

# AWESOME SUPPLEMENTS PRODUCT GUIDE CAFFEINE TABS

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...

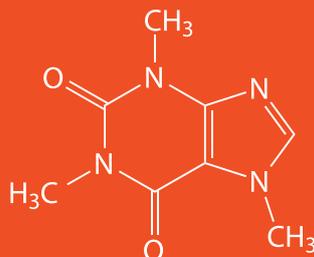
You'll find all of the answers in these documents.

## 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).



**AWESOME  
SUPPLEMENTS**

## **AWESOME Caffeine Tabs, Ingredients:**

Caffeine (60mg), Theanine (60mg), Microcrystalline Cellulose, Silicon Dioxide, Magnesium Stearate, Gelatin (capsule shell)

## **How to take AWESOME Caffeine Tabs:**

Consume 1-3 capsules 15-30 minutes before training, sport, or the gym or when in need of concentration and focus such as before a long drive or study session.

It is recommended, for maximum benefit, that the rest of your lifestyle be as low caffeine as possible. We develop impaired sensitivity to caffeine the more we have it, so it's best to have as minimal caffeine in your lifestyle as possible, saving your key dose for when you need it, pre training. A key reason we developed Awesome Coffee, an amazing organic, Swiss water filtered, Fairtrade decaf coffee, so you can enjoy coffee whenever you like and keep your sensitivity to caffeine high for your pre workout fix.

Caffeine's mechanism of action is to block adenosine receptors in your brain which make you drowsy. That is, rather than giving you energy, it prevents you from being able to feel tired, and reduces your feeling of pain. This is great, but the brain has a great deal of plasticity and will thusly adapt to these things very quickly.

In this instance, you simply produce more Adenosine receptors.

This means that, over time, you need more and more caffeine to get the same 'kick' and eventually you require a certain 'maintenance dose' just to feel normal and alert. As such, we recommend you use the lowest dose possible to get the effect you want, and keep it for when you really need it. Hence we recommend drinking Awesome Coffee for your love of coffee fix, take Awesome Caffeine Tabs for your pre workout boost, for maximum health and performance benefit.

## **Rationale**

While we always have and always will advocate a low stimulant lifestyle which relies on proper sleep and nutrition to give you energy, it cannot be denied or ignored that caffeine is a powerful ergogenic aid.

It shows promise for improving both power output and endurance capacity, as well as reducing the rate of perceived exertion and increasing time to exhaustion. This all adds up to mean that you can train harder or train for longer but feel like you aren't putting in as much effort – big win/win!

Thus we have opted for a low dosed capsulated product for a number of reasons:

This allows you to test and dose to your own individual tolerance levels. Due to genetic factors (some people naturally are tolerant or sensitive to caffeine), habitual caffeine intake and overall lifestyle a person may only need 60mg of caffeine to get a huge boost, or they may do best on 300mg. With this product you can incrementally increase your dose until you find your 'sweet spot' and simply stay there reliably, without the obvious dosing pitfalls which are common in powdered products (is today's scoop bigger than yesterday's? Does this sample of powder have more or less caffeine than yesterday?). Capsules are reliable and predictable, which is what you want.

It allows you to easily change your dose depending on the situation. If you are training in the evening, caffeine can disrupt your sleep at higher doses, and therefore you can use 1-2 capsules rather than 2-4 which you might ordinarily use. You might not get the same magnitude of effect, but it's a nice compromise which won't result in a poor night's sleep, and we all know how important sleep is!

Red capsules are powerful, psychologically. Where it is easy to simply add another scoop, or a bigger scoop of a powder, to take an extra two red capsules of something 'feels' like a big deal. This means that you are slightly less likely to be tempted to creep your dose up over time. If you know 4 capsules worked last time, you are more likely to stick to this. This isn't just some expensive Pro Plus though, oh no, there's more under the hood.

Theanine is a relaxing non dietary amino acid which is found in various teas. It has a unique ability to promote relaxation without causing sedation, which is a long and complex way of saying that it will keep you calm and collected without reducing energy and drive, resulting in a calm focus, not a jittery and confused focus.

Theanine, when taken at a 1:1 dose to caffeine, seems to show a synergistic benefit in that it 'takes the edge' off a larger dose, meaning that you don't end up with jitters or crashes, nor do you end up lethargic or tired - you just end up with razor sharp focus and alertness which eventually subsides until you feel normal.

Make no mistake, this doesn't prevent caffeine's negative effects on sleep, but it can definitely augment it's effects to improve exercise performance by reducing the unwanted sides.



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

Awesome Caffeine Tabs can theoretically be used by anyone looking to improve performance. Caffeine can improve power output and strength, endurance capacity, concentration, focus, and even fat oxidation. Caffeine is so effective that on top of this, it's also an appetite suppressant meaning that those on a diet may find their food reduction a little more bearable.

With that said, we want to throw out some cautions:

- Those who are especially sensitive to caffeine, who experience jitters, headaches, dehydration or poor sleep quality should either take a low dose, or avoid this product completely and look to the stimulant-free improvements in performance which can be gained from using Awesome Performance Blend instead. Caffeine is effective, but is in no way essential, so those who experience negative side effects would be best off just not using it at all, or experimenting with low doses, i.e. 60mg, 1 tab.
- Those who train in the evening should approach caffeine with caution and use the lowest dose possible. Caffeine has a half life of 2-6 hours, on average, but this can be even longer for those who are genetically prone to caffeine sensitivity, those who smoke and those who are on certain medication. What this means is that, if you take a dose of caffeine, up to 6 hours later half of that is still active in your system and 6 further hours later a quarter is active. When researched, 20mg of caffeine ingested within 6 hours of bed can potentially have a minor negative effect on sleep quality in caffeine-sensitive people, so this is something which needs to be taken seriously. If you train in the evening, it's worth using 1-2 capsules at the most and trying to reduce or eliminate caffeine everywhere else in the day for maximum effect.
- Those who habitually use a lot of caffeine and have therefore built up a tolerance to it would do well to reduce this over time. This will allow you to re-sensitise yourself to the effects of caffeine and get the most benefit from using it for performance enhancement. The more sensitive you are, the bigger the effect, and by re-sensitising yourself you can start to reap the benefits you were always used to getting using high dose caffeine. While, of course, addressing your stress levels and sleep quality, which will always have an affect on how you feel day to day.
- Finally, if your current diet or lifestyle aren't allowing you to feel energised, we urge you to look at this rather than turning to Awesome Caffeine Tabs. Caffeine should be used to improve performance when everything else is already in place, rather than a crutch used to prop you up when your overall lifestyle is lacking. Ensure that you are eating foods which nourish and energise you, make sure your programming allows for enough rest for recovery and make sure you are sleeping enough (in terms of both quality and quantity) to feel awesome every day, THEN consider using caffeine to give you a little extra.

## What do Examine say?

On Caffeine, Examine Report that "Caffeine comes from coffee beans, but it can also be synthesized in a laboratory. It has the same structure whether it's in Coffee, Energy Drinks, Tea or pills.

Caffeine is a powerful stimulant, and it can be used to improve physical strength and endurance. It is classified as a Nootropic because it sensitizes neurons and provides mental stimulation.

Habitual caffeine use is also associated with a reduced risk of Alzheimer's, cirrhosis, and liver cancer.

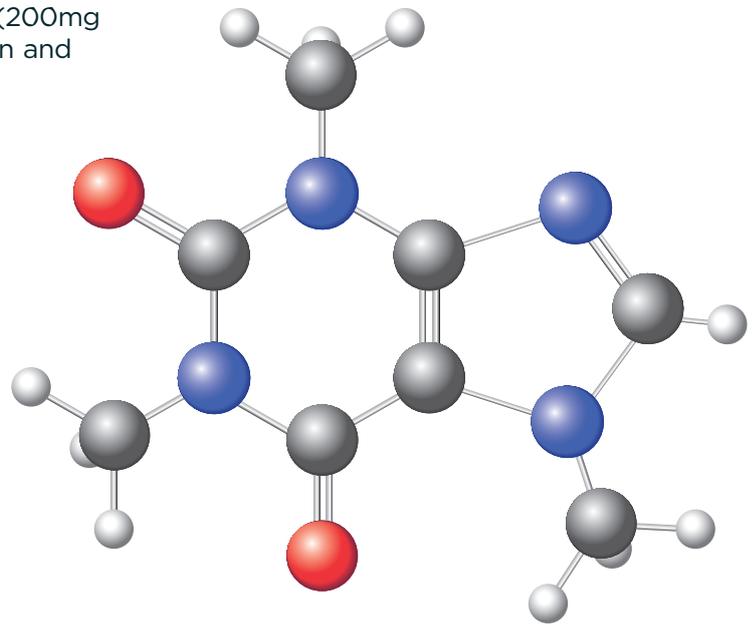
Caffeine's main mechanism concerns antagonizing adenosine receptors. Adenosine causes sedation and relaxation when it acts upon its receptors, located in the brain. Caffeine prevents this action and causes alertness and wakefulness. This inhibition of adenosine can influence the dopamine, serotonin, acetylcholine, and adrenaline systems.

Habitual caffeine use leads to tolerance. This means the effects of caffeine will be diminished, often to the point where the only benefit a user experiences is caffeine's anti-sleep effect. This is an 'insurmountable' tolerance, which means more caffeine will not overcome it. A month-long break from caffeine will reduce tolerance."

For the full page and all the research on caffeine, hit this link <http://examine.com/supplements/Caffeine/>

As for Theanine, they state "The properties of L-theanine can be summed up as being a relaxing agent without sedation (relative to something like lemon balm which relaxes but may also sedate), and is also implicated in reducing the perception of stress and slightly improving attention.... Interestingly, the relaxing and attention promoting properties of L-theanine coupled with the lack of sedation may give L-Theanine its most significant supplemental role in attenuating the 'edge' of many stimulants. A combination of L-Theanine with Caffeine (200mg each) is noted to be synergistic in promoting cognition and attention."

For the full page and all the research on theanine, check out: <http://examine.com/supplements/theanine/>



## Allergy Information

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

## Anything Else to Note

Do not exceed 5 capsules (300mg), in one dose unless under medical supervision. High dose caffeine can cause unwanted side effects, especially if you are not used to high dosages.

The government recommends that no one consumes over 400mg of caffeine in any one day, as a cardio-protective measure.

Furthermore, if you find that your required dose creeps up over time to the 300mg range and then 300mg starts to feel like it isn't "working" it may be time to cycle off of caffeine and re-sensitise yourself to its effects, doing so slowly over time rather than going cold turkey.

To do this, drop to 1-2 capsules at first, then reduce other caffeine sources during your day. At the end of a weaning process (which can take weeks), you will be having either one coffee in the morning or nothing at all. At this point, you can re-introduce Awesome Caffeine Tabs again and enjoy the full benefit.

Finally, caffeine can be a diuretic, so we do recommend you are properly hydrated when using caffeine.

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**Ben Coomber**

Sports Nutritionist & Awesome Supplements Creator

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# 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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