



Endura
FUEL

Surefire Way
to Beat Your
Personal
Record!

All Your Energy and
Recovery In a Single
Sport Nutrition
Supplement!



Are you serious about your training goals?

EnduraFuel™ is the formula elite marathon and triathlon athletes use to set Personal Records!

And the only sports drink GUARANTEED to improve your athletic performance!

The first time you use it you will be noticeably faster, stronger and have more endurance...and less sore the next day!

Put it to the test RISK FREE with the EnduraFuel™ Personal Record Challenge.

Gilbert Kiptoo is one of the world's fastest marathon runners.



The native Kenyan recently won:

First Place – Road to Hope Hamilton Marathon on November 7

Second place – Thunder Bay Marathon on September 19

Second place – PEC Marathon on October 3

Seventh place – Niagara Falls Half Marathon on October 24

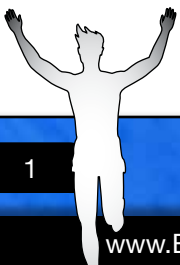
First place – Kosice Peace Marathon in Kosice, Slovakia....

His time of 2:08:33 beat the men's record.

That's fast! Very fast. Yet he still strives to achieve more . . .

He tried EnduraFuel™ and noticed a difference right away!

Gilbert said, "Your products are great and I can tell they help me run faster. I recently won the Road to Hope Hamilton Marathon and know that your products helped me with my endurance."



What would you accomplish with more endurance?

As an endurance athlete, you love to push the limits. You don't just "work out" – You challenge the boundaries of personal fitness, and then redefine those limits by digging deep and pushing hard!

But you have to admit; in your quest to kick your body into a higher gear there are times when you hit a wall. Sometimes you set ambitious goals, and your body refuses to go the distance.

Certain situations challenge everyone's endurance: You can suffer so much oxygen debt after a swim that the competition grinds you to

a halt... Or your legs turn to lead after only a few steps away from the bike... Or you totally run out of gas when you're running, and end up shuffling along in the middle or back of the pack.

Most frustrating is when you feel great while racing or lifting weights, but feel battered and beaten the next day. But it doesn't have to be that way....

With EnduraFuel™ you can power through your most punishing workout without feeling like you've literally been spanked the next day.

Your training will take a leap forward!

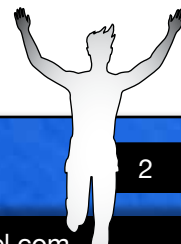
EnduraFuel™ is the only sports drink guaranteed to improve your performance. The first time you use EnduraFuel™ you will be noticeably faster, stronger, and have more endurance. You won't have to wait patiently wondering if it will be effective. Within minutes you will feel it work within your body and the results are incredible!

When you add EnduraFuel™ to your training you will:

1. **Have more energy**
2. **Run farther and faster**
3. **Avoid injury**
4. **Build muscle**
5. **Have less lactic acid buildup**
6. **Recuperate fast after a hard run and be ready for more miles the very next day**

EnduraFuel™ is one of a line of nutritional supplements scientifically engineered by Biomedical Research Laboratories (BRL) to help endurance athletes reach their peak performance. Each ingredient in EnduraFuel™ has been shown to enhance athletic performance in placebo-controlled human clinical studies.

You don't take shortcuts to improve your fitness, and neither do we.



EnduraFuel™ is the first sports drink with all of your energy and recovery needs in one formula

Juggling all kinds of gels, pre-race bars, recovery shakes, electrolyte supplements, and sports drinks can slow you down.

It's confusing when you have to take each of them at a specific time for them to work.

All those different products can clash within your system. You may lack key nutrients and overload on others.

Why spend money on several different products when ONE product will give you everything your body needs to optimize your performance?

EnduraFuel™ is the endurance athlete's all-in-one solution. Our patent-pending formula works in six different ways:

1. **Builds and maintains muscle**
2. **Speeds up recovery**
3. **Replenishes fluids**
4. **Provides long-lasting energy,**
5. **Reduces fatigue and**
6. **Enhances mental concentration and focus.**

We know that there are many endurance supplements on the market and we created EnduraFuel™ to be the most advanced and effective of its kind.

The instructions are simple. The results are immediate. Just mix two scoops of EnduraFuel™ powder with water and drink it right before a workout or race. Take another serving for every ninety minutes of exercise. You might choose to take it with you in a water bottle or ask a friend to hand it to you in the middle of a race.

It is not necessary to load, cycle, or take time off from EnduraFuel™. Just use it every time you work out and know that you have all the right ingredients in the right amounts.

Shatter your Personal Record

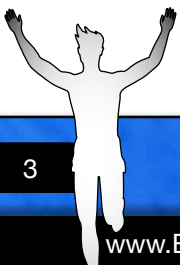
Our customers routinely set new PR's, and break through barriers the first time they try EnduraFuel™. And you can too!

EnduraFuel™ dramatically improves performance. You won't have to wait for results (and wonder if you've wasted your money). Mix two scoops of EnduraFuel™ with water and pay attention to how your body feels. In less than 15 minutes your body will feel energized. Your mind will be clear and focused. Your mood will be positive!

Now is the time to truly put EnduraFuel™ to the test. Whether you're planning a long run, bike ride, swim, or tough speed workout, push yourself to the limit!

Take note of how well you perform and how your body feels.... You will be faster, stronger, more focused and fatigue resistant from the first serving on! These effects will become more pronounced every few minutes thereafter. You'll be amazed at what you can do!

Once you try EnduraFuel™, you will never want to train or race without it!



How EnduraFuel™ Works

EnduraFuel™ extreme improvement in athletic performance comes from the six science-based complexes found in the patent-pending formula:

Branched Chain Amino Acid Complex

Proven to repair and restore depleted muscles

When you push your body with grueling workout sessions and long hard races – Doesn't it seem like you always pay for it the next day?

"The morning after a triathlon, your muscles are a maelstrom of damaged, disorganized fibers," wrote Torbjorn Sindballe in an Inside Triathlon article called "Recovery Revealed; why proper recovery can make you faster than ever." Sindballe described how scientists used biopsies to examine muscle damage that occurs during ironman-distance races.

Some athletes exhibited only minor muscle damage while others suffered muscle damage to as much as 25% of their muscle fibers.

Scar tissue can make you slow and weak, sabotage your ability to run later in life and cut your athletic career short. Many experienced marathon runners form scar tissue, rather than heal, because their recovery is incomplete.

If you've ever had to take a day off because of sore muscles you'll be amazed at how pain-free you'll be after using EnduraFuel™. Supplementing with branched chain amino acids (BCAAs) will heal, nourish and repair your muscles so they won't fall apart when you push them beyond your training threshold.

Researchers at the James Madison University published a 2007 study in the International Journal of Sports Nutrition and Exercise Metabolism that showed how BCAA-supplemented drinks

reduce muscle damage and fatigue better than carbohydrate only drinks.

In this study, elite cyclists were given either a carbohydrate-only drink during an endurance workout or a carbohydrate drink mixed with the branched chain amino acids found in EnduraFuel™. Muscle damage can be estimated by measuring blood levels of creatine phosphokinase (CPK); muscle cells release this enzyme when they are damaged.

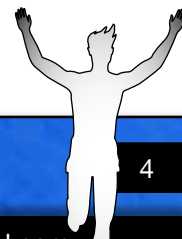
When CPK levels were measured, the BCAA plus carbohydrate group's CPK levels were 83% lower than the carbohydrate only group, indicating a significant reduction in muscle damage from BCAA supplementation!

You probably aren't getting enough BCAAs



Most athletes don't. The human body doesn't make them and endurance athletes don't get enough in the foods that they eat. EnduraFuel™ has more than 6 grams of BCAAs per serving; more than any other product available on the market, giving you the greatest muscle recovery possible.

Branched chain amino acids keep your muscles going mile after mile and prevent muscle tissue from breaking down when you push yourself to the limit.



The Science of EnduraFuel™ BCAAs

Each of the three branched chain amino acids in EnduraFuel™ has its own special properties:

L-Leucine

Scientifically proven to increase time to fatigue

A study in the European Journal of Applied Physiology documented the significant effects of L-Leucine on 13 canoeists. In the study the canoeists either took L-Leucine or a placebo before a six-week training session. Before and after the training they were tested on the time it took them to become exhausted rowing at 70-75% maximum aerobic power.

The placebo group showed no improvement in the amount of time that they were able to row, but the L-Leucine group increased their time by a full minute – From 6.3 to 7.3 minutes!

L-Leucine is proven to prevent muscle breakdown.

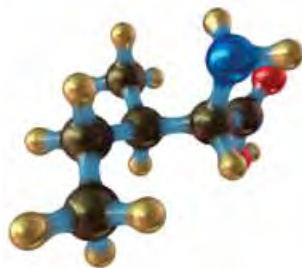
A study done by the Washington University School of Medicine compared the rate of muscle protein synthesis in young and elderly men and women.

L-Leucine was given to all the subjects, who then followed a two-week weight-training program. Before training the elderly subjects synthesized new muscle protein slower than their younger counterparts. However, after the two-week program, the older subjects were synthesizing protein at a rate similar to the young subjects and presented a marked decrease in whole body protein breakdown.

L-Isoleucine

Increases energy and stamina in three different ways:

- Improves glucose uptake
- Produces hemoglobin, which carries oxygen throughout the body
- Creates energy within muscle tissues



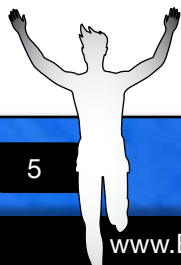
L-Valine

Enhances mental performance that can be compromised during intense physical activity

- Reduces stress and frustration
- Improves coordination and reflexes
- Produces neurotransmitters and enzymes for brain metabolism
- Improves sleep quality
- Regulates the immune system
- Suppresses the appetite
- Increases bioavailability of complex carbohydrates

EnduraFuel™ has the proper ratio of BCAAs, so your body can reap the benefits

L-Leucine is known as a “limiting nutrient.” However much protein you eat, the only way your body can use it is by having enough L-Leucine in proportion to other amino acids. EnduraFuel™ uses the most effective ratio: two parts L-Leucine, one part L-Valine and one part L-Isoleucine.



The Endurance and Recovery Complex

The right type of fuel for long distance events



“Bonking”, as cyclists call it, occurs when you completely run out of fuel. It’s an energy transition point where you absolutely feel like garbage. Your legs turn to bricks and you hallucinate about candy bars and watermelon. Why does this happen?

In order to understand this phenomenon, we have to explain the Krebs cycle . . .

The Krebs cycle is the process that long-distance athletes (and all other animals) use to turn oxygen and food into energy and carbon dioxide.

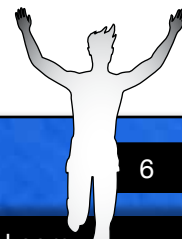
Sprinting uses carbohydrates for fuel, but carbs aren’t the right type of fuel for long distance events. Once the body runs out of carbs it has to reach for a different energy source, protein. Whenever your body is low on glycogen, protein will be used for up to 10% of your total energy. In order to get that protein, your muscles break down.

“I used EnduraFuel on a 100 mile bike ride in 20 degree weather, and felt great with no upset stomach or bonking throughout the ride. I rode hard for 4 hours and felt great during the ride and the next day. I was really impressed with how fast my body recovered. I recommend EnduraFuel to anyone who wants to improve their performance.”

– Ryan Heydenrych, Cat 1 Cyclist, Kansas, USA

If you’re feeling defeated because you had to walk for part of the run or because your muscles turned to Jell-O after the bike, you’re going to love the EnduraFuel™ Endurance and Recovery Complex.

EnduraFuel™ supplies you with L-Glutamine and L-Arginine, two powerful energy sources for the whole body. When it’s readily available to use as Krebs cycle intermediaries your glycogen reserves and muscle tissue will be preserved. No more “bonking”!



Rids your body of Lactic Acid and Ammonia

Most of us never realize our running potential because learning to run faster can be painful. Doing lactate threshold workouts, like ladder intervals, can get your body used to producing lactic acid and ammonia (toxic byproducts of metabolism that can prevent your body from making fuel) eventually making it possible for you to hit the wall at a slightly faster pace.

L-Glutamine has “cleansing” properties. It removes ammonia from blood circulation during long runs.

L-Arginine increases your anaerobic threshold. You can work out harder and longer and these ingredients will clear away the lactic acid and ammonia before they turn your legs to bricks. These amino acids can be depleted during rigorous workouts.

If you think it's too good to be true – try it for yourself. Don't take anything else and push yourself to the limit when you work out. You will be amazed at your performance and recovery!

Carbohydrate Complex

Energy your body can use right now

Are you tired of swishing down packets of slime that give you a sugar high and a stomach ache? There's a much better way to propel yourself to the finish line.

EnduraFuel™ replenishes your carbohydrates with a proprietary blend of maltodextrin and dextrose, two types of sugar that deliver constant energy that lasts. Your body uses the dextrose (a simple carb) first and the maltodextrin (a complex carb) second.

Dextrose is another name for glucose, the main source of energy for cells. The body makes this simple sugar from all types of food and carries it to each cell through the bloodstream. Your body instantly recognizes dextrose and puts it to immediate use.

“I take one of your VO2max enhancers and use EnduraFuel™ on race and intensive training days. You get

a boost of energy that lasts for the duration of the ride with no sudden fall off. These products are amazing.”

– Captain John Hatchitt, CA Pools/Dewalt Elite Masters Cycling Team, California, USA

Other sports drinks can cause gastrointestinal distress because they are filled with cheap sugars (like fructose) that cause gas and bloating. Fructose needs to go all the way through your digestive system and get processed in the liver before the energy can even be used by muscles.

Dextrose and maltodextrin don't enter your lower GI tract. They are rapidly absorbed in the upper intestines so cramps won't slow you down!

“I am having great luck with EnduraFuel™. It gives me a big lift when I'm tired, and it is one of the first drink mixes that doesn't upset my stomach at race pace intensity.”

– Craig Howie, Triathlete and Endurance Coach, Colorado, USA



Try EnduraFuel™ before a race to beat your PR!



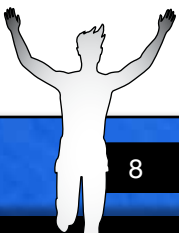
EnduraFuel™ works better than anything else on the market . . . period. Our customers all say EnduraFuel™ makes them faster!

“After starting EnduraFuel™ in combination with one of your other products, my training took a leap forward. My swim times were down, and I felt a difference in my bike and run as well. I had more energy and was able to hold a faster pace for a longer period. My recent 8th place finish at Ironman World Championships reflects the significant change in my overall endurance, strength and speed EnduraFuel™ has provided me.”

– Tanya Houghton, Triathlete, North Carolina, USA

Maltodextrin has been proven to significantly improve running performance (de Sousa et al. (2010) Eur J Appl Physiol. 109:507-16.). In one controlled study, twenty-four male runners were either given maltodextrin or a placebo before a timed interval training session. Running performance was significantly improved in the maltodextrin group.

In another double-blind study (Meludu et al (2005) Niger J Physiol Sci. 20:43-7) seven untrained male athletes were given a dextrose drink before doing a long distance run on a treadmill. The subjects who received the dextrose drink covered more distance than the control subjects.



Electrolyte Complex

Drinking an electrolyte solution before and during your workout makes you run faster

Runners were given a carbohydrate-electrolyte solution (CHO-E) or a color- and taste-matched placebo before running on a treadmill for one hour during a 2009 study in the International Journal of Sports Nutrition and Metabolism. The distance covered by electrolyte-supplemented subjects was significantly greater than in the placebo group.

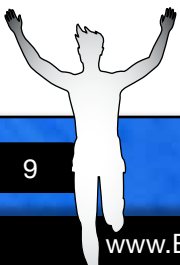
Electrolytes regulate the electrical impulses that control your heart, lungs, and brain

Sodium keeps you hydrated. Potassium regulates your heartbeat and muscle contractions. Calcium keeps your bones strong so they can support your muscles. Magnesium metabolizes sodium, potassium and calcium, relaxes the muscles lining the bronchial tubes in the lungs, excites brain neurons and powers muscle contractions. Chloride combines with hydrogen to make hydrochloric acid, which breaks down proteins in the stomach.

Out of balance electrolytes can be life threatening. You can become lethargic, confused, have an irregular heartbeat, become swollen or even have a seizure. Each serving of EnduraFuel™ has over 1,200 milligrams total of all FIVE Electrolytes. That's more than any other product on the market!

"I am an ultrarunner in South Africa and was having problems with my breathing when I saw your company on the internet. After taking EnduraFuel™ my training really started to take off. My endurance levels picked up dramatically and that meant that I could train harder and longer. My recovery time from workout to workout was now much shorter. Your products have made a huge difference in my times."

*– Ursula Frans,
Ultrarunner, South Africa*



Counteract Fatigue and Boost Mental Performance

Anti-Fatigue Complex

Citrulline malate promotes aerobic energy production.

Citrulline Malate reduces the sensation of fatigue, increases cellular energy production and the rate of phosphocreatine recovery after exercise.

Whenever lactic acid and ammonia build up in your system, those toxins lead to extreme fatigue, and prevent your cells from making fuel.

Citrulline Malate eliminates these molecules from your body, so they won't slow you down and ruin your performance.

Vitamin C reduces cortisol levels

A week before a 90-kilometer race ten ultra-marathon runners were given tablets of vitamin C every day. 6 other runners had a placebo. When cortisol levels were measured immediately after the 90K race those levels were 30% lower in the vitamin C group.

Mental Performance Complex

Your state of mind can make a world of difference.

Imagine standing at the starting line, surrounded by people. You know you've trained well. You're warmed up, and now feel energetic, alert and calm, as if you've been meditating. The EnduraFuel™ Mental Performance Complex can put you in the perfect state of mind to start a race with confidence. It helps you maintain focus. It can even improve your mood so you'll want to exercise after a long day at work.

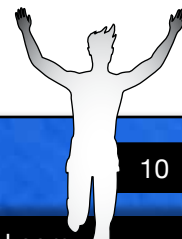
The two ingredients of the Mental Performance Complex are caffeine and Theanine. When combined they help you think clearly and stay in a good mood. There are countless studies showing that caffeine improves strength, speed, and power. But for some, caffeine can also cause jitters and dizziness. That's why Theanine was added to EnduraFuel™. Theanine counteracts the unwanted side effects of caffeine. So you get

improved performance with caffeine but without any negative side effects. The combination of

Theanine and caffeine has also been shown to improve cognition, focus, and mental alertness. Giesbrecht et al (2010) Nutr Neurosci. 13:283-90.

Theanine...

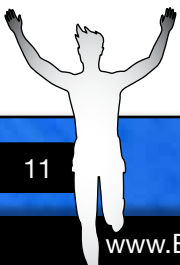
- **Eliminates caffeine jitters and improves mental focus**
- **Increases dopamine levels**
- **Promotes alpha waves, which put you in a state of relaxed mental alertness**
- **Reduces stress and anxiety**
- **Produces GABA – a neurotransmitter that gives a sense of calm and well-being**



Maximize your Performance and **NEVER FAIL** a drug test



When we formulated EnduraFuel™ we strictly adhered to the guidelines of every sports governing body to ensure that all ingredients are in compliance with WADA, UCI, IOC, and NCAA. The ingredients are safe, healthy and legal. EnduraFuel™ will never get you disqualified for an event.



FAQ Frequently Asked Questions

Q: I use four different products during an event, just so I know I've covered my bases. How can I fit EnduraFuel™ into this plan?

A: EnduraFuel™ was made with athletes like you in mind. It will meet all your training and racing needs. Using many products wastes money and can be dangerous.

You might be taking some nutrients out of proportion, and you don't know how they interact. Compare the ingredients of your other products with EnduraFuel™. You'll see that we give you the right ingredients in the right proportions.

Try this experiment. Take EnduraFuel™ alone and push yourself to the limit when you work out. You will be blown away the first time you try it.

Q: I enjoy running long distances, but speed workouts tire me out!

A: The ingredients in our Endurance and Recovery Complex will help you perform better during strenuous speed workouts by decreasing lactic acid buildup, which tires you out. You will be able to run longer at a faster pace before fatiguing. Plus electrolytes and carbohydrates have been proven to improve running performance. You'll notice right away that you can run faster.

Q: I have a race coming up. How long does EnduraFuel™ take to start working?

A: EnduraFuel™ works the first time you use it. You should notice a difference about 15 minutes after ingestion.

Q: I'm too tired to train after work. Will EnduraFuel™ help?

A: EnduraFuel™ increases energy and endurance so you'll want to work out. Also, the Mental

Performance complex will improve your mood and help you focus on your workout.

Q: I'm getting older... If I run longer distances using EnduraFuel™, how will my legs feel the next day?

A: EnduraFuel™ will significantly reduce muscle soreness after intense training or races. It has the proteins that your muscles need to repair and prevent damage. You'll be amazed at how good you feel the next day – no need to take days off to recover!

Q: Why do I "hit the wall" during races?

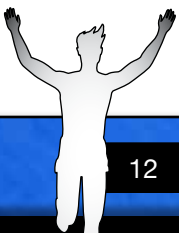
A: This happens to everyone when they run out of fuel – if you don't eat you stop. EnduraFuel™ will propel you beyond this point by supplying you with carbs and protein energy – the ideal energy source for long distance.

Q: How long will I have to wait before I can tell if EnduraFuel™ is working?

A: You'll be able to feel EnduraFuel™ working just minutes after you drink your first serving. EnduraFuel™ doesn't just cause a slight improvement... it will help you beat your personal best. We're so sure you'll be thrilled with the results that we guarantee our product 100%.

Q: Will EnduraFuel™ upset my stomach at race pace?

A: The carbs found in other sports drinks don't get absorbed from the gut and consequently get converted to gas. This causes GI distress! The carbs in EnduraFuel™ are quickly absorbed into your bloodstream and can be used by muscles without first being processed by your liver. They're already in a molecular form that your cells can use right away



Try it RISK FREE

with
the **EnduraFuel™**

Personal Record Challenge

EnduraFuel™ is the most advanced and effective endurance supplement you can buy. It has everything your body needs to perform at the highest level. So why use anything else?

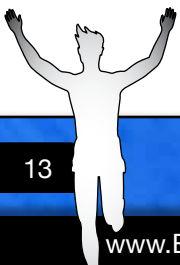
We challenge you to put EnduraFuel™ to the test.

Replace all of your race day and workout supplements with EnduraFuel™ alone. When you try it for the first time, challenge yourself to push beyond your normal limits.

You will notice a difference in your speed, strength, endurance and most importantly your recovery the next day. We'd love to hear how you do: send us your testimonial and story!

EnduraFuel™ is the only endurance performance product with a 100% money-back guarantee.

If EnduraFuel™ isn't the most effective endurance product you have ever used or if you are dissatisfied for any reason whatsoever, you will receive a 100% refund of your purchase price. If EnduraFuel™ doesn't change your performance the first time you use it, you will receive a 100% refund of your entire purchase price, even if you've used the entire bottle.



Order EnduraFuel™

We want your decision to try EnduraFuel™ to be a very easy one, and it is risk-free: Order today, call Toll-Free: 1-800-780-4331 or [CLICK HERE](#) to visit www.endurafuel.com



EnduraFUEL™

100% GUARANTEED SATISFACTION

POWERFUL ENERGY AND RECOVERY DRINK

ALL YOUR ENERGY AND RECOVERY IN A SINGLE SPORT NUTRITION SUPPLEMENT!

ORDER NOW!

The advertisement features three white plastic tubs of EnduraFuel. The central tub is the largest and most prominent, with two smaller tubs behind it. Each tub has a black label with white and red text. The central tub's label includes the product name 'ENDURAFUEL™' and the tagline 'POWERFUL ENERGY AND RECOVERY DRINK'. A gold seal with '100% GUARANTEED SATISFACTION' is positioned to the left of the tubs. The background is a blue gradient with radiating lines. At the bottom, there is a large orange button with the text 'ORDER NOW!'.

