

Sport Support

Tart Cherry Concentrate

Natural Way to Powerful Muscles



www.tru2u.co.nz

Cherries... a Nutrition Powerhouse

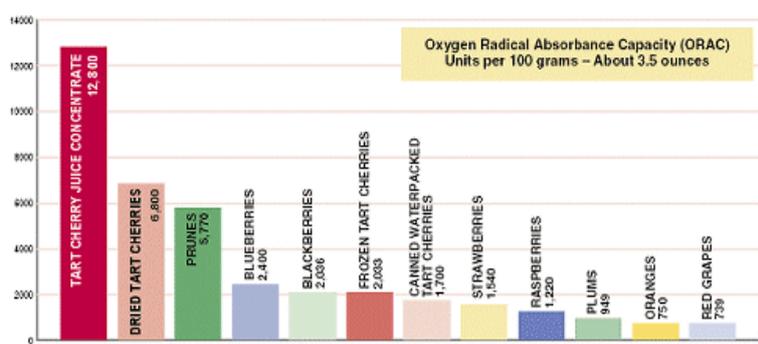
Anthocyanins – Unique antioxidants that are responsible for cherries deep red colour. Researchers suggest cherries may work like common medications used by athlete's to reduce post-exercise muscle soreness.

Phytomelatonin – A potent antioxidant that may help improve the body's natural sleep patterns. Health and wellness experts agree that how long and how well you sleep may impact overall quality of your training.

Other Antioxidants – Cherries contain at least 17 antioxidants including powerful antioxidants gallic acid, p-coumaric acid, kaempferol and quercetin, which may boost immunity and the quality of your training.

Essential Nutrients – Cherries are a good source of Vitamin A (beta carotene) and also contain fibre. Cherries are also rich in vitamins C and E, and provide potassium, magnesium, iron and folate.

ORAC – Oxygen radical absorbance capacity (ORAC) is a method of measuring the total antioxidant capacity in food. The ORAC score per 100grams in tart cherry concentrate is 12,800 ORAC units.



Research conducted at Jean Mayer USDA Human Nutrition Research Center on Aging at Tufts University in Boston and Brunswick Laboratory in Wareham, Massachusetts.

Why Tru2U Sport Support?

Tru2U's high production standards guarantee the highest quality tart cherry concentrate available.

The Tru2U Sport Support range complies with the WADA anti-doping code.

Tru2U maintains maximum levels of antioxidants by;

- Keeping ingredients and finished product cool at all times
- Using black HDPE plastic, which will not let light in or leach into the product
- Our proprietary bottling process which minimises heat and light

To ensure your product is pure quality, every batch is independently tested for over 200 agricultural residues to ensure there are no herbicides or pesticides.

You will only find Tru2U products in a fridge, which guarantees products of the highest possible quality. It is important to refrigerate all Tru2U products, including the capsules, whenever possible.



Red Recovery Routine

Enjoy as concentrate or dilute to taste.

Leading up to an event

30mls tart cherry concentrate or 2 capsules daily for seven days

Pre Workout

30mls tart cherry concentrate or 2 capsules one hour before exercise

During Exercise

Drink 30mls concentrate with water (240 mls diluted) as required for hydration

Post-Exercise

30mls tart cherry concentrate or 2 capsules within 30 minutes of exercise, then daily for three days

Before Sleep

30mls tart cherry concentrate or 2 capsules one hour before bedtime

100% Pure and Natural

Tru2U Sport Support Concentrate

- Complies with the WADA anti-doping code
- No added sugar
- No artificial sweeteners
- No dairy or nuts
- No colouring agents
- No preservatives
- Gluten free
- Low Glycemic Index (GI=54), suitable for many diabetics
- Every batch independently lab tested for over 200 agricultural residues
- Drip free pourer - no mess
- HDPE Plastic does not leach into juice - does not let light in for maximum protection.

How do I use Tru2U Sport Support?

- **IMPORTANT:** Consume daily, pre-exercise, during and post-exercise for optimum results
- Tru2U Sport Support Concentrate must be refrigerated or frozen whenever possible to maintain the highest possible nutrient levels
- Tart cherry concentrate will not freeze solid, remaining pourable straight from the freezer
- Enjoy concentrate or dilute to taste.
- **Important:** Do not heat
- Keep Sport Support Sachet bags in the freezer and use individual sachets as necessary
- The concentrate tastes great over yoghurt or as an ice cream topping
- Blend into smoothies
- Always read the label and use as directed
- Consult your practitioner if you take warfarin





Natural Way to Powerful Muscles - Go Red!

There is a substantial and growing body of scientific research linking Montmorency Tart Cherries to an array of important health benefits.

Tart cherries are an abundant source of anthocyanins 1 & 2, natural compounds that contribute to the ruby-red colour and distinctive sour-sweet taste.

These phytonutrients (a type of flavonoid) are behind many of the potential health promoting properties of tart cherries, which may soothe and ease muscle pain after a workout.

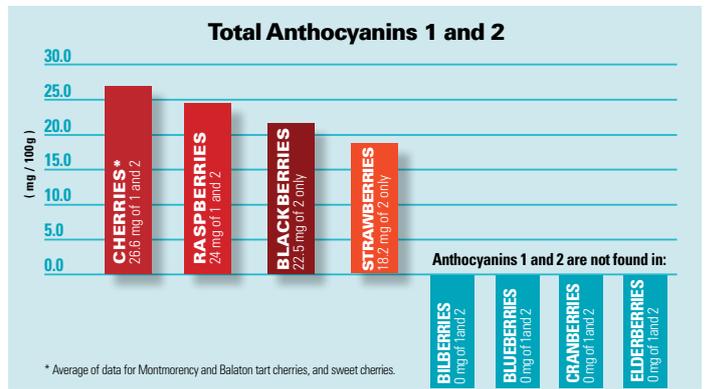
Tru2U Sport Support Tart Cherry Juice Concentrate is produced from Montmorency Tart Cherries that naturally contain high levels of these anthocyanins to support powerful muscles, joints and endurance.



Why Anthocyanins?

Montmorency Tart Cherries are well known for having the highest concentrations of anthocyanins 1 & 2.

Anthocyanins 1 & 2 act like a neutralizer to calm and ease muscles and joints that are tired, stiff and stressed, as well as supporting muscle mobility after exercise for relief and comfort.



Recover Better With Red!

Montmorency Tart Cherry Concentrate is rapidly gaining a following among elite athletes and weekend warriors as a drink that helps support recovery after exercise.

Keeping up with your exercise regimen is a lot easier when you recover quickly after a workout, training or event.

The pain associated with exercise involves muscle damage, oxidative stress and inflammation. Tart cherries may help with all three due to the naturally occurring concentrated amounts of anthocyanins.

Studies suggest Montmorency Tart Cherry Concentrate has the ability to support muscle recovery and joint flexibility, intense strength training, as well as after sporting events.

Sleep for Athletic Performance

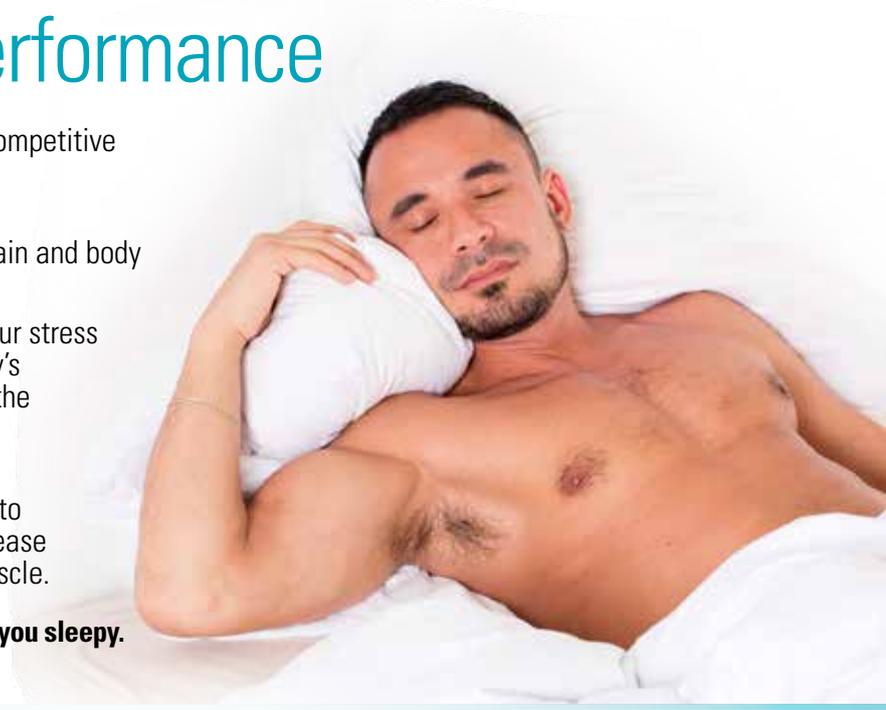
Sleep plays a major role in athletic performance and competitive results. Montmorency Tart Cherries naturally contain phytomelatonin which supports quality sleep.

REM sleep in particular provides energy to both the brain and body to help support mood, performance and concentration.

The more sleep-deprived you are, the more cortisol (your stress hormone) your body produces, slowing down your body's recovery processes. Sleep deprivation also decreases the production of glycogen during exercise, reducing the amount of available energy.

Be sure to get seven to nine hours of sleep if you plan to workout the next day, as sleep is necessary for the release of growth hormone, which helps repair and rebuild muscle.

NB - Drinking Tart Cherry during daylight will not make you sleepy.



Research

Research at Michigan University indicates that Tart Cherry is one of the richest sources of anthocyanin antioxidants to support muscle recovery and joint flexibility. Studies have shown that it is best to consume cherries on a regular basis to optimise the antioxidant benefits.

Most exercise recovery studies have provided participants with at least two servings of tart cherry juice per day, almost the equivalent of 100 Montmorency cherries a day.

The potential health benefits of Montmorency Tart Cherry Juice Concentrate have been widely researched, and we have assembled a compilation of the most relevant studies.

New Zealand legislation does not allow us to refer to these studies in this brochure, but we can give you the information if you personally ask us for it, e-mail info@tru2u.co.nz or go to the Sport Support section of our website.

www.tru2u.co.nz

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