

AWESOME SUPPLEMENTS PRODUCT GUIDE ELECTROLYTES & ELECTROLYTES + CARBS

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**

Ingredients in our AWESOME Electrolytes:

Electrolyte blend (Potassium sulphate, calcium citrate, di-potassium phosphate, magnesium oxide, sodium chloride), dextrose monohydrate, flavouring, malic acid, citric acid, colouring (turmeric), sucralose.

Nutritional Information

	Per 100g	Per 8.3g
Energy (kj)	1000kj	83kj
Energy (kcal)	240kcal	20kcal
Fats	0g	0g
Of which saturates	0g	0g
Carbohydrates	59g	4.9g
Of which sugars	59g	4.9g
Fiber	0g	0g
Protein	0g	0g

Ingredients in our AWESOME Electrolytes +Carbs:

Dextrose monohydrate, maltodextrin, fructose, electrolyte blend (Potassium sulphate, calcium citrate, di-potassium phosphate, magnesium oxide, sodium chloride), flavouring, colouring (beetroot), sucralose.

Nutritional Information

	Per 100g	Per 8.3g
Energy (kj)	1290kj	619kj
Energy (kcal)	308kcal	148kcal
Fats	0g	0g
Of which saturates	0g	0g
Carbohydrates	77g	37g
Of which sugars	76g	36.5g
Fiber	0g	0g
Protein	0g	0g

Supplement facts:

For Electrolytes each serving, in both formulas, contains 280mg potassium, 340mg calcium, 185mg phosphorous, 100mg magnesium and 280mg sodium chloride.

Rationale

Water is amazing, and it's commonly known that this is one of the key things that any active individual pays attention to if they want to perform at their best. Water is only a part of the equation though, and any active person worth his or her salt (sorry) also pays attention to electrolytes – salts.

It is these salts which allow your body's cells to transfer water across their membranes and hydrate you. Achieving balance with water and salt within your blood will result in optimal hydration, which may afford you all the benefits therein – such as increased aerobic and anaerobic ability, improved thermoregulation, reduced chances of injury, better concentration and cognitive function, and simply being more awake and alert throughout the day.

A loss of just 2-3% of your body's stored water can cause a significant loss in performance in the gym, on the field and at your desk – and electrolytes play a role in that. If you consume a lot of water with no salts, you effectively dilute your blood. This causes your body to expel more water to return the balance to where it should be.

You then urinate more and lose salts in the process, the cycle repeats and you end up drinking litres and litres of water throughout the day but never actually feeling hydrated. Not only can this be a mild inconvenience (and a lot of toilet trips), but taken too far can lead to hyponatremia (the loss of too much salt) will kill you. Quickly. Yes that is the extreme end of the spectrum, and is very rare, but its just to highly the importance of electrolyte balance in the blood.

Active people all know they should be drinking a lot of water, but if you drink a lot and sweat a lot without replacing lost salts, you stand a good chance of not absorbing that water into your cells properly and simply flushing out more and more salts as a result.

This is where electrolytes and carbohydrates can be of benefit.

By adding electrolytes and carbs in certain concentrations, you can make hypo, iso and hypertonic drinks which improve your absorption of water to different degrees and have different uses.

Most sports drinks on the market are isotonic drinks which are great for those who need the carbs and for those who need to keep topped up for prolonged periods of time, but that's not everyone. Some people need different concentrations, and that is why we decided to bring out two products which allow you to fully customise your drink to suit your needs and preferences.

How Awesome is that?



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

Awesome Electrolytes, the Low Carb Formula:

This product, using one scoop, can be added to 500-800ml of water to create a low carb hypotonic drink which day to day is beneficial for anyone who wants to be more hydrated. It tastes great, which can encourage you to drink more, and the salts within it will mean it takes far less water to hydrate you properly (reducing bathroom trips at work), and ensuring your muscles can perform well.

Besides this, Awesome Electrolytes, Low Carb Formula, is perfect for lower intensity or shorter duration (up to 75 minutes or so) workouts where you need to stay hydrated but have no need for the carbohydrates, such as gymnasts, most recreational resistance trainers, physique athletes, power lifters and even those who want to lose fat and therefore are consuming a calorie restricted diet.

Awesome Electrolytes With Carbs:

This product can be used in two ways, but both have specific uses. There will be no benefit, physiologically, for anyone training for under an hour or for anyone who doesn't really sweat a lot during training. It's also not likely to be useful for those looking for fat loss, though that isn't every case and we'll go in to that in a second.

Generally speaking, if you are consuming a relatively high carbohydrate intake and not performing HUGE amounts of gym work or doing a lot of performance focused cardio, this product isn't for you. With that said, it CAN have it's uses.

- To make a Hypotonic Drink add 1 scoop to 750-1000ml of water

A hypotonic drink is one which is diluted to a weaker concentration of sugar/salt than your blood. This increases water absorption to a greater degree than which you'd expect from plain tap water, but doesn't give a huge amount of carbohydrate. This is an excellent choice for those who are performing a longer duration but not overly glycolytically demanding sport, such as a powerlifter at a meet, a cricket player or a golfer. It could also be used by an endurance athlete who is performing a lighter training session.

One other application is for a person who is dieting and therefore on a low carbohydrate intake overall, who is performing a resistance training session followed by cardio. Sipping a hypotonic drink during the session won't put much of a dent in his/her calorie needs, but it could allow them to stay fresh enough to put in a great deal of effort (thus burn more calories) during that gym session.

- To make an Isotonic Drink add 1 scoop to 500-700ml of water

An Isotonic drink is one which is diluted to approximately the same sugar/salt concentration as your blood. This allows for perfect absorption rates for during exercise and can thus be utilised by endurance athletes or in team sports. This would not harm, but would likely not be needed for anyone mentioned in the previous section.

- To make a Hypertonic Drink add 1 scoop to 250-500ml of water

A hypertonic drink is one which is at a higher salt/sugar concentration than your blood. It is rarely used, as it is thought of primarily as a means of topping up carbohydrate and salt rather than water, and therefore if consumed during something such as an ultramarathon (it's primary use) then it should be supplemented alongside Isotonic drinks to stay topped up with water, too.

A second use for a Hypertonic Drink is post workout to replenish carbohydrate and salts after a particularly gruelling session in the heat. These instances can often leave athletes feeling lightheaded, largely due to moderate dehydration, and by quickly consuming a Hypertonic drink followed by either water or further Isotonic drinks (depending on need for carbs), you can go some way to achieving balance.

Largely, though, outside of ultramarathon runners or overexertion in heat, it's rare that a Hypertonic drink will be required, and for most you will want to make an isotonic drink, hence most popular sports drinks are made isotonicly.

What do Examine say?

Examine.com do not have a section on Sports Drinks as they are not strictly a supplement, the ACSM however, have this to say:

“Depending upon the length of your workout or competition, performance and endurance are primarily limited by loss of body fluids, drop in

blood sugar levels, and depletion of muscle carbohydrate stores. All three can hinder performance. Sports drinks, carbohydrate gels and energy bars can help restore your body's fluids and carbohydrate levels.”

(Note, energy gels are HUGELY hypertonic solutions)

Furthermore:

“Sports drinks make an excellent fuel and hydration choice because they are a mix of carbohydrates and water. For exercise lasting anywhere from 60 minutes to several hours, drinking carbohydrate beverages significantly boosts endurance performance compared to drinking water.

According to some research, you can expect an improvement in endurance of

about 20 percent or more in workouts lasting over 90 minutes.”

Check out their cool information PDF on Sports Drinks and how to select them, here:

<https://www.acsm.org/docs/brochures/selecting-and-effectively-using-sports-drinks-carbohydrate-gels-and-energy-bars.pdf>

Allergy Information

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

Anything Else to Note

Consuming a diet which is rich in potassium and other minerals from vegetables as well as sodium from dairy and added salt is important for the active individual, and the blanket recommendation to cut salt which has been passed out for years is sorely mistaken.

In fact, most people will not require added electrolytes during the day if they are salting food and eating a vegetable rich diet, therefore we do recommend that these products (for most) are kept to during your workout, or post workout.

As a further note, adding more salts than you need (creating an Isotonic drink when a Hypotonic is needed, or Hyper instead of Iso) can cause over hydration and leave you with unpleasant water retention. Assess how much of this product you really need and respect the rule of thumb:

- > If it's less than an hour - stick to electrolytes only
- > If it's 60-90 minutes - Hypotonic
- > Over 90 minutes or in heat - Isotonic
- > Special Cases - Hypertonic

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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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