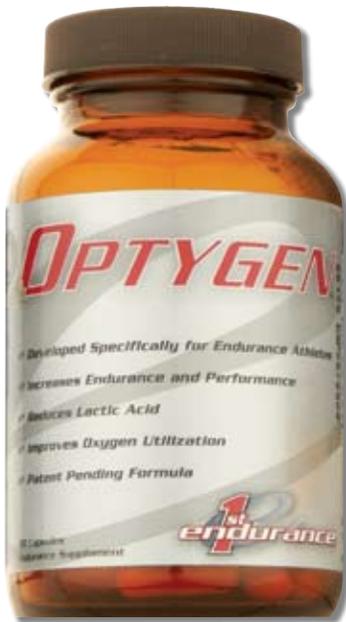


OPTYGEN™

The Ultimate Training and Racing Supplement



Patent Pending

Optygen is unlike any other endurance product available. Optygen is a legal, safe and stimulant-free formula designed specifically to optimize performance for endurance athletes. This revolutionary formula is based on human clinical trials and the latest scientific research on increasing endurance. The two main adaptogens in Optygen were first used by Tibetan Sherpas to help them climb Mount Everest. Optygen utilizes these unique adaptogens because clinical research (on elite endurance athletes) has shown them to increase oxygen utilization, increase the body's ability to adapt to high levels of physical stress, increase anaerobic threshold and reduce lactic acid.

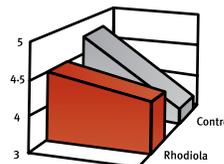
- **Increases the body's ability to adapt to high levels of physical stress**
- **Increases VO₂Max**
- **Improves the body's ability to utilize oxygen more efficiently**
- **Increases anaerobic threshold**
- **Reduces lactic acid**

How *OPTYGEN* Works

Optygen works on three different levels all working synergistically with the goal of increasing endurance. Endurance is defined as your ability to perform work over a period of time where there is oxygen delivered to the muscles. There are three critical components necessary to increase your endurance capacity.

1- Efficient Oxygen Transfer

Rhodiola and Cordyceps are the key ingredients in Optygen. Clinical research on elite athletes has shown both these adaptogenic herbs increase oxygen utilization, increase the body's ability to adapt to high levels of physical stress, increase anaerobic threshold and reduce lactic acid. These herbs are both found and cultivated in Tibet. Clinical studies on Cordyceps have shown it increases endurance. In a 1998 study, Dr. Edmond Burke demonstrated how these two adaptogenic herbs improve the efficiency of oxygen transfer in the cell leading to improvements in oxygen uptake and VO₂max.



Rhodiola Rosea conserves the ATP/Pi ratio leading to increased performance.

2- ATP Production

An endurance athlete's VO₂max is directly proportional to their ability to efficiently produce Adenosine Triphosphate (ATP). Clinical research has shown that endurance athletes diminish their ATP stores in exhaustive exercise, which can lead to a reduction in aerobic metabolism and endurance. Since ATP is the final step in aerobic energy production, it's critical that the nutrients feeding the ATP cycle are readily available. Calcium pyruvate, sodium phosphate, potassium phosphate, adenosine and d-ribose all play critical roles in glycolysis and the citric acid cycle, leading to efficient ATP production. Optygen's proprietary AT-Pro™ matrix of five key nutrients is designed to assure ATP production.

3- Efficient Glucose Metabolism

The Optygen formula utilizes chromium for its ability to break down fuel. Chromium is an essential trace mineral that aids in glucose metabolism, regulation of insulin levels, and maintenance of healthy blood levels of cholesterol and other lipids. Chromium forms part of a compound in the body known as Glucose Tolerance Factor (GTF), which is involved in regulating the actions of insulin in maintaining blood sugar levels and, possibly, in helping to control appetite. It's critical that any drink, bar or meal consumed prior to a race or exercise gets broken down efficiently in order to maximize your fuel delivery. Insulin spikes or lack of insulin response can cause the nutrients to either be rushed into your bloodstream too quickly or not quickly enough. Chromium regulates this nutrient breakdown so you have equal and sustained nutrient delivery to the working muscles.

The Science on OPTYGEN

40+ Clinical Studies Support Optygen Claims

Significantly improved time to exhaustion and Vo2peak.

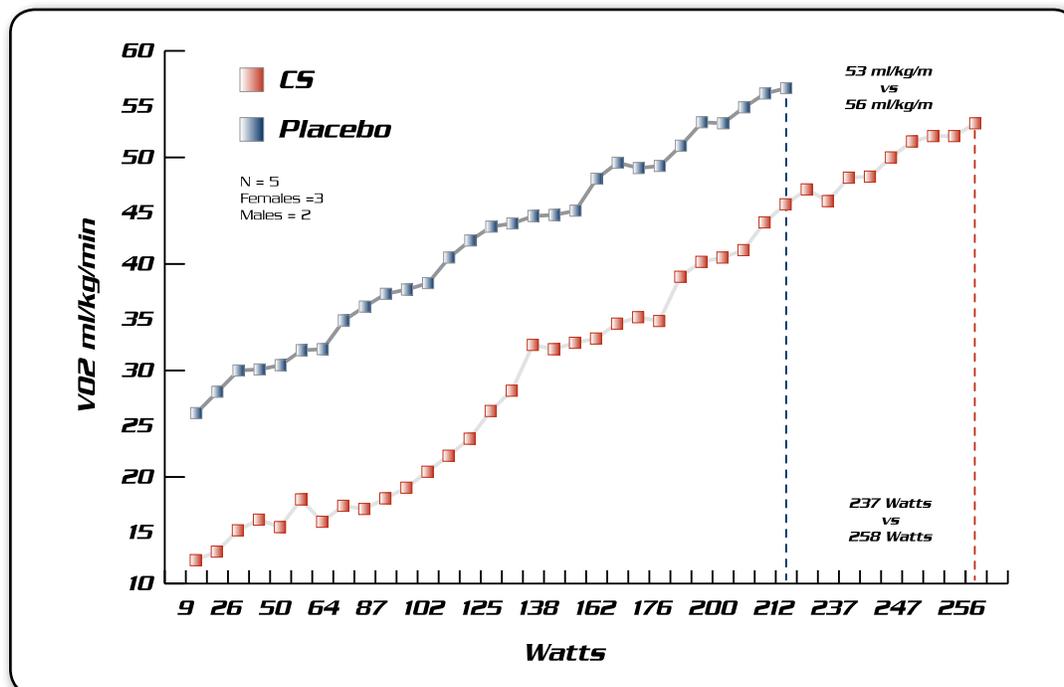
-Katrien De Bock, et al., *Acute Rhodiola Intake can improve Endurance Exercise Performance.*

International Journal of Sports Nutrition and Exercise Metabolism. 2004. 14, 298-307. 2004 Human Kinetics Publishers, Inc.

Helped delay exhaustion during exercise by promoting fat utilization and inhibiting lactic acid buildup.

-*Medicinal Mushrooms May Increase Stamina.* Journal of Ethnopharmacology. July 2004.

Pilot Data on Amateur Cyclists



Ranked #1 Endurance Supplement 4 Years in a Row



-Winner 2003, 2004, 2005, 2006

23 of the most popular endurance supplements on the market evaluated

Based on evaluation of claims, theory, science, safety and value

Optygen Use Recommendations

Use 3 capsules every day during training & racing season

Use 6 capsules every day during stage races

For best results, use Optygen during all intense training. Optygen will allow you to train at a higher level by improving the body's ability to adapt to physical stress, increasing aerobic threshold and reducing lactic acid. These improvements will help you to race at a higher level. For best results, Optygen should be used consistently for many months. If you start taking Optygen a week before a race, benefits will be minimal.