

# **Vive! For Athletes**

## **Outlast Your Competition!**



## **Suggestions for Use**

### **How to Get the Most from Using Vive**

For optimal results athletes should have two servings of Vive per day. Our recommendation is one shake in the morning to start the day and another shake as a post workout drink. If you are on a rest day have your second shake as a snack. If you are taking Vive for a pre-workout shake take it 1 hour to 45 minutes before your event or workout.

If you are participating in high intensity long distance events you can use  $\frac{1}{2}$  or even 1 scoop of Vive at the midway point of a 3-hour or longer event as an added boost. I mix  $\frac{1}{2}$  scoop or even a full scoop in my water bottle, shake and drink, as I normally would while cycling.

If you have a sensitive digestive system and fiber causes you problems start with 1 scoop of Vive twice per day for 1 week. Then increase to 1.5 scoops twice per day for one week. The following weeks go to the recommended serving of 2 scoops, twice per day. You can experiment to see what works best for you.

If you feel you need extra protein our Ultra Whey Protein can be added to the Vive shake. Ultra Whey is of the highest quality and is from free-range pristine New Zealand cattle. Ultra Whey has not be heated or cooked and retains all of it's nutritional properties. Each serving of Ultra Whey contains 21 grams of protein from soy free New Zealand whey protein concentrate and 2 grams of fiber from Fibersol-2™ (a water-soluble digestion resistant fiber).

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## **Fuel Your Ride**

### **Why is Vive Important for an Athlete?**

Vive!™ is Base Layer Nutrition and is very important in the performance and recovery of an athlete. Vitamins, minerals, enzymes, essential fatty acids, amino acids and antioxidants are required to produce energy, build and repair muscle tissues, make hormones, balance blood sugar energy, make fatty acids available for energy, support mental alertness and build strong bones.

Additionally, athletes are big air pumps. During an athletic event the amount of oxygen being pulled into the body by the lungs and heart is many times greater than during normal daily activity. As a normal part of our metabolic process free radicals are produced. The greater the amount of oxygen being breathed in creates a greater number of free radicals. Free radicals can cause damage to muscle, and organ cells and slow recovery time if your body doesn't have the antioxidant and nutritional stores to neutralize them. Over a period of time free radical damage leads to chronic inflammation, disease, joint and muscle pain, delayed recovery, sluggish energy, a compromised immune system and accelerated aging.

Vive is made from real foods. Real food nutrients are highly absorbed where synthetic nutrients are poorly absorbed. In addition to the nutrients contained in the real foods in Vive, we fortify Vive with additional highly absorbable vitamins, minerals, enzymes, antioxidants and probiotics to insure your body has what it needs for optimal health and performance and recovery over the long term.

Additionally, Vive has four special ingredients that help your body manage blood sugar longer (have energy on demand for that last climb or sprint), release fatty acids quicker (greater endurance), reduce inflammation from the stress of the physical demand, reduce nasal and bronchial swelling due to allergies or cold air, and aid in a faster recovery time.

### **What Vive Isn't**

Vive is not a replacement for electrolyte drinks used during an event although Vive can be used as a booster during many long rides and it is very effective. Vive sets the foundation of your metabolic system so these products work even better.

Vive is not a caffeine rich or sugar rich product. Vive is not one of those products offer quick energy through a large dose of caffeine. These types of products artificially induced energy via the adrenal hormones (produced by caffeine) and fast absorbed sugars. If these products are used often, your body quits making adequate amounts of its own natural energy and you become dependent on these new instant energy products. You will find yourself turning to them more and more because with every intake of the energy on demand product your body is being trained to make less of your own energy. In addition, these types of products do not boost health or nutritional stores in your body.

Vive increases your energy reservoir so that you can do more intense exercise for longer periods with better recovery. If you only want more endurance it will provide that as well. Because Vive is delivering what your body needs to create energy, protect your cells, build and repair your body, your energy reservoir is available for any type of activity. For this effect to be gained, Vive needs to be a part of your daily diet and nutritional routine. Vive builds health while giving your body what it needs for optimal performance.

Vive is gluten free, GMO free and contains no artificial ingredients or ingredients banned by any sports organization.



## **Vive! For Athlete**

### **Base Layer Nutrition**

#### **Antioxidant Power**

Athletes and very active people need more antioxidant protection than normally active people. As an athlete you consume huge quantities of oxygen during a workout. More oxygen means more free radical damage can be done if not prevented. Antioxidants are very important to neutralize and prevent the damage from free radicals. Vive! has an amazing array of over 120 naturally occurring antioxidants. In addition, it contains phytosterols that may provide heart protection. Antioxidants counter the effects of oxidation, a natural process of our metabolism by neutralizing free radicals. Vive naturally contains Vitamin C, Vitamin E, Selenium, SOD, GSH, Gamma Oryzanol and CO-Q-10 in addition to hundreds of other antioxidant forms.

#### **Take your performance to the next level with Vive**

Use Vive as a pre-workout drink. Vive is a low glycemic product which helps provide a steady release of energy for your muscle cells. Athletes need steady energy. No crash and burn with Vive! Vive also has fat metabolizers and compounds that support healthy insulin levels, which maximize your energy potential over longer periods on intense muscle use.

Use Vive as a post workout recovery drink. Vive's! nutrient profile helps you recover quicker from muscle exertion and fatigue. Vive is anti-inflammatory and the natural sugars replenish glycogen stores, while the protein is going to help repair and build muscle tissue. Having enough sugar and carbohydrate in Vive is very important. This allows the protein in Vive to be used by the body for protein needs. Without enough carbohydrates the body would burn the protein for energy and you would not be able to repair and build muscles, make new red blood cells, enzymes or make hormones like HGH and testosterone in adequate amounts. Having the right balance of carbohydrates, fats and protein in Vive supports maximum health and performance.

#### **Vive Has Energy abundance**

It takes nutrients to turn calories and fat into usable muscle energy. Vive! has the right balance of carbohydrates, fats and proteins to provide quick energy. Vive! also has nutrients needed for quick and long lasting energy. This is a partial list of the nutrients provided by Vive! that must be present for heightened and sustainable energy production; B1, B2, B3, B5, B6, B12, Folate, Vitamin E, magnesium, potassium, salt, calcium, zinc, copper, iron, essential fatty acids, enzymes, Co-Q-10 and Gamma Oryzanol.

#### **Build muscle**

Vive contains naturally occurring *Gamma oryzanol*, which promotes the building of muscle, the burning of fat for energy, is a very powerful antioxidant, in fact more than 10 times more powerful than Vitamin E and it reduces fatigue. Gamma oryzanol has an anabolic type of effect that enhances muscle building potential. Natural gamma oryzanol is much better absorbed than taking gamma oryzanol as a supplement. Vive also has very high quality protein from organic lactose free whey, egg whites and brown rice.