

Elevate

YOUR PERFORMANCE.



You emerge from a grueling, yet invigorating, hot yoga class and make your way to the change room with sopping wet clothing. Getting your sweat on has amazing benefits for the body and mind, but it is important to take care of yourself before, during and after a workout.

Sweating is a natural protective response of the body. For proper functioning, the body needs to stay within the normal temperature range of 36.1-37.2°C. If body temperature becomes too cold or too hot, there can be serious life threatening implications. Sweating is a defense mechanism against increasing body temperature. Sweat causes the body to lose both water and certain minerals that are important for many different functions in the body. If one is participating in an activity where a lot of fluid will be lost, consuming water with an electrolyte supplement can be the key to sustaining performance as well as proper recovery.

Electrolytes are nutrients that are important for various functions in the body from muscle contraction and relaxation to maintaining water balance inside and outside of cells. They are also vital for regulating heart rhythm. Electrolytes are lost whenever the body loses fluids whether through sweat, urination, diarrhea or vomiting. When excessive fluids are lost, it is very important to not only replenish with water but also with electrolytes. Without added electrolytes, the body cannot properly absorb water into cells and dehydration can occur.

Below you will find a description of individual electrolytes & some of the important functions they serve in the body.

POTASSIUM



This is an essential nutrient for heart function and muscle relaxation. Potassium is found in high amounts inside of cells. During muscle relaxation potassium flows out of cells. Without adequate potassium, muscles cannot fully relax and this will result in tension and possibly muscle spasms. The heart is also a muscle and without adequate potassium, the heart will not function properly. Potassium is necessary for maintaining healthy blood pressure and heart rhythm as well. Arrhythmias or an irregular heartbeat can sometimes be due to a deficiency in potassium.

SODIUM CHLORIDE



If you have ever had sweat dribble into your mouth while exercising, you may have noticed that it tastes salty. This is because sweat contains the electrolyte sodium chloride. Too much dietary sodium is not healthy, however, sodium does play an essential role in water balance. It helps to draw water into and out of cells, which is necessary for hydration. Sodium is also required for various electrical signaling processes involving the brain and heart. Extremely low or high levels of sodium can have serious consequences.

PHOSPHORUS



Approximately 80% of phosphorus in the body is found in bone. As an electrolyte it is found as a charged particle in body fluids. Phosphorus is a building block for ATP and DNA.

MAGNESIUM



This is one of the most important minerals for the body. It is involved in over 300 enzymatic processes. Like potassium, magnesium is required for proper muscle contraction and relaxation. It is also required for ATP metabolism, nerve conduction, bone health and many other important functions.

CALCIUM



Typically when we think of calcium, we think of bone health. Calcium also has many other functions in the body. Like magnesium and potassium, calcium is required for proper muscle function. Calcium binding to troponin and tropomyosin leads to muscle contraction.

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Have you ever watched a professional tennis player's fluid regimen between games? You will notice that most of them have a very precise hydration protocol involving consumption of various liquids. They are drinking electrolytes and other nutrients to help sustain performance and maintain water balance. Some of the other nutrients they consume are helpful for increasing energy and stamina through what can be hours of high intensity exercise and fluid loss.

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Some additional ingredients that can help boost athletic performance are as follows:

VITAMIN B3, B6, B12



B Vitamins are essential for energy metabolism in the body. Vitamin B3 and B12 participate as cofactors in the citric acid cycle, one of the major sources of ATP production in the body. Vitamin B3, B6 and B12 are also involved as cofactors for many other biological processes. Vitamin B6 has been shown to help increase Magnesium absorption.

BEET ROOT



This tasty vegetable is known for increasing nitric oxide levels in the body. Nitric oxide dilates blood vessels increasing blood supply and therefore delivery of oxygen to muscle and other organs.

PANAX GINSENG



AKA "the king of herbs". In Asia this herb is said to absorb energy from the earth and prolong life. It is used to improve cognitive function and to help those who are under chronic stress. It is a good addition to an electrolyte supplement, as its energizing qualities will help sustain you through your workout.

HAWTHORN



This herb is traditionally used as a heart tonic. For those who suffer from congestive heart failure, it can help to increase exercise tolerance. Healthy individuals can use hawthorn to increase nitric oxide production, maintain healthy blood pressure and heart rhythm as well as provide many other cardiovascular benefits.

ASCORBIC ACID



Vitamin C is one of the most important antioxidants in the body. It is also involved in collagen production, which is required for repair to all connective tissue (cartilage, ligaments, muscle, tendons). Exercising does cause some oxidative stress to the body and vitamin C is helpful for combatting this.

ZINC



This is an essential mineral that is required for proper healing. It is involved as cofactor for many biological functions. 85% of zinc stores are found in muscle and bone.

SELENIUM



Selenium is a cofactor involved in the glutathione redox cycle in the body. Glutathione is the body's most important antioxidant and Selenium is crucial to its function as an antioxidant. As previously mentioned, exercise can cause some oxidative stress so adding Selenium to your workout regiment can help to reduce the oxidative burden.

COPPER



Copper is important for transport and utilization of oxygen. It is a cofactor for various enzymatic processes and helps to strengthen blood vessels, nerves, bones and tendons.

CHROMIUM



Chromium is involved in the metabolism of proteins, fats and carbohydrates. It helps to increase insulin sensitivity. Studies suggest that it may help to increase lean muscle mass and decrease body fat.

Whether you are participating in high performance athletics, yoga, mountain climbing or just feel like adding some energizing and hydrating nutrients to your water, look for a supplement that contains some or all of the ingredients above. A good electrolyte blend may just be the edge you need over your competition.



STAFF FAVOURITES



- Healthy hair, skin and nails
- Relieves joint pain
- Improves bone strength
- Boosts athletic performance

- Most bioavailable coenzyme form of B Vitamins
- Added Sensoril optimized Ashwagandha for stress and mood management
- Added Rhodiola to support the nervous system and physical endurance
- Added Panax Ginseng to support cognitive function + energy production



- Energy boost
- Immune system support
- Brain health support
- Relaxation support
- Cardiovascular health support

Elevate. YOUR PERFORMANCE.



CAFFEINE FREE

- Help enhance physical performance
- Helps in energy metabolism and tissue formation
- Helps to form red blood cells
- Helps to maintain proper muscle function, including the heart muscle
- Helps to maintain normal electrolyte balance

