

NUTRITION

The Ultimate in Sports Nutrition

SPORTS NUTRITION FOR EVERYONE

If you play for **MUNSTER RUGBY**
or **FIGHT** in a **CAGE**

or **BUILD** a **MR UNIVERSE** body
or are a **WEEKEND WARRIOR...**

WE ARE THE ULTIMATE IN SPORTS NUTRITION



WHAT MAKES NUTRITION X ELITE PRODUCTS DIFFERENT TO OTHER SPORTS SUPPLEMENTS?

1 Our Research and development team is run by two sports nutritionists who are regarded as being among the best in Europe, **Professor Don MacLaren Cert.Ed; Bsc, MSc.,PhD** and **Dr. Graeme L Close BSc (Hons), ASCC, PhD.** have worked as sports nutritionists to teams such as

- » **Liverpool F.C.**
- » **Munster Rugby**
- » **St.Helens RLFC**
- » **Manchester City F.C.**
- » **Northampton Saints**
- » **Bradford Bulls RLFC**
- » **Everton F.C.**
- » **Sales Sharks**
- » **GB Rowing**
- » **plus many more.**

From working with athletes such as these above, our research and development team know exactly what nutrition athletes need . When you use Nutrition X Elite range of supplements you can rest assured that you are using the same products as many world leading athletes.

2 Nutrition X is managed and owned by former athletes who have represented their countries in sports such as Rugby Union, Rugby League, Athletics and bodybuilding. Having used sports nutrition products for all of their sports careers, our company's shareholders are passionate about sports nutrition and improving athletes performance in the gym and on the pitch.

3 Quality. Nutrition X products are manufactured in premises that are BRC class A registered. Our products are also tested regularly for impurities and quality levels ensuring that you are getting the highest quality products available.

4 Drug screening procedures. Due to Nutrition X products being used by professional athletes we undergo a strict drug screening process for all banned substances on IOC/WADA banned list. Our products are manufactured in an Informed Sport Factory and also undergo batch testing for your piece of mind.

5 Scientifically formulated for the real world. Nutrition X Elite products are scientifically formulated to be used for real world athletes. Every ingredient that goes into our Elite range has to be justified by concrete science and is referenced so on our website. This coupled with our R+D team constantly monitoring their athletes performances guarantees that Nutrition X products will deliver results.

6 Taste. All Nutrition X products are signed off by a panel of athletes that use sports nutrition products everyday to ensure that Nutrition X have the best tasting products available.



GUIDELINES FOR GAINERS

For any athlete who wishes to increase their body weight (preferably muscle mass rather than fat mass), a combination of the right training (i.e. resistance training) and the correct nutritional intake are essential. Remember that a body can only increase weight or bulk-up IF the energy intake is greater than the energy expenditure. This means eating or drinking nutritious foods and supplements at frequent times through a day – it is most likely that this will be achieved by having at least 6 meals/snacks through the day.



Please be realistic and achieve your goal over time and not expect a 'quick fix'. In all likelihood a gain of between 0.5-1kg a week is realistic rather than a bloated 2-3kg a week. A realistic energy intake for "gainers" should be around 3500 - 6000 kcal/day for males and around 3000-4500 kcal/day for females depending on size and level of activity in a day. As a very rough calculation you should calculate your Basal Metabolic Rate (BMR) and then add around 600 kcal for every 1 hour training session you do in a day and then a further 1000 kcal for other activities including eating, walking, work etc. The BMR is around 1600-2000 kcal/day for males and around 1300-1600 kcal/



day for females. So you really **MUST** eat/drink foods which provide you with more energy then you expend. Of course you can check whether you are in gaining by weighing yourself regularly (say every 2-3 days in the first instance and then weekly thereafter).

The guidelines below provide some simple ideas, using Nutrition X products, to help you reach your goal.

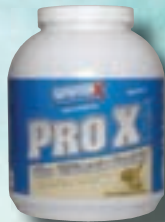
WHAT SHOULD YOU DO?

1. Ensure you have a good weights/resistance programme in place **BUT** reduce cardio sessions in consultation with trained professionals and sound medical advice.
2. Make sure you eat 6 meals/ snacks per day
3. Be wary of a high GI carbohydrate intake – don't eat too much carbohydrate foods such as bread/potato/rice/pasta at night.
4. Increase your protein intake to around 2-3g per kg body mass a day
5. **ALWAYS** take a Protein drink before a training session i.e. Pro X Elite.
6. Mass X Elite or Ultimate as a mid-morning snack.
7. Mass X Elite or PRO X Elite as mid-afternoon.
8. Ultimate with dinner (IF heavy training day).
9. Hypnos just before bed (IF heavy training day).



WHAT SHOULD YOU EAT PER DAY TO ACHIEVE THE RESULTS?

1. 400- 500g of Carbohydrates - achieved by eating porridge/ muesli at breakfast, reasonable portions of bread/potatoes/ rice/pasta at lunch, then mainly vegetables/salad and some fruit at dinner.
2. 200-300g of Protein - 600g of meat/fish will give you 150g protein, Milk and eggs can also be a good source of protein (you could also get at least 100g of quality protein from Nutrition X protein shakes)
3. 100g of Fat – from fish, nuts, cheese, red meat
4. 2-4 litres of water. Larger athletes need to get 3-4 litres; smaller 2-3litres.



SAMPLE DAY

Meal	Food / Supplements
Breakfast	Porridge/muesli, 2 eggs with 1-2 slices wholegrain toast, yoghurt + fruit. Apple juice.
Mid Morning	Ultimate or Snack
Lunch	Chicken + pasta + salad OR sandwich with extra meat/fish OR tuna pasta bake OR Chicken curry + wholegrain rice + vegetables.
Mid-afternoon	Mass X Elite or Pro X Elite or Snack
Dinner	Soup, steak + baked potato wedges + salad/vegetables OR lamb/pork kebabs + wholemeal pita + salad.
Supper	Tuna/ham salad
Bedtime	Hypnos

NUTRITION X
The Ultimate in Sports Nutrition

**Munster Rugby
Official
Team Partner**



GUIDELINES FOR MAINTAINERS

For any athlete who wishes to keep their body weight constant whilst exercising should attempt to match their nutritional intake with the energy expended.

A realistic energy intake should be around 2500 - 4500 kcal/day for males and around 2300-3600 kcal/day for females depending on size and level of activity in a day. As a very rough calculation you should calculate your Basal Metabolic Rate (BMR) and then add around 600 kcal

for every 1 hour session you do in a day and then a further 1000 kcal for other activities including eating, walking, work etc. The BMR is around 1600-2000 kcal/day for males and around 1300-1600 kcal/day for females.

Of course you can check whether you are in balance by weighing yourself regularly (say every 2-3 days in the first instance and then weekly thereafter).

The guidelines below provide some simple ideas, using Nutrition X products, to help you reach your goal.



WHAT SHOULD YOU DO?

1. Ensure you have an appropriate training programme in place in consultation with trained professionals and medical advice.
2. Make sure you eat 6 meals/snacks per day.
3. Be wary of any high GI carbohydrate foods at night to ensure no unnecessary fat gain.
4. Increase your protein intake to around 2-3g per kg of body mass per day
5. ALWAYS take a Protein drink before a training session i.e. Pro X Elite.
6. Pro X Elite as mid-morning snack IF needed.
7. Normal lunch with a sensible mix of proteins, carbohydrates and fats OR (if busy) Mass X Elite as a meal replacement
8. Pro X Elite as a mid-afternoon snack IF needed.
9. Hypnos just before bed IF heavy training day.
10. Consider taking Cell X Elite IF going for power/strength/speed.



WHAT SHOULD YOU EAT PER DAY TO MAINTAIN WEIGHT?

1. 200-350g of Carbohydrates - achieved by eating porridge/muesli at breakfast, reducing portions of bread/potatoes/rice/pasta at all times and replacing with vegetables/salad and some fruit.
2. 200-300g Protein - 600g of meat/fish will give you 150g protein, milk and eggs are also a good source of protein (you could also get at least 100g from Nutrition X protein shakes).
3. 80 - 100g Fat – from fish, nuts, cheese, red meat
4. 2-4 litres of water. Larger athletes to get 3-4 litres; smaller 2-3litres.

SAMPLE DAY

Meal	Food / Supplements
Breakfast	Porridge/muesli, 2 eggs with 1-2 slices wholegrain toast, yoghurt + fruit. Apple juice.
Mid Morning	Pro X Elite or Snack
Lunch	Chicken/tuna + salad OR Chicken curry + quinoa/ rice + vegetables OR filled sandwich on wholegrain bread OR filled baked potato OR Mass X Elite
Mid-afternoon	Pro X Elite or Snack
Dinner	Soup, steak + baked potato wedge + salad or vegetables OR lamb/pork kebabs + wholemeal pita + salad.
Supper	Tuna/ham salad
Bedtime	Hypnos
After training	Maximum Recovery Matrix



**100%
IRISH**

GUIDELINES FOR DIETERS

Within the process of “toning up” or “dieting” we are generally more concerned with losing body fat and tightening up loose skin than dropping vast amounts of weight. In order to achieve this goal successfully there are 3 areas that you will need to focus on to achieve that tight and toned beach body look.



For any athlete who wishes to decrease their body weight (preferably body fat rather than muscle mass), a combination of the right training (i.e. aerobic training) and the correct nutritional intake are essential. Remember that a body can only decrease weight IF the energy intake is lower than the energy expenditure. This means eating or drinking **SMALL** portions of nutritious foods and supplements at frequent times through a day. **DO NOT STARVE**. You must keep your body's metabolism elevated by feeding it frequently.

Please be realistic and achieve your goal over time and not expect a 'quick fix'. In all likelihood a loss of between 0.5-1kg a week is realistic. As a quick rough and ready calculation, the Basal Metabolic Rate (BMR) of an average male is around 1800 kcal per day and 1400 kcal per day for a female. This means that the lowest amount of energy a person's body uses up in a day is either 1800

kcal or 1400 kcal. Of course, everyone also expends energy eating, drinking, walking, sitting, training, and so on, which means that the total daily energy expenditure is much higher than the BMR – lets say for argument sake it's another 1000 kcal. If you want to lose weight then you must eat less than the energy expended and so consuming around your BMR (or slightly higher) means that you will lose weight. A deficit of 1000 kcal per day is likely to result in about 0.7 kg of weight lost in a week – just what is needed!! Do watch the energy content of the meals you eat in a day – small, frequent, and nutritious.

The guidelines below provide some simple ideas, using Nutrition X products, to help you reach your goal.

WHAT SHOULD YOU DO?

1. Ensure you have an appropriate training programme in place e.g. cardio sessions in consultation with trained professionals and sound medical advice.
2. Make sure you eat 6 meals/snacks per day.
3. Be wary of any high GI carb foods – reduce or better still avoid bread/potato/rice/pasta – especially at night.
4. Increase your protein intake to around 2-3g per kg body mass per day
5. ALWAYS take a Protein drink before a training session i.e. Pro X Elite.
6. Pro X Elite as mid-morning snack.
7. Low carbohydrate lunch
8. Pro X Elite as mid-afternoon snack.
9. Hypnos just before bed IF heavy training day.
10. Consider taking Cell X Elite IF going for power/strength/speed.



WHAT SHOULD YOU EAT PER DAY TO ACHIEVE THE RESULTS?

1. 100-200g of Carbohydrates - achieved by eating porridge/ muesli at breakfast, reducing portions of bread/potatoes/rice/ pasta at all times and replacing with vegetables/salad and some fruit.
2. 200-300g of Protein - 600g of meat/fish will give you 150g protein, then there is milk and eggs (you could also get at least 100g from Nutrition X protein shakes)
3. 50 - 80g Fat – from fish, nuts, cheese, red meat
4. 2-4 litres of water. Larger athletes to get 3-4 litres; smaller 2-3litres.



SAMPLE DAY

Meal	Food / Supplements
Breakfast	Breakfast Porridge/muesli, 2 eggs with 1-2 slices wholegrain toast, yoghurt + fruit. Apple juice
Mid Morning	Pro X Elite or Snack
Lunch	Chicken/tuna + salad OR Chicken curry + quinoa + vegetables.
Mid-afternoon	Pro X Elite or Snack
Dinner	Soup, steak + salad/vegetables OR lamb/pork kebabs + wholemeal pita + salad
Supper	Tuna/ham salad
Bedtime	Hypnos

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NUTRITION ADVICE AND OUR ONLINE STORE:**

**www.nutritionx.ie
www.nutritionxstore.ie**



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GUIDELINES FOR RECOVERY

Recovery between sessions and/ or between matches is essential if performance at the next session or match is to be maximised. The recovery may be a matter of a few hours or the next day or a matter of a few days. The guidelines below, using Nutrition X products, should help with ensuring suitable recovery.



WHAT SHOULD YOU DO?

1. Get carbohydrate and protein and fluid within 30 minutes after a session/match. **THIS IS A MUST** – unless you are fat burning (in which case forget the carbs for about an hour – so using Pro X Elite would be useful).
2. You need about 1.2-1.5g of carbs per kg body weight **IF** you have done a very hard session
3. You need about 0.5g of Protein per kg body weight.
4. Drink about a 1.5 litres of fluid per kg body weight lost during the session (this means getting used to weighing yourself before and after training). This is where we recommend Hydra 10.
5. MRM contains the correct mix of carbs to Protein – and of course you make it up with water. We would suggest taking both MRM and Hydra 10.
6. **IF** you have another session in the day you could either eat foods containing carbs and protein or have another serving of MRM after about 90 minutes.
7. **IF** you are recovering from a match or event and have another one in a couple of days, we would strongly recommend Cell X Elite in combination with MRM after the match or event and at least twice a day for the next 2 days. This is because the addition of creatine helps load muscle carbs faster than carbohydrates alone.
8. An alternative strategy would be to use Ultimate, which has carbs, protein and creatine.
9. **IF** you want to maintain or increase muscle mass but keep fat low, then the choice would be Pro X Elite.



POWER AND SPEED

Nutrition for Power and Speed

Any athlete who wishes to keep their body weight constant whilst increasing their power and speed will need to take certain key nutrients in addition to having a well balanced diet. A realistic energy intake should be around 2500 - 4500 kcal/day for males and around 2300-3600 kcal/day for females depending on size and level of activity in a day. If you wish to increase your bodyweight add around an additional 500kcal to your daily diet. Conversely if you wish to drop bodyweight reduce your daily calorie intake by around 500kcal.



In addition to your balanced diet there are certain key nutrients that will help you improve power, strength and speed.

- » **Creatine**
- » **Beta-alanine**
- » **Glutamine**
- » **Leucine**
- » **HMB**

WHAT SHOULD YOU DO?

1. Ensure you have an appropriate training programme in place in consultation with trained professionals and medical advice.
2. Make sure you eat 6 meals/snacks per day.
3. Be wary of any high GI carbohydrate foods at night to ensure no unnecessary fat gain.
4. Increase your protein intake to around 2-3g per kg of body mass per day
5. **ALWAYS** take a Protein drink before a training session i.e. Ultimate/Pro X Elite.
6. Ultimate/Pro X Elite as mid-morning snack IF needed.
7. Normal lunch with a sensible mix of proteins, carbohydrates and fats OR (if busy) Ultimate as a meal replacement
8. Pro X Elite/Ultimate as a mid-afternoon snack IF needed.
9. Hypnos just before bed IF heavy training day.
10. If you are taking Pro X Elite throughout the day (not Ultimate), try to add 1 – 2 servings of Cell X per day
11. If you are taking Ultimate twice per day there is no need for additional supplements.



WHAT SHOULD YOU EAT PER DAY TO IMPROVE POWER?

1. 200-350g of Carbohydrates - achieved by eating porridge/muesli at breakfast, reducing portions of bread/potatoes/rice/pasta at all times and replacing with vegetables/salad and some fruit.
2. 200-300g Protein - 600g of meat/fish will give you 150g protein, milk and eggs are also a good source of protein (you could also get at least 100g from Nutrition X protein shakes).
3. 80 - 100g Fat – from fish, nuts, cheese, red meat
4. 2-4 litres of water. Larger athletes to get 3-4 litres; smaller 2-3litres.

SAMPLE DAY

Meal	Food / Supplements
Breakfast	Porridge/muesli, 2 eggs with 1-2 slices wholegrain toast, yoghurt + fruit. Apple juice.
Mid Morning	Ultimate or Snack
Lunch	Chicken/tuna + salad OR Chicken curry + quinoa/ rice + vegetables OR filled sandwich on wholegrain bread OR filled baked potato OR Mass X Elite
Mid-afternoon	Ultimate or Snack
Dinner	Soup, steak + baked potato wedge + salad or vegetables OR lamb/pork kebabs + wholemeal pita + salad.
Supper	Tuna/ham salad
Bedtime	Hypnos
After training	Maximum Recovery Matrix (MRM)

BIG WHEY

RRP €49.95

WHAT IS IT? Big Whey is Nutrition X's gourmet protein blend. When formulating Big Whey, Nutrition X had 3 points in mind, high quality, great taste and value for money.

WHO IS IT FOR? Big Whey is ideal for anyone that does not like the taste of traditional protein shakes. When formulating Big Whey we tried to make it taste as close to a milk shake as possible without compromising the quality or nutritional values of the protein.

WHEN TO TAKE IT? Big Whey can be taken at any time during the day mixed with either milk or water.

WHY? Athletes need more protein than sedentary individuals. Not only is this higher intake of protein important but studies have clearly demonstrated that the timing and type of protein intake is also crucial.

Resistance exercise does not really increase use of amino acid as energy BUT does need amino acids to promote muscle protein recovery after training. Weight training itself promotes protein synthesis but without correct nutrition this synthesis is slow to take shape and the effects of the training session are not maximised.



So to influence muscle protein gains or merely to recover properly, protein (amino acids) **MUST** be provided as soon as possible after exercise. Studies have shown that protein synthesis is very slow when feeding is delayed 3 hours, and also that protein supplementation before exercise may be important in promoting muscle growth. We would recommend that 20-30g of Whey Protein is consumed approximately 1 hour pre-training and again within 30 minutes post training.

Big Whey is available in 5lbs in chocolate, strawberry, vanilla and chocolate mint flavours.

INGREDIENTS: Whey protein concentrate, whey protein isolate, [Emulsifier : soya lecithin], flavouring, thickeners (guar gum, xanthan gum), Sweetener (sucralose).

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 40g serving
Energy	1615kj / 385kCal	646kj 154kCal
Protein	73.3g	29.32g
Carbohydrates	11.7g	4.68g
(of which sugars)	10.7g	4.28g
Fat	5.1g	2g
(of which saturates)	3g	1.2g
Fibre	0.9g	0.36g
Sodium	0.494mg	0.198mg

DIRECTIONS: Add 40g of Big Whey (Approx 1 heaped scoop) to 200ml water and shake well.

PRO X ELITE

RRP €49.95

WHAT IS IT? Pro X Elite is 30g of whey protein powder with 5g of added glutamine (an important amino acid) which we believe to be important for muscle recovery and enhancing muscle building.

WHO IS IT FOR? Pro X Elite is for any athlete who either wishes to prevent muscle breakdown and/or who wishes to promote recovery of muscle and 'bulk up'. With the appropriate training, we believe that Pro X Elite will lead to an increase in muscle mass (not fat!!).



WHEN TO TAKE IT? Our advice is to take it either as a full dose, one hour before training and then a second dose within 30-60 minutes after training IF the need is to bulk up. If the need is to maintain muscle mass then we advise splitting one dose into two portions and take half before and the other half just after training.

WHY? There is now substantial evidence that athletes need more protein than sedentary individuals. Not only is this higher intake of protein important but studies have clearly demonstrated that the timing and type of protein intake is also crucial.

Pro X Elite contains all the essential protein nutrients to aid

recovery from strenuous training, and to stimulate protein synthesis and slow protein breakdown. The addition of extra glutamine ensures that net positive balance is achieved.

INGREDIENTS: Protein Blend (whey protein isolate, hydrolysed whey protein, whey protein concentrate, l-glutamine), [Emulsifier : soya lecithin]), flavouring, thickeners (guar gum, xanthan gum), Sweetener (sucralose).

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 30g serving
Energy	1681kj / 397kCal	504kj / 120kCal
Protein	76g	22.8g
L-Glutamine	17g	5g
Carbohydrates	11.2g	3.36g
(of which sugars)	10.7g	3.21g
Fat	5.5g	1.65g
(of which saturates)	0.5g	0.9g
Fibre	0.3g	0.09g
Sodium	100mg	30mg

DIRECTIONS: Take 1 serving of Pro X Elite 1 hour prior to exercise and a second serving within 30 minutes of finishing exercise. On rest days take one serving of pro X elite with breakfast.

PRO MATRIX RRP €59.95

WHAT IS IT? Pro Matrix is a blend of whey protein, casein protein and soy protein fortified with L-carnitine to help boost metabolism, suppress cravings and give a slow to medium release of protein.

WHO IS IT FOR? Pro matrix is ideal for anyone looking to shed tone up and loose bodyfat. Pro matrix will also help curb cravings and make you feel more full.

HOW TO TAKE IT? Simply take 1 – 3 servings of Pro matrix throughout the day between meals. For maximum results combine pro matrix with a sensible diet and the appropriate training.

WHY? When dieting high protein levels are very important. If protein levels are too low there is the risk that muscle will be lost resulting in a slower metabolism and a flat watery look to your body. Each serving of pro matrix provides 22 grams of high quality protein that will help to preserve muscle tissue whilst dieting.

L-Carnitine helps metabolize food into energy. L-Carnitine transfers long chain fatty acids such as triglycerides into mitochondria (a cells energy powerhouse), where they may be oxidised to produce energy, basically this means L-Carnitine will



help use fats as an energy source.

We have added L-carnitine to pro matrix to maximize the fat burning properties and supply a steady supply of protein.

Pro matrix is available in 5lbs in chocolate, strawberry or vanilla flavours.

INGREDIENTS: Protein Blend (hydrolysed whey protein, whey protein isolate, ion exchanged whey protein isolate, whey protein concentrate, micellar casein, egg albumin, soya protein), waxy maize starch, L-Carnitine, flavouring, guar gum, sucralose

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 30g serving
Energy	1628kj / 388kCal	488kj / 117kCal
Protein (g)	73.4	22
Carbohydrate (g)	10.9	3.3
Of which sugars (g)	3.7	1.1
Dietary fibre(g)	0.4	.1
Fat (g)	5.6	1.7
Of which saturates	0.1	
Sodium (mg)	0.446	0.134

DIRECTIONS: Add 30 grams (1 scoop) of Pro X Elite to 100ml of water, milk or beverage of your choice. Shake well and consume.

SPORTS PROTEIN SHOT

RRP €2.50

WHAT IS IT? Sports Protein Shot is 24g of hydrolysed collagen protein in a 60ml shot. Sports Protein contains an impressive 6g of essential amino acids together with a further 18g of additional amino acids giving you 24g of protein in a single shot.



WHO IS IT FOR? Sports Protein Shot is ideal for any athlete who either wishes to prevent muscle breakdown and/or who wishes to promote recovery of muscle. With the appropriate training, Sports Protein Shot can also help lead to an increase in muscle mass.

Additionally please note that tendons, joints etc have significant levels of collagen, and there is evidence becoming available that taking collagen helps to maintain healthy joints.

WHEN TO TAKE IT? Sports Protein Shot can be taken at any time during the day to help boost protein levels. However sports protein can be very useful when used in certain specific circumstances. Sports Protein can be taken before matches or training to help minimize muscle breakdown and delay muscle fatigue. Sports protein can is also ideal for those performing early morning training or fat burning sessions as it contains no carbohydrates allowing for bodyfat to be used as a fuel source.

WHY? Athletes need more protein than sedentary individuals. Studies have clearly demonstrated that the timing and type of protein intake is also crucial. Endurance exercise increases use of amino acids for energy, and this can result in increased muscle protein breakdown. Resistance exercise does not really increase use of amino acid as energy BUT does need amino acids to promote muscle protein recovery after training. Weight training itself promotes protein synthesis but without correct nutrition this synthesis is slow. So to influence muscle protein gains or merely to recover properly, protein (amino acids) **MUST** be provided as soon as possible after exercise.

There is a developing literature base on the use of collagen for improving joint function (since collagen is an important constituent of joints such as the knee, shoulder, hip and so on) and also collagen as an anti-ageing product.

INGREDIENTS: Water, Hydrolysed Collagen Protein, L-Lysine, Acidulants - Citric Acid, Malic Acid, Flavouring - Raspberry Flavouring, Colouring - Carminic Acid, Preservatives - Potassium Sorbate, Sodium Benzoate, Sweetener - Sucralose, Vitamins - Vitamin B6 (Pyridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin).

NUTRITIONAL INFORMATION:

INFO	Per 100ml	Per 60ml serving
Energy	761kj / 179kCal	457kj / 107kCal
Protein (g)	40g	24g
Carbohydrate (g)	0.22g	0.13g
Of which sugars (g)	0g	0g
Fat (g)	Trace	Trace
Of which saturates	0g	0g
Dietary fibre(g)	Trace	Trace
Sodium (mg)	Trace	Trace

SPORTS PROTEIN 500ml RRP €2.50

WHAT IS IT? Sports Protein is a fruit flavoured blend of whey protein isolate and hydrolysed collagen isolate that provides you with 30 grams of protein with zero carbohydrates or fat. Unlike other milk based protein drinks, Sports protein is easily absorbed and ideal to take before or after exercise.



WHO IS IT FOR? Sports Protein is ideal for any athlete who either wishes to prevent muscle breakdown and/or who wishes to promote recovery of muscle. With the appropriate training, Sports Protein can also help lead to an increase in muscle mass (not fat!).

Sports Protein is particularly useful for those of you who do not like milk-based drinks commonly associated with protein shakes etc. Additionally please note that tendons, joints etc have significant levels of collagen, and there is evidence becoming available that taking collagen helps to maintain healthy joints.

WHEN TO TAKE IT? Sports protein can be taken at any time of the day. Due to its content of rapidly absorbing whey protein isolate, sports protein is ideal before or after exercise to supply the body with fast absorbing amino acids.

WHY? Athletes need more protein than sedentary individuals. Studies have clearly demonstrated that the timing and type of protein intake is also crucial. Endurance exercise increases use of amino acids for energy, and this can result in increased muscle protein breakdown. Resistance exercise does not really increase use of amino acid as energy BUT does need amino acids to promote muscle protein recovery after training. Weight training itself promotes protein synthesis but without correct nutrition this synthesis is slow. So to influence muscle protein gains or merely to recover properly, protein (amino acids) **MUST** be provided as soon as possible after exercise.

There is a developing literature base on the use of collagen for improving joint function (since collagen is an important constituent of joints such as the knee, shoulder, hip and so on) and also collagen as an anti-ageing product.

INGREDIENTS: Water, Protein Blend of Hydrolysed Collagen Protein and Whey Protein Isolate, Acidulants - Citric Acid, Malic Acid, Flavouring - Mixed Berry, Colouring - Carminic Acid and Sulphite Ammonia Caramel, Preservatives - Potassium Sorbate, Sodium Benzoate, Sweetener - Sucralose

NUTRITIONAL INFORMATION:

INFO	Per 500ml	Per 100ml
Energy	542kj / 127kCal	108kj / 25kCal
Protein (g)	30g	6g
Carbohydrate (g)	0.13g	0.026g
Of which sugars (g)	0g	0g
Fat (g)	Trace	Trace
Of which saturates	0g	0g
Dietary fibre(g)	Trace	Trace
Sodium (mg)	Trace	Trace

HYPNOS

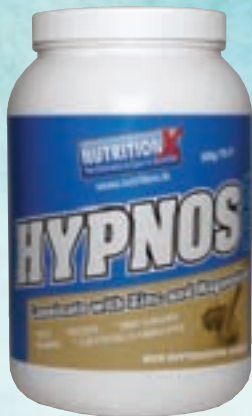
RRP €29.95

WHAT IS IT? Hypnos is a unique blend of the key ingredients of zinc, magnesium, vitamin B6, and casein as a supplement to be taken at bedtime to aid quality sleep as well as promote muscle protein recovery.

WHO IS IT FOR? Hypnos is ideal for anyone engaging in strenuous training or matches looking to improve their recovery and help improve sleep quality.

WHEN TO TAKE IT? Hypnos is best taken around 30 minutes or so before retiring to bed at night. It is particularly useful when taken the night before a competition or the night after competition when sleep may be difficult to achieve. We also suggest that it should be taken on days when you have been training hard and feel 'wiped out'.

WHY? Recent studies have shown that lack of sleep can slow glucose metabolism by as much as 30 to 40%, and levels of cortisol (a stress hormone) are also higher, and this has been linked to impaired recovery in athletes. So quality sleep is important. Quite often athletes find sleep difficult to achieve, notably before and/or after competition. Zinc, magnesium, and vitamin B6 in a



scientifically formulated manner have been reported to improve sleep quality. In addition, zinc and magnesium are reported to promote other beneficial effects for athletes.

This combination of zinc, magnesium, and vitamin B6 has been touted as a significant step forward in the natural enhancement of testosterone, and thereby strength gains and increases in muscle mass.

Hypnos is available in 2lbs size in Butterscotch flavour.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 33g serving
Energy	1541kj / 368kCal	508kj / 121kCal
Protein	83.1g	27.4g
Carbohydrates	5.1g	1.7g
(of which sugars)	0.2g	0.1g
Fat	1.3g	0.4g
(of which saturates)	0.2g	0.1g
Sodium	45mg	15.1mg
Dietary Fibre	0.2g	0.1g
Vitamin B6	39mg	13mg
Zinc	47mg	16mg
Magnesium	1350mg	450mg

DIRECTIONS: Add 33 grams (1 heaped scoop) of pudding powder to 250ml skimmed milk, stir/whisk and consume when set (2 minutes). Consume at night for optimum slow release protein.

IF a milk shake type drink is preferred then use 1 scoop with 350 ml skimmed milk and whisk.

SLENDER PRO

RRP €29.95

WHAT IS IT? Slender Pro is a protein designed specifically for women. Nutrition X have designed a protein powder blended from non-genetically modified Soy Protein and Whey Protein fortified with metabolism boosting Green Tea Extract and L-Carnitine.

WHO IS IT FOR? Slender Pro is ideal for anyone looking to add extra protein to their diet and at the same time boost their metabolism.

WHEN TO TAKE IT? For best results combine use of Slender Pro with a sensible diet and suitable training program. Take one serving of Slender Pro mid morning and a second serving of Slender Pro between Lunch and dinner.

WHY? Whey Protein is a naturally occurring protein found in milk. It has the highest biological value of any natural protein source and contains many components that soy lacks. Whey protein contains immunoglobulins that help strengthen the immune system. Whey protein has a full amino acid profile, is high in calcium and B vitamins.

Research shows that whey protein may:- support the immune



system; decrease bodyfat; raise metabolic rate and control appetite by stimulating the release of cholecystakinin (CCK), a hormone that signals the brain that you are full.

Numerous scientific studies demonstrate that soy protein may help lower cholesterol and improve general well being.

Green Tea Extract is widely used by nutritionists as a weight loss agent, due to its ability to help promote fat loss.

L-Carnitine helps metabolize food into energy. L-Carnitine will help use fats as an energy source.

Slender Pro gives you the benefits of Whey Protein, Soy Protein, Green Tea Extract and L-Carnitine in a delicious tasting easy to use health shake.

Available in 2lbs (908 grams) in chocolate, strawberry or vanilla flavours.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 20g serving
Energy	1569kj / 375kCal	313kj 75kCal
Protein	70.08g	14.02g
Carbohydrates	13.27g	2.65g
(of which sugars)	5.58g	1.12g
Fat	2g	0.4g
(of which saturates)	0.8g	0.16g
Fibre	NIL	NIL
Sodium	0.14mcg	0.028mcg

MASS X

RRP €59.95

WHAT IS IT? Mass X is a scientifically formulated weight gain formula designed to help athletes gain lean muscle mass. Mass X contains high levels of protein and carbohydrates.

WHO IS IT FOR? Mass X is ideal for anyone looking increase bodyweight or bulk up. Mass X can also be used by anyone who wants to take in extra protein or carbohydrates to help improve energy levels.

WHEN TO TAKE IT? Mass X can be taken 1 – 2 times per day between meals.

WHY? In order to increase bodyweight we need our intake of calories to be higher than the amount of calories that we burn. The type of calories is also important as we need to consume extra protein to build muscle and carbohydrate to provide extra energy. Mass X provides almost 600kcal, 35 grams of protein and 100 grams of carbohydrates in an easy to mix and convenient drink.



DIRECTIONS: Add 140 grams (2 scoops) of Mass X to 400ml to 500ml of water, milk or beverage of your choice. Shake well and consume.

Available in 4.5kg/10lbs in chocolate, strawberry and vanilla flavours.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 140g serving
Energy	1637kj / 399kCal	2342kj / 558kCal
Protein	25g	35g
Carbohydrates	67.4g	99.4g
(of which sugars)	14.4g	20.2g
Fat	3.3g	4.62g
(of which saturates)	0g	0g
Fibre	0.9g	1.26g
Sodium	165mg	231mg

MASS X ELITE

RRP €49.95

WHAT IS IT? Mass X elite is a weight gain formula containing a mix of fast absorbing carbohydrate and protein with slow release carbohydrate and protein in combination with 'healthy' fats and a spectrum of minerals and vitamins. Each serving contains 678 kcal to help build lean muscle.



WHO IS IT FOR? Mass X Elite is ideal for any athlete who wants to put on muscle without adding fat. Mass X Elite together with sound training will do just that. The scientifically researched combination of the right type of proteins and carbohydrates together with quality fat sources, minerals and vitamins ensures that the right building blocks are in place for increasing muscle.

WHEN TO TAKE IT? Mass X Elite can be taken 1 – 2 times per day between meals.

WHY? There is substantial evidence that endurance and power based athletes require a greater intake of protein than sedentary individuals. The protein in Mass X elite is a unique combination of whey concentrate, whey isolate, and calcium caseinate. Casein based proteins release their amino acids relatively slowly compared with whey proteins, so this unique blend maximises muscle protein synthesis.

Mass X elite will make it a lot easier to gain and maintain that lean mass you are striving to achieve.

Mass X Elite is available in 3kg size in chocolate, strawberry or vanilla flavours

INGREDIENTS: Carbohydrate blend (Maltodextrin, Oat flour, barley flour), Protein Blend (whey protein isolate, whey protein concentrate, calcium caseinate) , Flaxseed flour, MCT Oil, L-Glutamine, thickener (guar gum, Xantan gum), flavour, colour, Citric acid, Vitamin blend (dextrose monohydrate, ascorbic acid, vitamin E-acetate, Niacinamide, biotin, vitamin A-acetate, calcium-D-Pantothenate, Pyridoxine hydrochloride, folic acid, cholecalciferol, thiamine hydrochloride, riboflavin, vitamin B12), sweetener (sucralose), ferric pyrophosphate, anti-oxidant (mixed tocopherol), zinc oxide, vitamin K1.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 160g serving
Energy	1775kj / 424kCal	2485kj / 593kCal
Protein	21.4g	30g
Carbohydrates	62.2g	87.1g
(of which sugars)	10.9g	15.3g
Fat	8.9g	12.4g
(of which saturates)	0.3g	0.4g
Fibre	4.2g	6.72g
Sodium	0.054g	0.076g

ALSO CONTAINS: Vitamin A, Vitamin D, Vitamin E, Vitamin K, Vitamin C, Thiamin (Vitamin B1), Riboflavin (vitamin B2), Niacin (Vitamin B3), Folic Acid, Vitamin B12, Biotin, Pantothenic acid (vitamin B5).

ULTIMATE

RRP €49.95

Ultimate is Nutrition X's unique "All in one formula". Ultimate combines numerous key nutrients to improve muscle growth, muscle protection, muscle power and muscle recovery.

WHO IS IT FOR? Ultimate is ideal for any athlete who wants a product which combines all the essential ingredients to help stimulate muscle recovery, repair, and growth without the hassle of taking numerous different shakes and pills everyday.



WHY? An excellent mix of appropriate protein (fast and slow release) with key added amino acids (glutamine and leucine) provide the building blocks for muscle recovery and synthesis. Carbohydrate, in the form of maltodextrin, aids stimulation of insulin for muscle recovery and glycogen resynthesis – important for following training sessions. The choice of MCT (medium chain triglyceride) and omega-3-fatty acid ensures 'good' and healthy fat sources are present to balance the protein and carbohydrate. The efficacy of creatine, HMB, and beta-alanine are recognised by athletes and in research to improve strength and power by enabling faster recovery between training sets and thereby better training. The use of antioxidants such as selenium, vitamin C, and n-acetyl cysteine have been well documented. In addition, we have added CoQ10, the 'spark plug of the cell' to help feel more energised (as does taurine), and vitamin D, which is often in low levels in athletes and recent evidence documenting its role in muscle and bone strength.

Ultimate is available in strawberry, vanilla and chocolate flavours in 1.8kg.

INGREDIENTS: Protein Blend (Whey Protein Concentrate, Micellar Casein, Emulsifier: Soya Lecithin), Carbohydrate Blend (Oat Flour, Barley Flour, Maltodextrin), Flaxseed, L-Glutamine, Medium Chain Triglycerides, Creatine Monohydrate, Skimmed Milk Powder, L-Leucine, Calcium B-Methylbutyrate, B-Alanine, Taurine, N-Acetyl-L-Cysteine, Flavour, Colour, Vitamin Blend (Dextrose Monohydrate, Ascorbic Acid, Vitamin E-Acetate, Niacinamide, Biotin, Vitamin-A-Acetate, Calcium-D-Pantothenate, Pyridoxine Hydrochloride, Folic Acid, Cholecalciferol, Thiamine Hydrochloride, Riboflavin, Vitamin B12), Thickener (Acacia Gum), Antioxidant (Mixed Tocopherols), Sweetener (Sucralose), Coenzyme Q10, Sodium Selenite.

Muscle Growth	Muscle Protection	Muscle Power	Muscle Recovery & Immune Boost
<ul style="list-style-type: none"> • Protein blend • Low GI carbohydrates • Omega 3 fatty acids 	<ul style="list-style-type: none"> • Leucine • HMB • Glutamine • Vitamin D 	<ul style="list-style-type: none"> • Creatine • Beta Alanine • Taurine • N Acetyl-Cysteine 	<ul style="list-style-type: none"> • Vitamin D • Vitamin C • N-Acetyl-Cysteine • Selenium

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 70g serving
Energy	1777kj / 424kCal	1244kj / 297kCal
Protein	48.8g	34.1g
Carbohydrates	27.8g	19.5g
(of which sugars)	6.8g	4.7g
Fat	12.2g	8.6g
(of which saturates)	0.3g	0.2g
Fibre	3.8g	2.7g
Sodium	0.145g	0.101g

ALSO CONTAINS: Omega-3 fatty acids, MCT, L-Glutamine, Leucine, Creatine, Beta-Alanine, HMB, Taurine, Vitamin C, CoQ10, Vitamin D, N-Acetyl-L-Cysteine, Selium.

M.R.M. ELITE

RRP €34.95

WHAT IS IT? MRM or Maximum Recovery Matrix is an ideal supplement to aid recovery after exercise. The combination of carbohydrate and protein in the correct ratio, as well as the extra amounts of key amino acids glutamine and leucine help to promote storage of carbohydrate and enhance muscle protein synthesis.



WHO IS IT FOR? MRM is likely to be helpful to any athlete who has just finished a hard training session or competition, in particular if the event or training has depleted muscle glycogen stores. So any prolonged aerobic or intermittent events (such as football, rugby, gaelic games, hockey, netball, volleyball, basketball, swimming, and running) or training for these events would benefit.

WHEN TO TAKE IT? The ideal time is to take MRM within 0-60 minutes after training or competing, since this is the time frame when the muscle is most susceptible to store and recover. If the event has been particularly tough or if the next event is within 24-72 hours later, a repeat dose of MRM should be taken after 90-120 minutes and even twice on subsequent days for maximum effectiveness.

WHY? The first hour following any form of exercise is the most

crucial period to recover glycogen stores and to promote protein synthesis in muscle. Classical studies on muscle glycogen synthesis have highlighted the need for early ingestion of carbohydrate to help drive storage.

The role of glutamine in promoting glycogen storage after exercise has been explored and found to result in a significant increase after oral supplementation.

MRM is available in Orange or strawberry flavours in 2.25kg size

INGREDIENTS: Dextrose, Maltodextrin, Whey Protein Concentrate, Whey Protein Isolate, L-glutamine, Leucine, Citric Acid, Flavouring, Colour (Beta-Carotene), Magnesium Oxide, Ascorbic Acid.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 130g serving
Energy	1650kj / 388kCal	2145kj / 510kCal
Protein	23g	27.6g
Carbohydrates	70g	91g
(of which starch)	0.5g	0.65g
(of which sugars)	69.5g	90g
Fat	1.6g	2.1g
(of which saturates)	0g	0g
Sodium	200mg	260mg
Dietary Fibre	0.5g	0.65g
Leucine	1538mg	2000mg
Glutamine	3846mg	5000mg
Magnesium	72mg	93mg
Vitamin C	384mg	500mg

R.A.M. RRP €34.95

WHAT IS IT? RAM or Recovery Accelerator Matrix is Nutrition X's gym recovery formula. By combining key nutrients in their correct ratios we have formulated our most potent gym recovery formula.

WHO IS IT FOR? RAM is for anybody that is training hard in the gym and wants to maximise their recovery. RAM can be used by both male and female athletes once they want to improve their recovery between gym sessions.

WHEN TO TAKE IT? The most critical time for nutrition for weight trainers and gym goers is directly after training. This 60 minute window of opportunity needs to be taken advantage of to ensure full recovery. Drinking 1 serving of RAM directly after gym sessions will ensure maximum recovery.

WHY? RAM works by combining some key recovery nutrients in their correct ratios to ensure maximum recovery from training sessions.

- Tri carbohydrate blend of waxy maize starch, maltodextrin and dextrose for rapid gastric emptying and glycogen replenishment
- Tri protein blend of hydrolysed whey protein, whey protein



isolate and whey protein concentrate for rapid amino acid replenishment

- Tri amino blend of leucine, glutamine and arginine to reduce muscle stress
 - Tri electrolyte blend of magnesium oxide, sodium chloride and potassium phosphate to ensure maximum rehydration
- Nutrition X have also added anti-oxidants to reduce muscle stress

RAM is available in 2.27kgs in strawberry or orange flavours.

INGREDIENTS: Maltodextrin, dextrose, waxy maize starch, whey protein isolate, hydrolysed whey protein, whey protein concentrate, Glutamine AKG, l-leucine, Arginine AKG, Flavour, Colour, Thickener (Guar Gum), Citric Acid, Sodium Chloride, Potassium Phosphate, Vitamin C, Magnesium Oxide, Vitamin E.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 106g serving
Energy	1578kj / 377.5kCal	1672.7kj / 400.15kCal
Protein	30g	31.8g
Carbohydrates	61g	64.7g
(of which sugars)	60.5g	64.13g
Fat	1.55g	1.64g
(of which saturates)	0.5g	0.53g
Fibre	1g	1.06g
Sodium	150mg	159mg
Glutamine AKG	2g	2.12g
Arginine AKG	2g	2.12g

HYDRA 10

RRP €24.95

WHAT IS IT? Hydra 10 is Nutrition X's unique hydration formula designed to hydrate and provide energy to athletes prior to training or rehydrate after!

Hydra 10 contains all the key electrolytes found in standard hydration formulas, plus fortified with extra magnesium, Co-enzyme Q10 and blended with a small amount of maltodextrin to aid absorption.



WHO IS IT FOR? Hydra 10 can be used by any person (athlete or not) who wishes either to rehydrate after exercise or hydrate before.

WHEN TO TAKE IT? Hydra 10 can be taken before exercise to provide extra hydration or directly after exercise to help rehydrate.

WHY? Hydra 10 is based on the concept of oral rehydration solutions BUT with a difference! Hydra 10 contains the same amounts of carbohydrate and electrolytes as some key rehydration drinks but has added amounts of magnesium and CoQ10. In addition, the pleasant taste of this product would encourage drinking and so help hydration. Most rehydration drinks do not contain magnesium and certainly not CoQ10. Magnesium has been included since it is a key electrolyte lost in sweat and may contribute to likely cramping during exercise. In addition, magnesium supplementation has been demonstrated to improve

the lactate response during exercise. CoQ10 is a co-factor in numerous energy processes in the cell and has been termed as the 'spark plug' of the cell. Studies have shown it helps reduce feelings of fatigue after training and also to improve exercise performance.

Available in 500grams in Orange flavour.

INGREDIENTS: Maltodextrin, Sodium Chloride, Potassium Chloride, Calcium Phosphate, Magnesium Oxide, Acidity regulators (Citric Acid, Sodium Citrate), Flavouring, Colour (Beta-Carotene), Co-enzyme Q10, Sweetener (sucralose), Vitamin B3, Vitamin B6, Vitamin B5, Vitamin E.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 160g serving
Energy	1450kj / 345kCal	217kj / 52kCal
Protein	0g	0g
Carbohydrates	82g	12.35g
(of which starch)	0g	0g
(of which sugars)	82g	12.35g
Fat	0g	0g
(of which saturates)	0g	0g
Sodium	930mg	140mg
Dietary Fibre	0g	0g

ALSO CONTAINS: Co-Enzyme Q10, Magnesium, Calcium, Vitamin B6, Vitamin B3 (Niacin), Vitamin E, Vitamin B5

XPLODE

RRP 600g tub €39.95 60ml shot €2.50

WHAT IS IT? Xplode is a high energy product designed to give you extra energy before gym or sports training. Xplode contains caffeine, taurine, n-acetyl tyrosine, and vitamin B6 which are all provided to help improve mental concentration and alertness. In addition there are arginine AKG and beta-alanine for increased muscle blood flow (muscle pump), and acetyl-carnitine for potential fat burning.

WHO IS IT FOR? Xplode is ideal for anyone who is looking for extra energy, concentration and focus before training.

WHEN TO TAKE IT? Take one serving of Xplode 30-45 minutes before a session/match. This will provide all of the necessary ingredients to help you achieve the maximum results from your training session.

WHY? In many instances athletes who train hard may wish to have a supplement that contains the necessary ingredients to be alert and concentrate so that they can get the best from a training session – this is particularly so if feeling tired prior to the session. In addition increasing muscle blood flow provides the correct



environment to oxygenate the muscle and remove waste products. If you fall into this category Xplode is targeted just for you.

As with all Nutrition X products Xplode is drug screened, ensuring that it does not contain any banned ingredients associated with other pre-training formulas.

Caution: Taking Xplode at night is not advised as it will cause alertness and may inhibit the ability to get to sleep. No more than 2 shots should be consumed in a day.

Available in 600g tubs in orange or lemon, or as a ready to go 60ml shot.

INGREDIENTS: Arginine AKG, Taurine, Beta-Alanine, N-Acetyl L-Tyrosine, Acetyl L Carnitine, Caffeine, Acidulants – Citric Acid, Malic Acid, Phosphoric acid, Flavouring, Preservatives – Potassium Sorbate, Sodium Benzoate, Sweetener – Sucralose, Vitamins – Vitamin B6 (phridoxine Hydrochloride), Vitamin B12 (Cyanocobalamin)

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 20g serving
Energy	1373kj / 328kcal	275kj / 66kcal
Protein	16.63g	3.33g
Carbohydrates	65.34g	13.07g
of which sugars	3.44g	0.69g
Fat	0g	0
of which saturates	0g	0
Fibre	0g	0
Sodium	0.77g	0.15g

CELL X ELITE

RRP €39.95

WHAT IS IT? Cell X Elite a unique blend of creatine, glutamine and beta-alanine designed to improve strength, power and speed.

WHO IS IT FOR? Cell X Elite is ideal for anyone looking to improve strength, power, speed or stamina. Cell X Elite can be used by both male and female athletes.

WHEN TO TAKE IT? Start with a loading phase lasting 10 days followed by a maintenance phase lasting for 2 – 3 months. For this purpose you should mix 1/2 scoop (23 g) into 200ml of water TWICE a day for 10 days for 'loading' and then a 1/2 scoop ONCE a day for maintenance.

WHY? Numerous studies since 1993 have consistently demonstrated that creatine improves athletic performance. Studies from world class laboratories have clearly shown that creatine has major performance enhancing effects on high intensity exercise, can increase size and strength of muscle when combined with resistance training, and may enhance recovery from exercise induced muscle damage. However, creatine uptake into muscle (where it is needed) is best achieved when taken in combination with carbohydrate, and so we have added sufficient carbohydrate in the form of maltodextrin to help with this process.

Recently a sports nutrition supplement which has been shown



to work for high intensity activities is beta-alanine. Beta-alanine increases stores of the muscle buffer, carnosine. One of the factors contributing to fatigue in power based sports is an increase in muscle lactic acid, which can contribute to fatigue. If your sport or training involves repeated bouts of high intensity work, beta-alanine should help.

Glutamine has been shown to play a very important role in power and speed due to its positive effects on insulin concentrations promoting an anabolic state. Glutamine prevents exercise induced muscle breakdown. Glutamine also aids immune function.

Cell X Elite is available in 1kg in orange or berry flavours.

INGREDIENTS: Maltodextrin, Creatine monohydrate, L-glutamine, Beta-Alanine, Flavour, Citric Acid, Potassium bicarbonate, Thickener (Acacia Gum), Acetyl-L-Carnitine HCL, Sodium Bicarbonate, Colouring (Beta-Carotene), Sweetener (Sucralose), Magnesium Oxide.

NUTRITIONAL INFORMATION:

INFO	Per 100g	Per 23g serving
Energy	1133kj / 270kCal	261kj / 60kCal
Protein	51.3g	11.8g
Carbohydrates	8.1g	1.9g
(of which sugars)	5g	1.1g
Fat	0.1g	Trace
(of which saturates)	NIL	NIL
Creatine Monohydrate	18.5g	5g
L-Glutamine	18.5g	5g
Beta-alanine	5550mg	1500mg

CREATINE MONOHYDRATE RRP €29.95

WHAT IS IT? Creatine is formed in the human body from the amino acids arginine, glycine and methionine . Certain foods such as beef and oily fish contain creatine monohydrate. However the quantities a person would have to digest for the desired amounts would not be practical.

WHO IS IT FOR? Creatine Monohydrate has become one of the most famous supplements for one main reason, results! Creatine is ideal for any athletes or gym goers looking to improve, strength, power or speed.

WHEN TO TAKE IT? For optimum effect, load up on creatine as follows: 5 grams 5 times a day for 5 days, followed by a maintenance dose of 5 grams twice a day.

WHY? In short duration explosive sports such as sprinting, weight lifting and rugby ATP(adenosine tri-phosphate) is the energy system used. When ATP is depleted it uses your bodies creatine phosphate reserves to produce more ATP energy. Supplementing with creatine monohydrate increases your body's pool of creatine allowing more ATP to be formed, resulting in more work being performed.

Available in 500 grams.



L-GLUTAMINE RRP €39.95

WHAT IS IT? L-Glutamine is the most abundant amino acid found in your muscles. Over 61% of skeletal muscle is made up of Glutamine. Glutamine consists of 19% nitrogen making it the primary transporter of nitrogen into your muscle cells.

WHO IS IT FOR? Glutamine is ideal for any hard training athletes that want to maximize their training results and optimise their health and wellbeing.

WHEN TO TAKE IT? Simply take a 5 gram serving of Glutamine up to 4 times per day.

WHY? During intense exercise and times of stress, glutamine levels are greatly depleted. This in turn results in decreases in strength, stamina and recovery.

Glutamine has 4 major beneficial effects for athletes in training:-

1. Glutamine prevents exercise induced muscle breakdown.
2. Glutamine has positive effects on the immune function and is therefore classified as a nutraceutical (food claimed to have a medicinal effect on human health).
3. Glutamine increases insulin concentrations promoting an anabolic state.
4. Glutamine is essential for gut health ensuring optimum absorption of nutrients

Available in 500 grams.



MUNSTER RUGBY



NUTRITION X ARE A PROUD TEAM PARTNER TO MUNSTER RUGBY

Nutrition X are proud to be the official supplier to Munster Rugby. With a trophy cabinet that includes every possible award for provincial rugby, Munster Rugby demand the best in sports nutrition, for this reason Munster Rugby have chosen Nutrition X to be their official supplier.

As one of Europe's leading Rugby clubs, Munster Rugby have nutritional needs that change at different times of the season, this coupled with individuals varying nutritional needs make their partnership with the best suited Sports Nutrition company essential.

HERE ARE SOME OF MUNSTER RUGBY'S PREFERRED NUTRITION X PRODUCTS:

HYDRATION:



RECOVERY:



WEIGHT GAIN:



WEIGHT MAINTENANCE:



POWER/SPEED/STRENGTH:



ENERGY/PRE MATCH:



BRADFORD BULLS



NUTRITION X ARE A PROUD TEAM PARTNER TO BRADFORD BULLS RUGBY LEAGUE TEAM

Rugby League is regarded as one of the toughest and most physical sports. Bradford Bulls are synonymous with Rugby League and have been one of the worlds most respected Rugby League teams for decades.

When choosing a Sports Nutrition supplier Bradford Bulls were looking for a number of criteria:

1. scientifically formulated products that work
2. fully drug screened products
3. convenient easy to use products
4. great tasting product that their players like to take

HERE ARE SOME OF BRADFORD BULL'S PREFERRED NUTRITION X PRODUCTS:

HYDRATION:



RECOVERY:



WEIGHT GAIN:



WEIGHT MAINTENANCE:



POWER/SPEED/STRENGTH:



ENERGY/PRE MATCH:

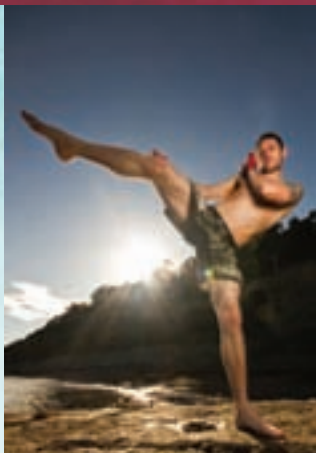


MIXED MARTIAL ARTS

Professional Mixed Martial Arts or MMA is regarded as being one of the toughest sports in this day and age. Athletes need to have a wide variety of fight skills coupled with speed, stamina, power and a will to succeed.

Nutrition X are proud to supply a number of top professional MMA fighters including :

**CHRIS “THE KILLING”
FIELDS** – current 84kg Cage
Contender champion



CHRIS FIELDS TRAINING SCHEDULE

Monday

1pm - 2.30pm Strength and conditioning training
7pm - 10pm No-Gi Grappling

Tuesday

1pm - 3pm Pro mma team training
6pm - 8pm Boxing
8pm - 10pm Grappling

Wednesday

12pm - 2pm No-Gi Grappling
7pm - 8.30 thai boxing
8.30pm - 10pm Wrestling

Thursday

1pm - 3pm Pro mma team training
7pm - 10pm MMA training and sparring

Friday

12pm - 2pm Grappling

Saturday

12pm - 2pm Light MMA training and technique

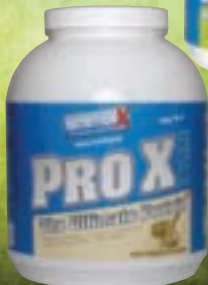
Sunday

Rest

DIET - PALEO-DIET

Combination of Low Carb and high protein food including meat, nuts, berries, eggs, green vegetables.

A Pro X Elite shake after every training session and a Maximum Recovery drink after really tough sessions. I also use Xplode before fights or when I need an extra lift in the gym or sparring.



POWERLIFTING GER SMITH

Ger Smith is 23 years old Irish Powerlifter. He holds 3 Junior World Records and all of the Irish Records in the Under 75kgs class in the WPF. I am a member of the Irish Powerlifting Organization (IPO). I hold 2 World Titles and will be competing on the 3rd of November, 2010 for my 3rd one to make it 3 in a row.



TRAINING My training is based around a conjugate system which does not follow a traditional body part split over 4-5 days. I train weights 4 times per week, two upper and two lower. Each has a respective day dedicated to heavy lifts and the other dedicated to speed.

Monday: Speed work for lower body. (Dynamic Effort)

Wednesday: Heavy upper body. (Max effort)

Friday: Heavy lower. (ME)

Saturday: Speed upper. (DE)

DIET/SUPPLEMENTS

A typical day leading up to this contest will consist of:

Meal 1: 70g of Porridge + 1 Serving of **Pro X Elite**

Meal 2: 1 Serving of Nutrition X **Ultimate**

Meal 3: 70g Basmati Rice + 100g chicken Breast + broccoli

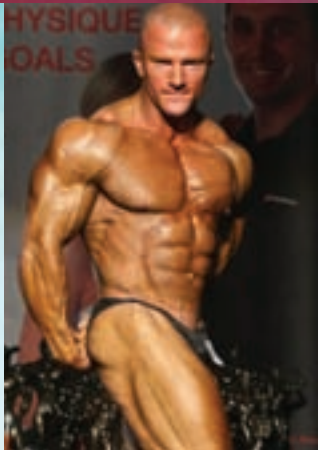
Meal 4: 70g Basmati Rice + 100g chicken Breast + broccoli

Meal 5: 1 Serving of Nutrition X **Ultimate**

Meal 6: Mackerel fillet OR Chicken Fillet + Fistful of Almonds

BODYBUILDING PAUL WHITE

Below is a copy of my pre-contest diet plan. I use this diet to shed as much bodyfat as possible whilst trying to hold onto as much muscle as possible. The main difference between my off season diet where I am trying to build muscle and my competition diet where I am shedding bodyfat is as follows:



1. **Supplements:** In off season I take 2 serving of Ultimate per day as this covers off all of my needs.
2. **Meal frequency:** I cut back my meals to 6 per day in the off season and increase the calories in each of these from clean protein and carbohydrate sources.
3. **Cheat day:** in the off season I allow myself one day per week to eat what I like within reason.

COMPETITION DIET:

Meal 1. 150 grams turkey and 150 grams potatoes

Meal 2. 150 grams turkey and 100 grams potatoes

Meal 3. 60 grams oats and 1 ½ scoops Pro X Elite

Meal 4. 150 grams turkey and 100g potatoes

Meal 5. 1 ½ tins tuna and 100g potatoes

Meal: 6 60g Oats and 1 ½ scoops Pro X Elite

Meal 7. 1 serving Hypnos

After training: 1 serving MRM

Notes: With meals 3 and 6 I am eating on the road so I make these up as follows. I mix 1 ½ scoops of Pro X with 150ml water and pour this over the 60 grams Oats and allow this to settle for 5 minutes. It actually tastes great, it's like flavoured Ready Brek!

I try to drink 500ml water with each meal and an extra 1 litre through the day.

I also try to eat 100grams of Broccoli at meals 2,4 and 5.



WHY CHOOSE NUTRITION X?

Nutrition X is owned and operated by a group of former international professional athletes and world leading sports nutritionists who have represented their countries in their chosen sports. Having over 30 years experience working with and advising premiership football clubs, international rugby union teams, GAA county teams, rugby super league teams, Olympic athletes, world title boxers and many other athletes, our research and development team know exactly what nutritional demands athletes need. From this we are able to formulate the best scientifically based products available worldwide that are guaranteed to give results.

Our Research and development team is run by two sports

nutritionists who are regarded as being among the best in Europe, **Professor Don MacLaren Cert.Ed; Bsc, MSc.,PhD** and **Dr. Graeme L Close BSc (Hons), ASCC, PhD.** have worked as sports nutritionists to teams such as

- » **Liverpool F.C.**
- » **Munster Rugby**
- » **St.Helens RLFC**
- » **Manchester City F.C.**
- » **Northampton Saints**
- » **Bradford Bulls RLFC**
- » **Everton F.C.**
- » **Sales Sharks**
- » **GB Rowing**
- » **plus many more.**

www.nutritionx.ie