



**TOP SECRET**



# The Secret to Maximizing Your Athletic Performance



**Are you ready to stand on top of the podium?**

Then you are serious about feeling and performing your best. Get ready to discover how the nitric oxide performance secret can greatly increase your health and performance.

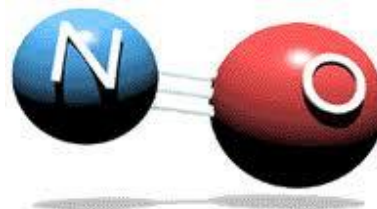
**Then let's get started...**

**Optimal cellular and maximum athletic performance both begin**—with oxygen and a simple, yet relatively secret, gas molecule called Nitric Oxide (NO). Nitric Oxide is the key player responsible for delivering oxygen-rich blood to every cell, tissue, and organ system in your body.

Because NO is a gas that diffuses rapidly across cellular membranes, it is involved in virtually all physiological processes. When created and released, this gas quickly and easily penetrates nearby membranes and cells, initiating its myriad signals. Most notably, it relaxes the smooth muscle lining of the blood vessels, promoting better blood flow (and therefore more oxygen) to the cells.

**Just a few of the functional benefits of NO supplementation include:**

- Better circulation
- Improved lung capacity
- A stronger, more powerful heart
- More energy and greater endurance
- Improved mental capacity



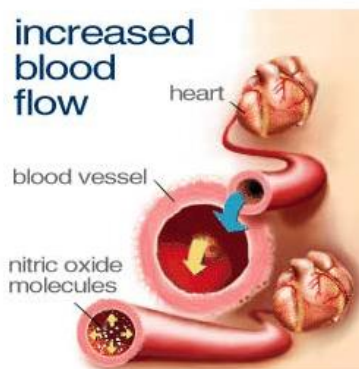
**NO has been shown to improve strength, endurance, and energy production** (Stamler and Meissner 2001; Bailey et al. 2010).

***Other studies have shown that the use of NO-enhancing supplements have reduced the oxygen cost of moderate-intensity exercise and extended athletes' time to exhaustion during high-intensity exercise.*** (Bailey SJ, et al. J Appl Physiol. 2010;109(5):1394-403)

## **NO: It's All About Oxygen**

Because it is responsible for delivering oxygen-rich blood to every cell, tissue, and organ system in the human body, nitric oxide (NO) is now recognized by the scientific, medical, and athletic communities as a key, physiological performance variable. As a signal transmitter that is produced in the endothelial lining of the heart, blood vessels, and other tissues,

### **And Better Blood Flow**



Better blood flow allows for the increased delivery of fuel to support muscular contraction and the removal of metabolic by-products such as lactic acid. In addition, the oxygen cost of exercise is reduced, due to more efficient ATP production by the muscle mitochondria.

Athletes who have optimized NO levels have experienced improved breathing, reduced muscle soreness, a lowered perception of effort during exercise, enhanced exercise performance, and faster exercise recovery with the use of a nitric oxide supplement.

### **And a Number of Other Benefits**

NO also acts as powerful antioxidant by neutralizing the free radical superoxide and promoting the formation of glutathione, a critical antioxidant. It facilitates the transmission of messages between nerve cells contributing to improved memory and learning capacities, better sleep, and a more positive mood. It supports the immune system by helping the body fight off infections. And as bodybuilders have known for years, it contributes directly to glucose uptake, muscle velocity, power output, gene expression, and muscle growth.

## The Beet Secret



The ability of the body to produce NO can be enhanced by the ingestion of nitrates (most notably from beet roots) and nitric oxide supplements. When the blood levels of nitrate and nitrite are elevated, athletic performance and recovery are improved.

[Watch](#) “Off the lab and into the track”

***Studies on foods rich in nitrates (especially red beets and kale), which enable NO production, have shown that Nitric Oxide can increase an athlete’s endurance capacity by at least 16%. (Murphy M, et al. J Acad Nutr Diet. 2012;4:548-52)***

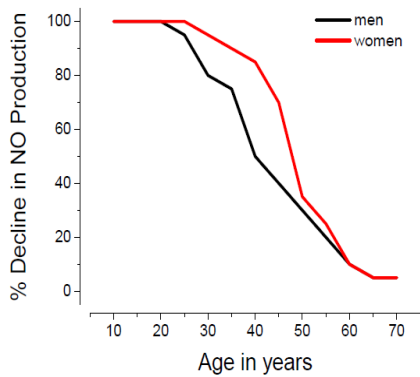
In a double-blind, placebo-controlled study, 11 fit men and women were evaluated during two 5K treadmill time trials. 75 minutes prior to one trial, the subjects ingested 200 grams of roasted beet root with 500mg of nitrate. Prior to another trial, the subjects ingested cranberry relish as a placebo.

The investigators noted the **mean running velocity during the 5K run to be faster after beet root consumption as compared to the placebo**. During the last 1.1 miles of the timed trial, running velocity was five percent faster in the beet root trial with no change in velocity seen during the earlier portion of the trial. Subject feedback at 1.8K into the beet root trial also indicated a **lower perceived rate of exertion** as compared to the placebo.

[Watch](#) “Don’t use antiseptic mouthwash.”

# NO: The Secret to Life-Long Performance

While NO levels decline for a variety of reasons including arterial damage, a lack of dietary nitrates, low stomach acid, imbalanced mouth bacteria, insufficient physical activity, and excessive physical and mental stress, the greatest threat to your NO level is your age. As your NO production begins to decline after the age of 40, your cardiovascular health and health risks exponentially increase.

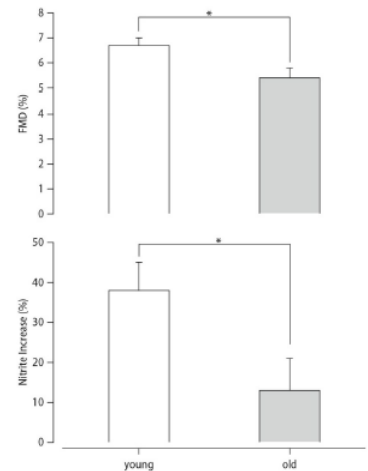


## NO levels decline with age

By the age 40, your body will produce half the NO it did at the age of 20. By the time you reach 70, it will be capable of producing only 25% of the Nitric Oxide it needs. That means your NO level will be at its lowest right when you need it the most!

## Reduction in blood flow and nitrate levels in younger versus older athletes, after the same exercise stimulus.

The amount of nitrite found in your body following physical exercise is a reliable predictor of your overall fitness capacity. With age, the amount of NO your body can generate after exercise is reduced. This is why older athletes lose their responsiveness to training; they have to work harder in order to derive the same training-related benefits.



## So is your nitric oxide level than optimal?



Ask yourself these questions?

If you answer “yes” to two or more of the following questions, your NO level is probably significantly less than optimal.

Are you over the age of 40?

Do you eat very few green vegetables and/or red beets?

Are you sedentary or train at high-levels more than 10 hours weekly?

Do you have gum disease or bad breathe?

Do you use anti-acids or suffer from indigestion?

Do you have any bowel disturbance?

Do you frequently take antibiotics or use antiseptic mouthwash?

Do you regularly use anti-inflammatory medications such as Motrin or Celebrex?

Do you suffer from sexual dysfunction?

Are your hormone levels imbalanced?

Do you have circulation problems and/or fluid retention issues?

Do you suffer from abnormally high CRP, or an autoimmune dysfunction?

Have you been diagnosed with asthma, bronchitis, or a lung disease?



## Find out for sure: Assess your nitric oxide level.



Until very recently, there was no way to easily assess your NO level. Testing required costly blood work or a complicated procedure called Flow Mediated Dilation, which indirectly predicted NO levels by measuring the rate of blood flow in the arm after the application of pressure.

Fortunately, recent advances in laboratory testing technology now make it possible for you to easily measure and regularly monitor your NO levels in the comfort and convenience of your own home—with nothing more than a simple test strip and a drop of saliva.

### The most important step you must take.

Despite its deceptive simplicity, a salivary assessment is a powerful tool that will allow you to measure and monitor how your NO level changes with your diet, lifestyle, training, stress, and the use of supportive supplements.

By assessing your NO level the first thing in the morning, after consuming nitrate-rich foods and/or taking supportive supplements, nitric oxide assessment strips can be used to quantify your body's ability to produce and maintain an optimal amount of NO.

**Important:** While it is helpful to maintain an awareness of any improvements in your NO-related symptoms, the salivary test strips should be the objective foundation for determining improvements in your NO level.

### What is your NO level?

**DEPLETED**

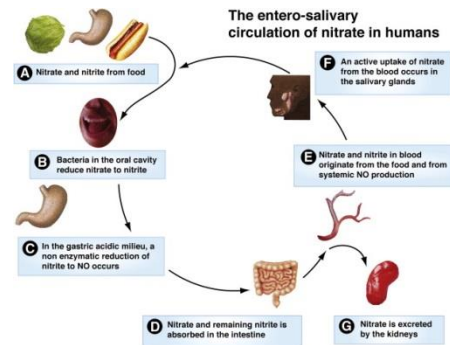
**LOW**

**OPTIMAL**

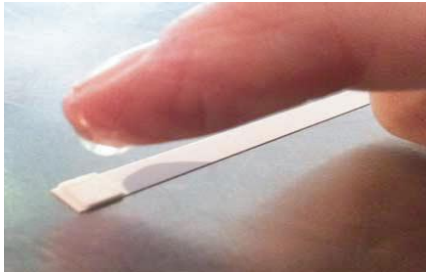


## How do the NO strips work?

The reagent on the strip will react with the nitrates present in your saliva and change color based on its amount. This change is a very good indicator of your body's nitric oxide supply, derived from both the eNOS pathway (that which is created by the inner lining of your arteries and the nitrate-NO pathway (that which comes from your dietary intake of nitrate rich foods).



## The NO assessment strips are easy to use.



Simply place a drop of saliva on the end of the strip and compare the resulting color to the chart on the package. If the strip turns dark pink, your NO levels are strong. If the test strip only turns a pale pink or is entirely without color, you need more nitric oxide.

You should initially assess your NO level at least twice a week (the first thing in the morning) so that you will be able to note how fluctuations or definitive changes in your activity, lifestyle, and/or diet affect your results. Once a consistently-optimal nitric oxide level is achieved, you can assess your saliva every one to two weeks.



## How to optimize NO levels?

### Eat five to seven servings of nitrate-rich vegetables daily.



Foods rich in dietary nitrate are converted into NO in your body. Make sure to chew your food well and consume liquids slowly in order to keep them in your mouth where healthy, naturally-occurring bacteria will activate the NO production process.

The foods highest in nitrate include beet roots and leafy greens such as kale, arugula, chard, and spinach. Others are parsley, Chinese cabbage, leeks, celery, radishes, and turnips. In order to increase your intake of these nitrate-rich vegetables, you can make vegetable juices, add steamed or roasted beets to a blended protein drink, or simply add a powdered fruit and vegetable concentrate to your daily supplement routine.

### Eat foods that are rich in polyphenols.

Foods rich in polyphenols and flavonoids activate the endothelial cells in your arteries to produce more NO. These foods include red wine, dark chocolate, berries, cherries, and pomegranates.

### Eat fresh foods that are rich in vitamins C and E.

Foods rich in naturally-occurring vitamin C and E can help preserve and maintain your NO level. These include citrus fruits, broccoli, blueberries, sunflower seeds, almonds, tomatoes, and green, leafy vegetables.

### Get adequate rest and recovery.



Don't overlook the powerful, restorative effects of getting eight hours of sleep at night for healthy NO production and maintenance.

Take time out for yourself each day. Listen to calming music, watch a comedy show, read a book, go for a walk, play. If you're spiritual, dedicate a portion of each day to practicing your faith. Just five to ten minutes of silence a day can make you significantly more stress resistant.

## Breathe through your nose.

A simple way to improve health and performance is to breathe through your nose. The sinuses produce NO when you breathe through your nose you carry a small portion of the gas into your lung and serves a significant broncho and vasodilator to improve oxygen delivery to the body as well as an antibacterial agent that helps neutralize bacteria.



## Get at least 20 minutes of exposure to sunlight three times weekly.



Sunlight also triggers production in the skin of vitamin D3, a key nutrient in the body which in turn stimulates eNOS and reduces cellular inflammation. It is important to assess your vitamin D3 level and supplement your diet accordingly in order to achieve a serum level of 45 to 60ng/dl. Because full-body sun exposure is often impractical due to time limitations and weather conditions, the use of a high-quality vitamin D3 supplement will be a necessity for at least a portion of the year.

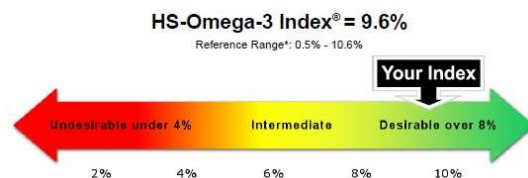
Numerous research studies have proven that beet roots (red beets) are one of the best natural sources of NO support. In fact, the blood-red elixir of the beet was the hottest thing during the 2012 London Summer Olympics among athletes seeking an all-natural and perfectly-legal performance boost.

Assess your vitamin D3 levels via finger stick to determine whether you require additional vitamin D supplements. **Hint: 90% of people do!**

## Optimize your omega 3 to omega 6 ratio.

Eat plenty of omega 3 essential fatty acids (found in wild, cold-water fish; grass-fed meats; macadamia nuts, pumpkin, hemp, and chia seeds) on a regular basis. Strictly avoid the inflammatory omega-6 fats found in soy, corn, safflower, canola, and sesame oils; and the artificial trans-fats found in margarines and other processed foods.

Assess your omega 3 levels via fingerstick to determine whether you require additional omega 3 supplements. **Hint: 99.5% of people do!**



## Supplements that boost cellular health and NO production

The three most important supplements to add to your NO-support regimen are a nitrate-rich, low-temperature processed whole food derived food concentrate; a nitrate-rich whole-food derived lozenge; a high-quality omega 3 fish oil and an absorbable form of vitamin D3.

### A powdered, whole-food concentrate blend

If you're like most people, you simply may not be able to eat enough nitrate and antioxidant-rich foods. Supplementing your diet with 10 to 20 grams of a low-temperature-processed, whole-food powder rich in greens, beet roots, and berries can be a simple, yet powerful way to improve your cellular health.



Most importantly, the use of a micronutrient and antioxidant-rich powder will supply your body with the nitrates it needs for stronger NO production and utilization.

[Watch](#) "Which veggies are highest in nitrates."

### A pure, high-quality fish oil

Essential fatty acids provide the cardiovascular system with a variety of proven benefits. Perhaps most notably, optimal and balanced levels of omega 3 fats will reduce inflammation, which can seriously damage the endothelial lining of your blood vessels inhibiting the production of nitric oxide. The most recent research confirms that an optimal omega 3 level will directly promote NO production.



Our in-house research confirms that most adults will need to supplement their diets with 2400 mg of EPA/DHA from a pure fish oil source daily in order to achieve an optimal omega 3 level. To insure that your body is properly absorbing your omega 3 fatty acid supplement formula, you must assess your blood level, which can now be done easily and accurately at home. Your omega 3 to omega 6 index should be between 10 and 13%.

## Vitamin D3

Achieving and maintaining an optimal level of vitamin D3 is one of the most important things you can do to heighten your overall health and well-being. Vitamin D3 is a powerful activator of cellular health that controls more than 3,000 different physiological processes.

### VITAMIN D LEVELS 25 HYDROXY D

Deficient	Optimal	Treat Cancer and Heart Disease	Excess
< 50 ng/ml	50-70 ng/ml	70-100 ng/ml	> 100 ng/ml

To insure that your body is properly absorbing a vitamin D3 supplement, you must assess our blood level, which can now be done easily and accurately at home. Your vitamin D3 level should be between 50 and 65 ng/ml.

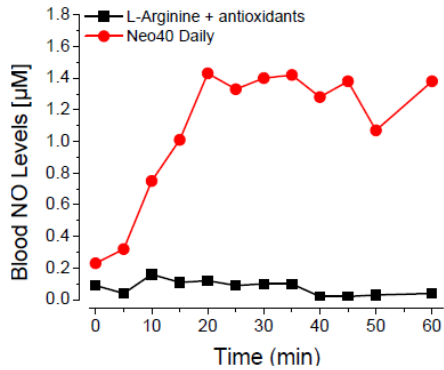
## Nitrate-rich whole-food derived NO lozenges

By following the NO restoration strategies and taking the supplements described above, many athletes will be able to restore their NO to an optimal level over a three to nine month period. But if you want a boost for training and races, are over the age of 40 or would like to speed up your restorative process you should consider NO lozenges.



These nitrate-rich lozenges contain nitrate-rich concentrates of beet, kale, spinach, hawthorne and pomegranate that dissolve slowly in your mouth where saliva and beneficial bacteria will initiate the production of nitric oxide. In fact, these lozenges have been shown to improve the uptake of nitrates in the body by as much as 10 times!

NO lozenges can also improve your body's ability to create NO from nitrates in vegetables. This means that once your NO level becomes optimized, you will be able to reduce your dosage over time. So while you require lozenges daily for the first few months, dosing can be reduced over time to just one lozenge a four to five times weekly. In addition to being a fast and convenient source of NO support, the results of lozenge use are not dependent upon age or health of the arterial wall. .

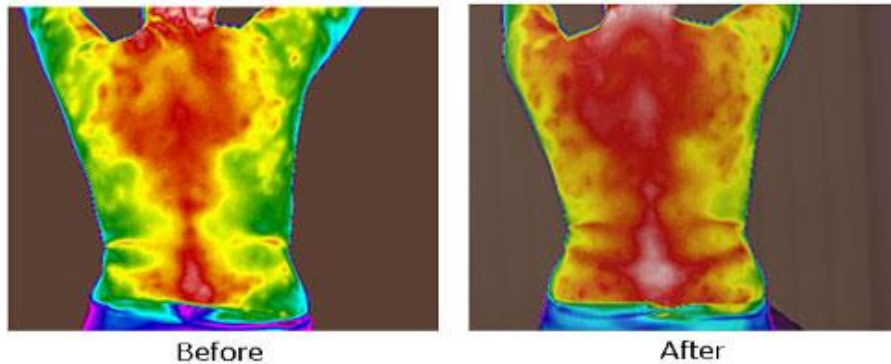
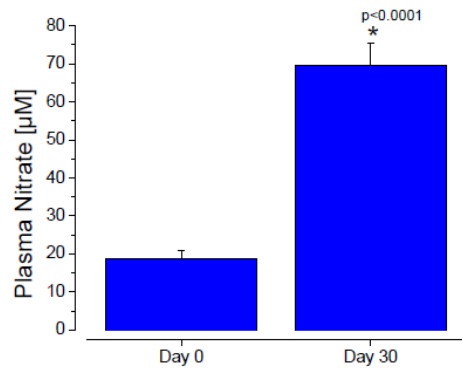


**NO lozenges are rapid acting and extremely effective.**

This graph compares the use of an NO lozenge to L-arginine supplementation. After just 60 minutes, there is a ten-fold increase in the amount of nitric oxide produced with the lozenge as compared to that from L-arginine.

**NO lozenges have been shown consistently effective at optimizing NO levels over a two to six month period.**

This graph shows the 30-day effect of the NO lozenge on plasma nitrate levels.



**NO lozenges boost circulation.**

The image on the right shows a higher skin temperature just 29 minutes after taking one NO lozenge. The more vivid red color shows the improved flow of blood circulating in the body.



## Your Nitric Oxide Restoration Tools



**Nitric Oxide Assessment Strips.** This simple, at-home salivary assessment will allow you to measure how your NO level changes with targeted, nutrient support. All that's required is a single drop of saliva, placed on an NO assessment strip (upon waking). The reagent on the strip will change color based on the amount of nitrates present in your saliva, revealing the status of your body's NO supply.

Learn more and purchase [here](#).



**Chocoberry Blast** is formulated to give your body an abundant supply of the NO-boosting nutrients that can only be found in fresh, raw vegetables, fruits and herbs. Packed with a powerful blend of more than 50 different food concentrates, **Chocoberry Blast** is an effective and tasteful way to provide necessary nourishment to your body

Learn more and purchase [here](#).



**Charge!** Is a tasty and convenient tablet that dissolves in your mouth, delivering a potent, NO-enhancing blend of beet root powder, pomegranate, spinach, kale, hawthorne berry extract and green tea. When these ingredients combine with saliva and beneficial, oral bacteria, the subsequent release of NO is promoted for nearly five hours. More powerful, better tasting and less calories than drinking beet juice, when taken regularly, this nitric-oxide-rich mix of plant derivatives will naturally restore your NO level.

Learn more and purchase [here](#).



## Nitric Oxide Restoring Bundles

These three bundles of Core 4 Nutrition products offer the synergistic products and tools you need to optimize cell health and perform at your best.



### Performance Secret

Includes NO Assessment, complete NO Restoration E-Book guide and sample of Chocoberry Blast.

Enter coupon **NOSECRETFREE**

**GET STARTED TODAY!**



### Core 4 NO Restore Program

Includes Chocoberry Blast, Charge!, NO Assessment, complete NO Restoration e-book guide and discounts on Core 4 products. .

Enter coupon **NORESTORE25**

**GET STARTED TODAY!**



### Core 4 Foundations Program

Our comprehensive targeted nutritional program used by hundreds of athletes for optimal health and performance. See web page for details. .

Enter coupon **CORE410**

**GET STARTED TODAY!**