

# AWESOME SUPPLEMENTS PRODUCT GUIDE PRE-WORKOUT

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 Pre-Workout (Per Shot):

Citrulline malate 8g, Beta alanine 3g, Creapure 3g, L-Carnitine L-Tartrate (LCLT) 2g, Tyrosine 1.5g, Beetroot juice concentrate 0.4g nitrates.

## Nutritional Information

	Per 100g	Per 70g
Energy (kj)	437kj	306kj
Energy (kcal)	103kcal	72kcal
Fats	0.4g	0.3g
Of which saturates	0.1g	0.09g
Carbohydrates	20g	14.1g
Of which sugars	20g	14.1g
Fiber	81mg	57mg
Protein	4.8g	3.35g

## How to take AWESOME Pre-Workout:

Simply shake, vigorously (there could be sediment at the bottom after storage for a while as it contains a lot of added powders / ergogenic aids), and drink 60 minutes before intense anaerobic training such as resistance training or sprinting, or ahead of intermittent sports like rugby, football, cycling and other similar sports. For maximum benefit add a personalised dose of Awesome Caffeine Tabs 15-30 minutes prior to training. These products are dosed and taken separately to maximise their timing, effect, and to allow for personalised dosing.

We recommend you use Awesome Pre Workout on its own, however, if you train in the evening or within 3-6 hours of bed - especially if you are caffeine sensitive or otherwise suffer from poor sleep due to stress or any other factors. To combat this you can take just one tab of Awesome Caffeine Tabs, as this is what they were designed for, low dosing so you can personalise, especially if you train in the evening or are of low body weight.

## Rationale

Regardless of your goal, the aim of every single training session should be to kick ass while you are there.

Looking to build muscle? Kick ass in the gym, get stronger, get a killer pump.

Looking to improve health? Kick ass in the gym, improve the way your body uses food, increase your immunity, improve heart health.

Looking to gain strength? Kick ass in the gym, nail your heavy work, don't ignore weak points.

Looking to lose fat? Kick ass in the gym, burn more calories, preserve muscle mass more effectively.

Looking to get faster and improve your sporting ability? You get the picture...

Often when looking to improve these things, people will reach for a pre workout product which claims to help you dominate your workouts. We don't question this - as athletes ourselves we understand the desire to be the best - but the claims on many products are often misplaced, exaggerated or misleading.

The average pre workout product which you'll see on the shelves of most supplement stores is a blend of ingredients - some research backed, others not - in doses which are generally too low to do much of anything useful, with one exception: Caffeine.

Caffeine is great, but we appreciate that it's not always appropriate for someone to ingest a large dose - for example those training in the evening or those who are sensitive to the side effects of stimulants including jitters, dehydration, heart palpitations and high blood pressure.

Awesome Pre Workout breaks the mould by being a unique yet deceptively simple blend of potent, research backed active ingredients that can help an individual perform to their potential.



It contains Citrulline Malate at the research-based dose of 8g. This dose has been suggested to improve both muscular endurance and recovery from anaerobic activity such as resistance training (1). A lower dose of 6g has also appeared useful for endurance training (2) so we went with the higher dose to cover both bases.

L-Carnitine L-Tartrate shows promise in reducing markers of inflammation and muscle damage following exercise (3), but without the negative impact on adaptation associated with NSAID use for the same reason.

Nitrates in Beetroot extract can improve N.O concentrations in your blood, resulting in a decreased oxygen requirement at a given aerobic exercise intensity (meaning training feels easier) and an increased time to exhaustion (4).

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’), which can aid in training harder for longer.

Creatine improves muscular endurance and recovery primarily by aiding in the recycling of ATP. Creatine is one of the most researched compounds in the world, and why most people chasing physical goals already have creatine as part of their daily routine as its effects are widely known.

On top of this, Tyrosine appears to improve cognitive function under the stress of training (5), boosting focus and alertness to make sure you’re able to keep your fatigued mind on the ball right until the last rep, the final minute or the last serve.

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

Awesome Pre Workout can be taken by active individuals looking to improve their performance, especially in explosive disciplines where repeated bouts of effort are needed.

With that said, this supplement should be considered the icing on the cake – the absolute LAST thing you add when building an approach to better health, performance and recovery. If your sleep, nutrition, hydration, gym programming, mind-set or anything else is not already optimised you are unlikely to see the benefits of this or any other pre workout performance product. You would simply be masking the effects of a poor lifestyle that is not conducive to optimal health, recovery and performance.

Likewise, for those who are exercising at a moderate intensity 2-3 times per week in an effort to improve overall health and longevity, this product is unnecessary. Your goal can be achieved without spending extra money on ergogenic aids designed to improve the performance of those looking to push the envelope. As soon as you’re the guy or gal looking to go the extra mile on top of a refined diet, a supportive lifestyle, and focused goals, then by all means grab Awesome Pre Workout.

## **What do Examine say?**

Of Citrulline Malate, Examine state “L-Citrulline is used as a sports performance and cardiovascular health supplement. L-Citrulline supplementation results in reduced fatigue and improved endurance for both aerobic and anaerobic prolonged exercise.”

Before going on to say “Supplementing L-citrulline also increases ornithine and arginine plasma content. This means L-citrulline supplementation improves the ammonia recycling process and nitric oxide metabolism.”



Please see <http://examine.com/supplements/Citrulline/> for more.

On Beetroot and its N.O content: "Supplementation or dietary ingestion of nitrate appears to reduce oxygen cost of exercise and reduce VO<sub>2</sub> max without affecting exercise performance; this is thought to be secondary to increasing efficiency of substrate utilization."

Please see <http://examine.com/supplements/beet-root/> for more.

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."

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

On L-Carnitine L-Tartrate they say: "Markers of purine metabolism and circulating cystolic proteins (creatine kinase, myoglobin, fatty acid binding protein) are reduced after 2g L-Carnitine L-Tartrate for 3 weeks in resistance trained men. A possible mechanism is enhancing oxygenation of muscle and thus recovery from hypoxic (anaerobic) exercise."

Check out: <http://examine.com/supplements/L-Carnitine/> for a review of all of the existing research on this supplement.

Finally, on L-Tyrosine Examine say “L-Tyrosine is an amino acid that is used to produce noradrenaline and dopamine; supplemental appears to be anti-stress for acute stressors (which tend to deplete noradrenaline)”.

Again, check out <http://examine.com/supplements/L-Tyrosine/> to see the whole body of evidence.

## Allergy Information

Produced in a factory that also handles mustard and celery.

## Anything Else to Note

Awesome Pre Workout is formulated for convenience and ease, and due to the dosing and the ingredients contained within it, there will never be a need to increase the dosage. You actually get what you pay for in one convenient daily shot taken one hour before exercise, ideally with a personalised dose of Awesome Caffeine Tabs.

## References

- 1 - Jakeman et al. Citrulline malate enhances athletic anaerobic performance and relieves muscle soreness. J Strength Cond Res. 2010 May;24(5):1215-22
- 2 - Bendahan et al. Citrulline/malate promotes aerobic energy production in human exercising muscle. Br J Sports Med. 2002 Aug; 36(4): 282-289
- 3 - Volek et al. L-Carnitine L-tartrate supplementation favorably affects markers of recovery from exercise stress. Am J Physiol Endocrinol Metab. 2002 Feb;282(2):E474-82
- 4 - Bailey SJ, et al. Dietary nitrate supplementation reduces the O<sub>2</sub> cost of low-intensity exercise and enhances tolerance to high-intensity exercise in humans . J Appl Physiol. (2009)
- 5 - Deijen et al. Tyrosine improves cognitive performance and reduces blood pressure in cadets after one week of a combat training course. Brain Res Bull. 1999 Jan 15;48(2):203-9.

#beAWESOME

**Ben Coomber**

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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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