



The Shocking Truth about Energy Drinks

Let's talk numbers. Fifteen percent of kids between the ages of 6 to 19 are overweight—that's double the number since 1960! What's more, 4 out of 5 children who are overweight will remain overweight as adults. This is bad news because obesity is linked to 17 chronic diseases. In fact, 40 percent of children ages 5 to 8 years show at least one sign of heart disease risk, and for the first time in history most children will have shorter life spans than their parents. And one of the contributing causes is energy drinks. Yes, energy drinks.

If you believe those flashy sport drinks will give you a performance edge, you'd better take a closer look at the labels



I put an ounce or two of G3 in a glass of apple juice. It mixes instantly so now I have a delicious drink that has more than a hundred times the natural nutrient value than the plain apple juice.

-Dr. Greg Shepard, CEO and Founder,
Bigger Faster Stronger

A major ingredient in these so-called “energy” drinks is refined sugar, of the high fructose corn syrup variety. This is not a natural product. It is manufactured sweet syrup—without nutrition or any other benefit besides calories. While it is true that athletes should have carbohydrates shortly after training or playing to aid the muscles in recovery, too much sugar, as in primarily high-fructose corn syrup drinks, raises insulin levels high and quickly, causing that tendency to crash about an hour after intake. This is the same reason that sodas are a bad idea (well, one of the reasons!)

Excessive sugar is linked to dental decay, obesity, cancer, blood sugar disorders, type-II diabetes, and behavioral problems including aggression and ADD. Sugar consumption increases fat storage and can disrupt blood sugar levels and cause us to eat more than we normally would.

In one of the biggest marketing cons of the modern era, many food companies began producing low-fat foods, replacing the fat with sugar to enhance the taste. This is bad news for the overweight, adults as well as children, as sugar increases our appetites so we eat more. In one study on low-fat foods, it was found that those who switched to low-fat ice cream ate twice as much as those who bought regular ice cream. Further, when you eat a lot of low-fat foods, it's not as satisfying as high-fat foods, and people tend to eat a lot more to compensate.

Another undesirable ingredient in energy drinks is caffeine. Caffeine has addictive qualities, and withdrawal may cause drowsiness, irritability, nausea, vomiting, depression and difficulty in sleeping.

Research also shows that energy drinks can cause children to be fidgety, hyperactive and possibly rageful. Further, guaranine, another common ingredient in energy drinks, is chemically identical to caffeine and may increase the side effects of caffeine.

In addition to their shockingly high levels of caffeine and sugar, many energy drinks include milk proteins that can slow down post-training recovery by getting the digestive system in full swing while the body is trying to cool down and recover from exertion. A little protein right after a workout is fine; a lot is not. And don't forget that many so-called energy drinks don't have much in the way of good energy-producing ingredients in that they are loaded with artificial sweeteners and with additives that are unhealthy, nutritionally void and potentially dangerous. Other than their calories, there is little or no nutritional value in energy drinks. To sum it up: Most energy drinks are bad news!

Is There a Perfect Health Drink?

Athletes take note: The first step to good nutrition and improving athletic performance is to stop consuming harmful energy drinks and replace them with something that is good for you. So, what's the solution when you are looking for a drink that will quench



your raging post-game thirst, help your body recover and actually improve your health without being a meal substitute? An ideal energy drink would have lots of nutrition to help your body recover and heal, not much protein, some natural sugar, but no artificial sweeteners. We found just such a drink and are confident to recommend it as the best post-training recovery option in liquid form out there. It's G3.

OK, so it's got a weird name. Let's have a look at what's in it and why it is such a great drink for all athletes. G3 is not like your typical reconstituted orange juice. It's made from the amazingly nutritional Asian gac fruit, along with three other very healthful fruits—Siberian pineapple, Chinese lycium fruit and cili fruit, all enormously rich in antioxidants.

“What's an antioxidant?” I hear you saying. Antioxidants are chemicals in foods (primarily vitamins, but also some minerals, co-enzymes and other substances) that stop harmful chemical reactions in the body. These reactions occur when free electrons cause chain reactions and leave unstable molecules in their wake. These molecules, called free radicals (no, these are not unimprisoned terrorists), can cause DNA damage and contribute to the development of diseases and accelerate the aging process.

Strenuous exercise produces an enormous amount of free radical reactions due to its accelerating effect on metabolism. Increased metabolism is essentially an increase in the combustion process that runs the body as muscles burn more calories for fuel and as respiration rates increase. So, it makes sense that the more antioxidants you have on hand to quench these dangerous reactions, the better off you will be—the faster you will recover, the less stress your body will suffer and the better your health will be protected.

Gac juice is absolutely loaded with free-radical fighters in the form of the antioxidants beta-carotene (a precursor to vitamin A), lycopene, vitamin E, B vitamins and vitamin C, as well as 190 other active and beneficial nutritional components. If you drink orange juice for its vitamin C after training, consider that cili fruit in G3 has 460 times the vitamin C of oranges.

Gac juice and Siberian pineapple are loaded with beta-carotene, a powerful antioxidant in its own right and the

The Cili fruit, one of the four fruits that are contained in G3, contains 60 times the vitamin C found in oranges

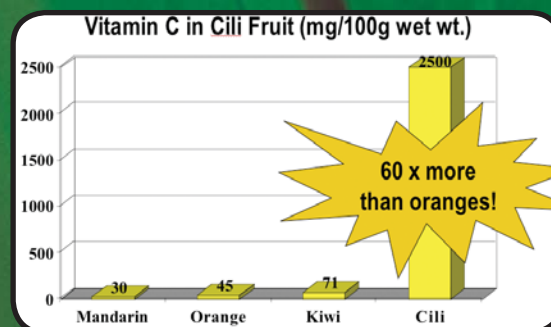
substance your body converts into vitamin A, a critical vitamin for overall health. The level of vitamin A in G3 is 10 times that in the equivalent amount of carrots. Importantly, the beta-carotene and vitamin E are absorbed well, unlike these vitamins in energy drinks without any fat or in supplements taken without food having fat, because in G3 they are suspended with lipids, specifically lipocarotenes, fats that promote absorption.

The levels of two fantastically beneficial nutrients are very high in G3: lycopene, another powerful antioxidant and cancer-protective plant chemical, and zeaxanthin. The Chinese lycium fruit in G3 contains 40 times more zeaxanthin than corn, so it is a superior source compared with other typical foods, and G3 has 70 times the lycopene of tomatoes. You'd have to eat a lot of tomatoes to match one glass of G3!

G3 is produced only by Pharmanex, an internationally recognized manufacturer of pharmaceutical-quality nutritional supplements. G3 is backed by more than 10 years of research by UC Davis and the USDA, so you know it's of the highest quality.

Taking “just a swig” (about 1 to 3 ounces) of this great-tasting drink in the morning will give you a jump-start on a high-energy day. Another serving later in the day keeps your energy at its peak and provides more healthy benefits. Athletes can benefit from extra servings, as G3 provides a “nutritional edge” for peak performance.

You drink energy drinks to get energy, right? And to recover better after training and games, to replenish what you lose and improve your health, right? Ask yourself: Are the energy drinks you consume really accomplishing these goals? Or are they undermining your training effort by raising your insulin levels too high, loading you up with too much protein and caffeine, and giving you wasted sugar calories without much nutrition? Most likely, that's what's happening. Consider revamping your energy drink strategy with G3. It's a natural!



To order G3, go to www.bfs.mypharmanex.com - ordering starts May 3, 2005

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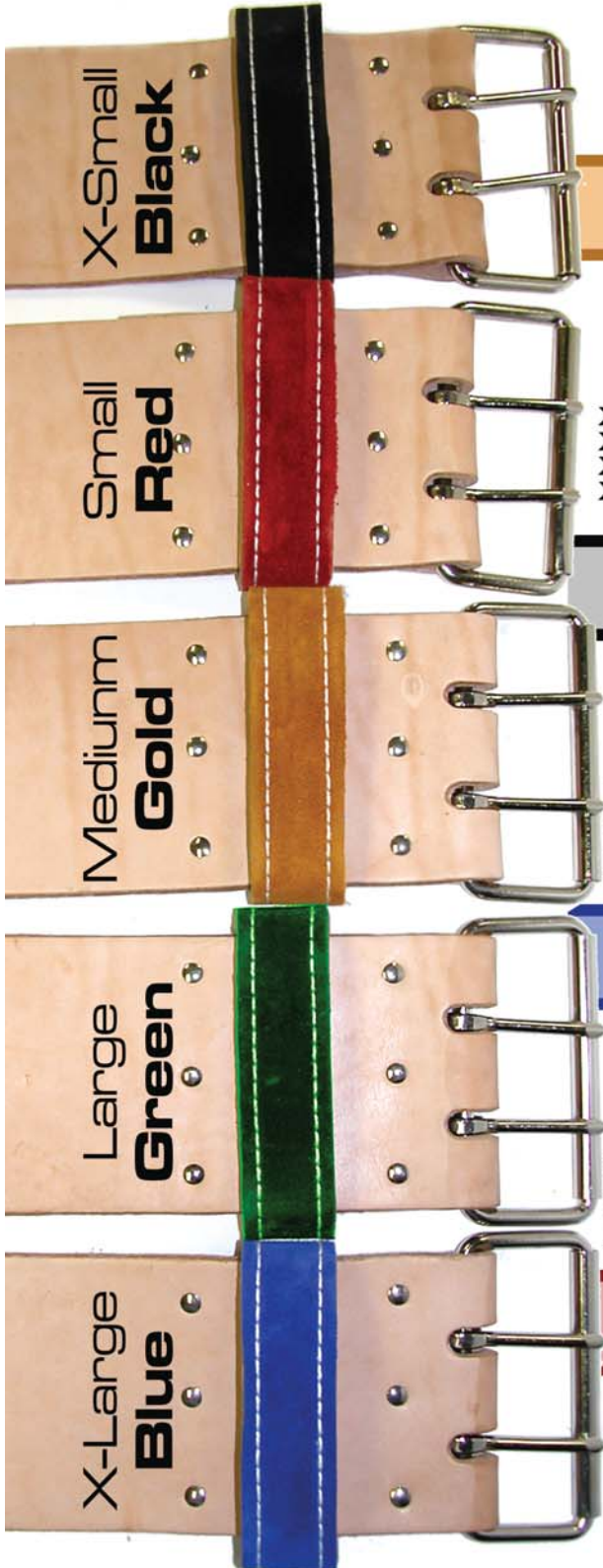
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