

# What's the 4:1 Advantage?

Why Accelerade's unique ratio of 4 parts carbohydrate to 1 part protein facilitates superior athletic performance and endurance

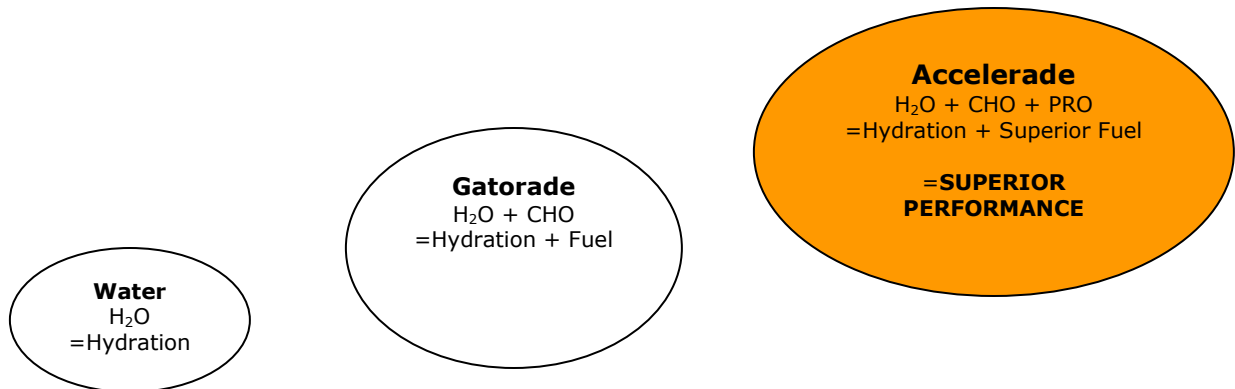
## The Evolution of Sports Drinks

For a very long time sports drink science evolved very slowly. Then, in 1996, things changed.

A Long Time Ago

1965

1996



## Accelerade 4:1 superior performance benefit

Independent studies have shown that compared to conventional sports drinks and water, athletes consuming Accelerade:

- **Greater Endurance**
- **Faster Recovery**
- **Better Hydration**
- **Reduced Muscle Damage**

## Key to 4:1 superior performance benefits: ratio of 4:1 carbohydrate to protein that:

- Increases carbohydrate movement into the muscle
- Provides an immediate source of energy so saving muscle glycogen for greater endurance.
- Stimulates glycogen replenishment
- Reduces muscle damage and soreness.
- Facilitates the retention of water

**The proof.** Independent studies<sup>1</sup> by some of the world's leading sports scientists and nutritionalists:

*John Ivy Study: University of Texas:*

Accelerade extends endurance 54% vs water, 24% vs a standard sports drink like Gatorade

*Saunders Study: James Madison University:*

Accelerade increases endurance 29% vs a standard sports drink like Gatorade in the 1<sup>st</sup> exercise bout, and 40% in a 2<sup>nd</sup> exercise bout 15 hours later. And, Accelerade reduces muscle damage by 83%

*Seifert Study: St Cloud University*

Accelerade speeds hydration 15% over Gatorade, 40% over water

**Accelerade: Superior Performance through Greater Endurance, Better Hydration, Faster Recovery, Reduced Muscle Damage. That's the 4:1**

#### **Accelerade 4:1 – Feel the difference**

Why does Accelerade *feel* different? It's because of the 4:1 carbohydrate:protein ratio.

- Drink: Protein gives the liquid *more body* when you drink it
- Exercise: Protein extends *endurance*, provides better *hydration* and increases muscle *energy* when you exercise, do you feel stronger
- Recovery: Protein speeds muscle *recovery* and results in *less* muscle damage during exercise, so you feel less fatigued

The net result? You can *feel* the difference when you use Accelerade.

#### **When should I use Accelerade?**

Nutrient timing is key for all athletes. The best times to use Accelerade include:

- 15-20 minutes before activity to allow time for the carbohydrates and proteins to cross the gut and into the bloodstream and into the muscles
- During a recovery part of a ride for instance: not just before a hill, but when you're coming down it. The body can't absorb energy when it's working flat out, for instance when you're climbing a steep hill
- Within 15-30 minutes of finishing exercise

Correct nutrition is key throughout your exercise regime; Accelerade's 4:1 carbo:protein formula ensures you fuel and replenish your body.

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<sup>1</sup> For the full studies, protocols and authors' details see [www.poweringmuscles.com](http://www.poweringmuscles.com)