

AWESOME SUPPLEMENTS PRODUCT GUIDE DAILY DOSE

Written by Ben Coomber



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**

Ingredients in our AWESOME Daily Dose:

Fish Oil Concentrate Powder (fish), vitamin D, vitamin K, vitamin E, vitamin C, vitamin B1, vitamin B2, niacin (B3), panthothenic acid (B5), vitamin B6, biotin (B7), vitamin B12, vitamin A, zinc citrate, magnesium glycinate, selenium, folic acid, manganese, calcium citrate, calcium malate, Iodine (potassium iodide), copper, Iron (ferrous fumarate).

Nutritional Information per 12 capsule serving

Ingredient	Amount	%NRV
Fish Oil (36% EPA/24% DHA)	3500mg <small>(1260mg EPA/840DHA)</small>	N/A
Vitamin D3	2500iu	1250%
Calcium (as citrate)	400mg	40%
Calcium (as malate)	400mg	40%
Magnesium Glycinate	375mg	100%
Zinc Citrate	15mg	150%
Selenium	55ug	100%
Vitamin E	100mg a-TE	666%
Vitamin C	80mg	100%
Vitamin B1	1.1mg	100%
Vitamin B2	1.4mg	100%
Niacin	24mg	150%
Panthothenic Acid	100mg	1666%
Vitamin B6	1.4mg	100%
Biotin	50ug	100%
Vitamin B12	1000ug	500%
Folic Acid	200ug	100%
Manganese	2.5mg	125%
Iodide	120ug	80%
Vitamin A	600ug RE	75%
Vitamin K MK-7	500ug	666%
Vitamin K1	500ug	666%
Copper	1000ug	100%
Iron	14mg	100%

How to take AWESOME Daily Dose:

Awesome Daily Dose should be taken in two doses, 6 in the morning and 6 in the evening. This is because of the fish oil component, which is typically considered to be better off taken in multiple sittings.

12 capsules may seem like a lot, and it is, but this is simply due to the sheer amount of quality ingredients contained within Daily Dose. This is designed to replace a multivitamin, fish oil supplement, ZMA and a vitamin D product, so it really is a one-stop-shop product.

As always, pregnant or lactating women should seek advice from their primary healthcare professional before supplementing anything which contains minerals in a high dose.

Rationale

A varied, mostly wholefood, balanced and nutritious diet should be the backbone of any lifestyle. Regardless of goals, age, activity levels or anything else, the single most important thing we have is our health, and to ensure we are staying on top of our health as best we can, we need to be consuming enough “Good stuff”.

True deficiencies in micronutrients are rare, but it's not uncommon to find people (especially athletes or highly active people, who need higher amounts of certain nutrients) who have less than optimal intakes of some vitamins and minerals. As such, a high quality multivitamin is a fantastic addition to an already healthy lifestyle.

Addition to, not replacement for. This product does not replace vegetables.

It would be better, if possible for someone to be tested for specific nutrient deficiencies and simply to supplement with specific individual nutrients as, in reality, the majority of people will not require a lot of what is in their Multi – but this can be an expensive process and many individual nutrients can be expensive. A multivitamin is a catch-all. It's not vital, but no supplement is, and it CAN be beneficial.

The multivitamin and mineral complex within AWESOME Daily Dose is precision dosed using the highest bioavailable forms of each nutrient. This means that you get the right amount of all nutrients, but unlike a lot of lower end products, you are able to digest, absorb and utilise each part effectively. For example by combining two forms of calcium and two forms of Vitamin K, you are able to absorb each more effectively.

You will notice that some nutrients in Daily Dose are dosed way above the recommended daily amount, and this is intentional. Highly active people require higher amounts of some nutrients as opposed to the general public (more sedentary individuals), and in the case of some nutrients like Vitamin K, a higher than 'essential' dose has a small amount of evidence for improving cardiovascular and bone health. Either way, for someone that is sedentary or not as active, some of the higher nutrient levels should not harm you or cause any issues.

Some nutrients are dosed lower than the RDA, such as Vitamin A, and this too is intentional. Vitamin A is quite easy to overdose on as the potentially harmful dose isn't all that higher than the RDA, and chronically this can lead to issues. As most people will be getting 'some' Vitamin A from foods that they eat and will therefore be using AWESOME Daily Dose as a 'safety net', it's wise not to include a 100% dose as a supplement.

Beyond the multivitamin complex, AWESOME Daily Dose contains a high strength Vitamin D supplement. The 2500iu dosage contained here is significantly higher than the current RDA, but a large body of evidence exists to say that a dose within the 2-3000iu range has additional benefits to bone health and hormone levels. This is still well within the 10,000iu suggested 'safe' limit, and could potentially improve your health beyond avoiding deficiency.

Finally, this product also contains 3500mg of fish oil, containing 2000mg of combined EPA and DHA. Again, this falls right within the suggested intake range for improving various aspects of health including cardiovascular disease risk. Many supplement companies will sell you what appears to be high dosages of fish oil or omega 3, but in reality the active dose is far lower and you need to take more capsules, meaning that product no longer looks quite as cost effective. Its important to be aware of the dosages and amounts of nutrients that are effective so you can make informed choices when choosing what supplements to purchase. In Daily Dose you get a guaranteed 2g of recommended fish oil per serving, from a patented form of non-oxidised fish oil powder (we know, fish oil is usually an oil, but we have a unique form that encapsulates the fish oil particles making it less susceptible to the damaging effects of heat and light), meaning all you get is high quality, pure, omega 3 fats.

A solid amount of magnesium was also an essential for Daily Dose as a large proportion of the population are deficient, and this amount is likely to increase in active individuals who use more magnesium than non active people in the ATP energy cycle, and through the extra stress (after all training is a stress to the body). So 375mg of magnesium glycinate was used, 100% of your RDA, from a highly bioavailable form of magnesium, which if you use Awesome Recovery Spray on top of, you will get even more of the RDA per day.

AWESOME Daily Dose, alongside a nutritious diet, will give you all the nutrients needed to be at peak health and to feel as awesome as possible, day in, day out. All for approximately £1.00 a day, replacing the traditional 4 products we would recommend in the supplement world for optimal health, recovery and performance.



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

Awesome Daily Dose can be taken by most people, whether active or not active. The only considerations which need to be kept in mind are in cases of those with specific health situations. Women who are pregnant or breastfeeding should consult a GP before taking a high-dose vitamin, and due to some of the ingredients, those who are taking blood thinning medication should also speak to a primary health carer. Adolescents should also consult their parents or health care practitioner before considering any supplementation.

As an extra thought, those who are on restricted intakes in terms of calories or food choices are far more likely to develop deficiencies and may derive more benefit from this product than other people. Those with very low energy intakes during a fat loss phase are able to eat less food on a daily basis, and therefore consuming adequate micronutrients is very difficult, thus, potentially, being more exposed to deficiencies.

On top of this, people with certain allergies or intolerances may find themselves at higher risk of deficiency – those with issues digesting dairy are at risk of consuming too little calcium, for example. And finally, vegetarians may need to consider Vitamin B12 supplementation.

What do Examine say?

As mentioned above, Multivitamins are not an essential thing, but they CAN be useful. Examine state:

“Although nutrients in multivitamins may confer benefits when used for a specific purpose, the idea of taking a pill that contains all of the vitamins and minerals to better one’s health does not appear to be supported by the literature. However, it does not appear to be significantly harmful either.”

Meaning that a multivitamin can help plug one or many holes in a diet, and will be of benefit if it does so. If not, it will not be a harmful addition. If you can be tested for deficiencies, do so and simply use the micronutrients that you need and no others, but a Multi covers all of your bases without testing.

On Vitamin D, they state:

“The body produces vitamin D from cholesterol, provided there is an adequate amount of UV light from sun exposure. There is only a sufficient amount of UV light coming from the sun when the UV index is 3 or higher, which only occurs year-round near the equator, between the 37th parallels.

Most people are not deficient in vitamin D, but they do not have an optimal level of vitamin D either. Due to the many health benefits of vitamin D, supplementation is encouraged if optimal levels are not present in the body.”

For further information on the benefits of a high strength Vitamin D supplement, check out <http://examine.com/supplements/Vitamin+D/>

Finally, of fish oil, they say:

“Omega-3 fats are usually found in fish, animal products and phytoplankton. Fish oil is recommended as a source of these omega-3 fats as they are the cheapest and most common source of them.

Fish oil provides a variety of benefits when supplemented, particularly when the ratio of omega-3 and omega-6 fatty acids in the body is almost equal (1:1). The average diet (red meat, eggs, and so forth) are high in omega-6 fatty acids, which is why fish oil is recommended (to balance the ratio).

A ratio of roughly 1:1 is associated with healthier blood vessels, a lower lipid count and a reduced risk for plaque build-up. Fish oil can also decrease the risk of diabetes and several forms of cancer, including breast cancer.”

But, as always, for the full breakdown of the literature please see <http://examine.com/supplements/Fish+Oil/>

Allergy Information

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



Anything Else to Note

As we've mentioned a few times throughout this product guide, a multivitamin is not a VITAL thing for you to have, but it can be a very useful addition when looking to achieve or maintain optimal health alongside a healthy and varied diet.

Please also adhere to the advice above, and consult your GP if you have any reason to think that your situation (pregnancy, certain medications etc) may make high dosed vitamins a bad idea.

kilogram of bodyweight for leucine intake per meal is also mentioned in the research, and you can feel free to calculate your own personal needs from there, thus allowing you to calculate your leucine needs on a meal by meal basis.

#beAWESOME

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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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