training sessions and also provides electrolytes. These are the salts within the body that allow the cells to be able to hold water, thus keeping you hydrated. Electrolytes are lost through sweating, so simply drinking water during exercise is not enough to keep hydrated – the body will not be able to sustain hydration levels without electrolyte replenishment.



b.fuel

- **ALSO PRESENT IN b.fuel:**
- **Sodium phosphate** – to delay the onset of fatigue in the muscles.
- **Chromium** – to help control blood sugar levels.
- **B vitamins** – to support energy release.
- **Creatine** – for the reformation of ATP, the substance that brings about energy release within the body. This is at a very low level and poses no threat to the excretory system. (specifically kidneys).
- **WHO SHOULD USE b.fuel?**

Endurance athletes: Sip regularly immediately prior to and during exercise to maintain hydration and energy levels. Prior to competition drink 500ml – 1000ml (1/2 servings) of b.fuel in the 60 minutes leading up to prolonged activity.

Power athletes: Power athletes should use b.fuel to maintain energy and hydration levels during training sessions. If competition is prolonged b.fuel can be used to maintain optimum energy levels.



b.gain



b.gain contains an abundance of high quality proteins and amino acids, together with other key vitamins minerals and trace elements. These combine to speed recovery and growth of muscle tissue.

- **WHY SHOULD AN ATHLETE USE b.gain?**

Through heavy training and exercise muscle tissue develops micro tears, which if the muscles are going to recover or grow need to be repaired. b.gain provides the ideal nutrients for this growth and repair to take place.



b.gain

- **WHAT'S IN b.gain AND HOW DOES IT WORK?**

Proteins – a blend of the finest quality proteins including; whey, milk and soya.

Amino acids – taurine, l-glutamine and l-methionine are the amino acids that are broken down through training and need replenishing immediately after exercise. Leucine, isoleucine and valine (branch chain amino acids) supply the building materials for muscle re-synthesis following the most intensive workouts.

Sodium phosphate – neutralises acid build up in the muscles, helping to prevent pain and inflammation.

Fructo-oligosaccharides (FOS) – maintain a healthy digestive system to maximise the affect of the nutrients taken into the body

Vitamin and mineral mix – to supply the key nutrients involved in the process of growth and repair.

- **WHO SHOULD USE b.gain?**

Endurance athletes: Take one serving 0-45 minutes after training or competition to ensure replenishment of key nutrients and repair of muscles.

Power athletes: Take one serving 0-45 minutes after training to promote growth and repair. Can be used twice daily to fulfil additional protein requirements of power athletes.



b.flex



b.flex has been designed to assist the repair of joint and connective tissue damage resulting from sports related injuries. It can also be used to maintain the mobility of active joints.

- **WHAT'S IN b.flex AND HOW DOES IT WORK?**

Glucosamine – naturally occurring substance found in and around the joints and connective tissue. Along with hydrolysed collagen, glucosamine is one of the most abundant substances in connective tissue, ensuring joint mobility and correct functioning of the joint fluids.

Methyl Sulphonyl Methane (MSM) – clinical evidence proves that MSM effectively reduces joint pain and stiffness by helping to prevent the build up of toxins and pressure within cells, thus reducing expansion that results in inflammation and irritation.



b.flex

Hydrolysed Collagen - the foremost constituent of connective tissue in the human body.

Also contains amino acids and peptides that, with added vitamins and minerals, provide the ideal nutritional metabolites to allow quick joint repair, regeneration and recovery.

- **WHO SHOULD USE b.flex?**

Any athlete suffering from joint pain or inflammation. b.flex can also be used as a preventative measure to alleviate the onset of joint related conditions.

b.flex is to be taken once daily after food. In extreme cases b.flex can be taken twice daily.



b.slot



b.slot is a complex of amino acids (including L-GLUTAMINE), dipeptides, tripeptides, trace elements and potassium ions designed to produce rapid muscle growth, to aid repair of muscle damage and for muscle recovery, immediately after exercise.

- **WHAT'S IN b.slot AND HOW DOES IT WORK?**

Muscle gain rates are more than twice as efficient as a protein supplement and 7 times more efficient than free amino acids.

L-glutamine - important for optimal muscle growth and adaptation. Glutamine stimulates protein synthesis and inhibits protein breakdown in muscles. It also optimises the fluids intake in muscle cells and it stimulates muscle glycogen synthesis from glucose.

L-aurine - the most voluminous amino acid found in muscle fibre. Taurine has several functions and can act similarly to creatine in that it expands your cells by helping the muscle cell itself to hold more water and increasing cell volume.

L-methionine - Methionine is one of the essential amino acids (building blocks of protein), meaning that it cannot be produced by the body, and must be provided by the diet. It supplies sulfur and other compounds required by the body for normal metabolism and growth.

Electrolytes, sodium and potassium - will reduce urine output, enable the fluid to empty quickly from the stomach, promote absorption from the intestine and encourage fluid retention.



b.slot

- **WHO SHOULD USE b.slot?**

Endurance athletes: Take one serving within 15-30 minutes after training or competition to ensure muscle growth, repair and recovery.

Power athletes: 15 - 30 minutes after training to promote muscle growth

Be-Well products are tested for banned substances and are guaranteed drug free. All Sport products are guaranteed top-quality and made of the very best available ingredients.

