

# AWESOME SUPPLEMENTS PRODUCT GUIDE PERFORMANCE BLEND

Written by Ben Coomber



**AWESOME.**  
**SUPPLEMENTS**

### **Firstly, why write a product guide:**

This product guide, along with the guides for all our other Awesome Supplements have been created to ensure that you know exactly what each Awesome Supplement is for, how to take it, and why. We're not like every other supplement company and make bold claims about how our products will benefit you, whomever you are - selling you a product with clever wording and cherry-picked representations of the research - we want to give you the raw facts and let you make up your own mind.

Every product is different, and so is every person, and you need to buy products based on informed choices that are right for you, based on your own circumstances and needs.

Before you purchase any Awesome Supplements product, it's important to us that you understand what it is you're spending your hard earned money on; what's in the product and at what dose, why is each ingredient there and what it does.

After that, we feel that it's really important to help you understand the proper use of each product in order to allow you to get the greatest benefit possible in return for putting your faith in what we do.

Who is the product for? What is the dosing? When should you take it? Should I take it with something else for maximum benefit? Will it aid me in reaching my goals? Does it work if I...

You'll find all of the answers in these documents.

### **Secondly, a thank you...**

I would like to take this opportunity to personally thank you for showing your interest in Awesome Supplements. I think it's awesome you've clicked to read this document, taking the step to fully inform yourself about a product you are going to buy, as too many have bought supplements over the years simply based on bold claims companies make, well, not at awesome supplements. I'll applaud anyone looking to further their knowledge in the field of exercise, nutrition and supplementation, and it's a key reason awesome supplements exists, not just to provide you with world class supplements, that are properly dosed, but to educate you in the world of health, fitness and supplementation. After all, mastering your body is a life skill, and a journey I want to inspire everyone to go on.

I just want to make you more awesome every day!

Finally, I'd like to thank the guys at <http://www.examine.com/> for allowing us to reference their research fact sheets, and for supporting what we do here at Awesome Supplements. Examine are the go to place for nutrition and supplement research. So if you are ever confused whether a supplement works or not, or what a nutrient does, visit [Examine.com](http://www.Examine.com).

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## Ingredients in our AWESOME Performance Blend:

CarboSyn Beta-alanine 48%, creatine (creapure) 48%, acidity regulator (citric acid), natural lemon flavor, sweetener (sucralose), anti-caking agent (silicon dioxide).

## Nutritional Information

	Per 100g	Per 7g
<b>Energy (kj)</b>	39kj	2.7kj
<b>Energy (kcal)</b>	9kcal	0.6kcal
<b>Fats</b>	0g	0g
<b>Of which saturates</b>	0g	0g
<b>Carbohydrates</b>	0.1g	0.07g
<b>Of which sugars</b>	0.1g	0g
<b>Fiber</b>	0g	0g
<b>Protein</b>	0g	0g

## How to take AWESOME Performance Blend:

Stage 1: Awesome Performance Blend is a combination of two active ingredients which need to 'build up' in your system over a period of time, rather than having acute benefits. Thus, when you first start using Awesome Performance Blend, or if you have had a break from use, take one dose mixed with water in the morning and another in the evening (one of these daily doses can be Awesome Pre-Workout instead as it also contains 3g Creatine & 3g Beta Alanine). This 'loading phase' will help saturate your muscles with creatine and beta alanine faster, meaning you get all of the benefits in a far shorter time.

Fee free to skip this if you choose, and simply go to stage 2, you'll still get all of the benefits from these two powerful ingredients, it will just take longer to reach 'saturation point' and notice the difference. Of course if you currently use creatine and beta alanine, there is no need to 'load' at all as your muscles are already saturated.

Stage 2: After a 4 week loading period, mix one serving in water and take every day, either before training or at any other time which is convenient. This 'maintenance dose' will keep your muscles saturated perfectly well, but use fewer servings of your product - meaning it lasts longer!

Doing both stages is recommended though, this is due to beta alanine taking longer to load than creatine, and the research indicates that 6g a day is needed, so while creatine will load fairly quickly, beta alanine won't, so for convenience and effectiveness, complete stage 1 then move onto maintenance stage 2.

There is no need to cycle on and off Awesome Performance Blend, as far as the research indicates it is safe to take year-round, so once you've started to use it at a maintenance dose you'll never need to load again, just keep taking one scoop a day.

## Rationale

Creatine and Beta Alanine are, after caffeine, the two most well evidenced performance enhancing supplements on the market. While there are a lot of things on the market which 'might' or 'might not' help you reach your goals, it's a safe bet that if anything will help you, these two could.

By taking creatine every day you build up levels of creatine phosphate in the muscle cells until you reach saturation - likewise beta alanine increases levels of carnosine until saturation is reached.

Creatine improves muscular endurance and recovery primarily by aiding in the recycling of ATP.

### ATP 101:

*ATP is the body's "energy currency" - the final thing which food becomes before we can use it to move. It's made up of one molecule of Adenosine bound to 3 molecules of Phosphate (Hence - Adenosine Tri Phosphate). This is used to fuel muscular contractions, but after one 'unit' of ATP has been 'used' it will lose a Phosphate bond (becoming ADP or Adenosine Di-Phosphate) and this needs to be replaced before it can be used again for energy. When you are out of usable ATP in a muscle, it stops working well, and you have to end your set.*



Because creatine is stored within the muscle itself along with phosphate, it can 'donate this' to ADP and therefore speed up the process of ATP recycling allowing you to pump out more reps as well as recovering faster set to set. As secondary benefits, creatine can be used directly as an energy currency in certain situations, it is stored alongside water which helps to hydrate your muscles and improve anabolic signalling as well as reducing injury risk, and it even shows potential at being neuroprotective.

As for Beta Alanine – this improves levels of carnosine in your muscle cells. Carnosine is a 'buffering agent' which can help to neutralize the build up of acidic hydrogen ions in the muscle cell which occurs during higher rep training and cardiovascular activity (aka 'the burn').

In short, these two products combined will allow you to train for longer, recover faster between sets and then ultimately improve your recovery workout to workout, too.

We have opted for high quality CarnoSyn Beta Alanine to ensure you get the purest form of this compound available, and have opted for Creapure – widely known as the most pure form of creatine monohydrate.

By combining these two at the doses which are shown to maximise benefit, we allow Awesome customers to get all of these benefits in a cheap and convenient way, both during and after the loading phase. We sought to create a product which is simple in both design and application and believe that this is it. Two ergogenic aids taken in a convenient daily drink – perfect to wash down Awesome Daily Dose!

## **Who should take this, and who will this product not benefit?**

Awesome Performance Blend can be taken by a wide variety of active individuals looking to improve their performance, but is especially useful for those who train in a non-continuous, highly intense manner such as those who perform resistance training, sprint repeats or team sports (movements of a repeated, explosive nature).

It may not be so useful for those taking part in extreme endurance racing as creatine doesn't really aid in aerobic activity, but the benefits of beta alanine still apply.

With that said, the creatine may not improve competitive performance for endurance athletes, but it can have profound benefits to overall health and may also improve supplementary resistance training sessions that are performed alongside aerobic training.

For those who exercise recreationally in order to improve health and overall wellbeing but do not train at a high intensity or really consider themselves an 'athlete', this product may be an unnecessary expense and we would advise these people to look more towards Daily Dose for supporting their overall health and recovery.

As a final consideration, those who are soon to be competing in weight class sports may wish to add Performance Blend after their event, as creatine is stored alongside intracellular water. This is a good thing which will improve anabolic signalling, make you look 'full' and could even play a role in reducing injury, but it DOES mean that you might gain 1-2lbs of scale weight at first due to the added hydration in the muscles cells (not fat) – not a good thing for these individuals in the run up to competitions, so consider dropping Performance Blend 1-2 weeks out from competition to be sure.



## What do Examine say?

Of Creatine Monohydrate, Examine state: “Creatine is a molecule in an energy system (creatine phosphate) that can rapidly produce energy (ATP) to support cellular function. This underlies the performance enhancing and neuroprotective properties of creatine. Creatine is remarkably safe for most people and is a well-researched supplement.”

Take a look at the Examine.com page on Creatine here: <http://examine.com/supplements/Creatine/>.

It's one of their most comprehensive pages, and should give you all the information you need to make an informed decision.

As far as Beta Alanine goes, they say: “Beta-alanine is the building block of carnosine, a molecule that helps to buffer acid in muscles, increasing physical performance in the 60-240-second range. Beta-alanine can aid lean-mass gain. Carnosine appears to be an antioxidant and anti-aging compound.”

Again, check out <http://examine.com/supplements/Beta-Alanine/> for a review of all of the existing research on this supplement.

## Allergy Information

Produced in a factory that also handles gluten, egg, peanuts and various types of nuts and seeds.

## Anything Else to Note

For an active individual keen on performance and goal progression Awesome Performance Blend is perfect alongside Awesome Daily Dose to support your health and recovery, Awesome Recovery Spray for added localised recovery, Awesome Whey Protein to always have convenient on the go protein, some form of electrolytes depending on your sport or discipline, as well as Awesome Caffeine Tabs & Awesome Pre Workout to maximise physical performance during your workout or sport.

**#beAWESOME**

**Ben Coomber**

Sports Nutritionist & Awesome Supplements Creator

# About The Author

PERFORMANCE NUTRITIONIST, COACH, SPEAKER & WRITER

**AFTER 10 YEARS IN THE HEALTH AND FITNESS INDUSTRY; COACHING PEOPLE, TEACHING, PUBLIC SPEAKING, EDUCATING, WRITING, THERE WAS STILL A BIG FRUSTRATION I HAD, THE SUPPLEMENT WORLD. THERE ARE SUPPLEMENTS EVERYWHERE, AND WE ARE BECOMING MORE AND MORE HEALTH CONCIIOUS, WHICH IS A GOOD THING. BUT ONLY IF WE ARE EDUCATED AS CONSUMERS AS TO WHAT TO BUY AND WHY. THIS IS WHY I HAD TO CREATE AWESOME SUPPLEMENTS.**

I originally got into this industry to help others after going on my own journey. After losing 5.5 stone, getting rid of my eczema, ADHD and IBS, and turning my body into a highly tuned athlete (my sport is rugby), I realised that this is the most powerful journey anyone can go on in life. A journey that empowers you with your health, body and mind. A journey to realise your true potential. A journey that makes you truly AWESOME. And I want to do this with you, by helping you and teaching you, and AWESOME Supplements is one of my vehicles to do this.

I have the UK's #1 rated health and fitness podcast on iTunes 'Ben Coomber Radio' with regular Q&A's and expert interviews with experts such as Layne Norton, John Meadows, John Keifer, CT Fletcher, Elliot Hulse, Scott Baptie and many more, a nutrition coaching company, this supplement line, and a vast backlog of education I have done for others over the years.

Come find me and my work on all the links below, if there is anything I can help you do, if it's not change, is aiding you to keep finding the information to aid in that change. One thing you must do from today is value your, health, energy, vitality and fitness, it's everything, everyday should be spent feeling, looking and being awesome, and that's my aim, for you.

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