

Introduction

Welcome to the first issue of Endurance News! It is my sincere hope that you will find the information enclosed in this and future issues to be thought provoking, informative, educational and helpful in your ongoing pursuit of optimum performance and health. Our objective is to provide you a valuable resource to help you achieve these goals.

Endurance News will feature insightful articles on diet, nutrition, training and other topics of interest to serious endurance athletes - Written by myself as well as professional and elite amateur as professional and elite amateur athletes, and other experts in the area of nutrition and exercise. In addition, we will include articles highlighting new and existing E-CAPS products and how to get the maximum benefits from them.

In reading this and future issues, please remember that the views expressed in this publication will always be biased in favor of eating a healthy diet, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. But above all, we at Endurance News believe there are no short cuts, and success can only come from hard work.

*So, enjoy the reading
and happy training!*

Brian Frank,
Editor and Publisher

New system teaches you how to become your own SUPER Coach

A personal coach is a luxury that most endurance athletes would kill for. Good coaching provides direction, evaluates performance

constructively, and guides athletes toward achieving their goals. Which is exactly what the new SUPER Coach Endurance Sports Training System will teach you to do for yourself. The

information is presented using a hands-on, step-by-step workbook approach that leads you through all phases of your training regimen. It even comes complete with forms to calculate how much training time and rest time is available based on your schedule and commitments.

Through advanced self-coaching, athletes who have used SUPER Coach system have achieved amazing results which could only be duplicated with a full time personal coach. Now, you can too. By following the SUPER Coach system, you'll develop both as an athlete and as your own coach because it teaches

you a logical and scientific way of approaching your whole training program, in terms that are straight forward and easy to understand.

"Through advanced self-coaching, athletes who have used SUPER Coach system have achieved amazing results which could only be duplicated with a full time personal coach."

This system will remove all of the guess work and gray areas from your training program by teaching you exactly how much, when, and at what intensity to train to reach your stated goals.

SUPER Coach was developed by Mike Llerandi, a competitive triathlete since 1983, including 3 years as a professional (9:22 Ironman), with over 10 years experience in coaching.

(continued on page 4)

IN THIS ISSUE:

Introduction
SUPER Coach
Protein Deficiency
New Product Update
Q&A

Are you suffering from protein deficiency? Part I

With all of the emphasis on carbohydrates over the years concerning recommended diets for endurance athletes, the answer is probably, YES! Obviously, it is very important to eat plenty of carbs, but not at the expense of adequate protein intake. Protein deficiencies are too common amongst endurance athletes and have a devastating effect on performance and health. Some of the symptoms to look for are slow muscular recovery from workouts and lower than normal strength. However, fatigue, lethargy, anemia, and other more severe conditions can develop as a result of ongoing protein deficiencies.

In this first part of a two part series, I will examine some myths about protein and what levels you should try to maintain in your diet. As you read this article remember that protein is required for all aspects of repair and building muscle tissue.

Myth #1 - "Only bodybuilders need hi-protein diets". The truth is that the protein requirements of endurance athletes and bodybuilders are very similar. It is only the way in which the body uses the protein that is different. Bodybuilders need protein to actually build more muscle tissue. Endurance athletes on the other hand need protein to repair existing muscle tissue that is undergoing constant breakdown from day

to day training.

Myth #2 - "Eating a high protein diet will cause unwanted weight gain and muscle growth". The truth is that the type of training you engage in will determine whether you "bulk" up or not. High volumes of endurance training do not tend to produce muscle bulk, regardless of protein intake. Whereas relatively low volumes of strength training will. Either way, protein is going to be required to service the muscle tissue.

By now you are probably wondering just how much protein is

enough for your needs. Well, I believe a good rule to follow is 1/2 gram of protein per pound of body weight per day. This means that if you weigh 150 pounds, it is going to take about 75 grams of protein each day to keep up with your body's needs and avoid "protein cannibalization", when your body burns muscle tissue to meet its needs. During base training or strength training when you do want to add some lean muscle mass, you will need to increase protein intake to about 3/4 gram per pound of bodyweight.

This means that you will want to forget the 65-70% carbohydrate diet that is still being pushed by "experts" as an ideal diet for endurance athletes. A more realistic ratio that will meet your body's needs is closer to 40-50% carbohydrates, 30-40% protein

and 20-30% fat.

Adjusting your diet to include more protein will pay big dividends in your performance and especially recovery. It will also help keep you from getting hungry every two hours. Try it for 60 days and judge the results for yourself.

Look for part II of this article, covering specific recommendations for dietary protein and protein supplements, in the next issue of Endurance News.

Q & A

Q: I usually do two workouts a day. What would be the best way to split my dosages between the two workouts?

A: Depending on the intensity and duration of each workout, you have a couple of options. First, if both workouts are of moderate intensity, not more than 1 hour each, just take 1 RACE CAP (or TRAINING CAP) and 2 ENDURO CAPS about 45-60 minutes before each workout. However, if you are going to do one moderate and one hard workout, you should take 1 and 2 before the moderate and a full 2 and 4 before the second workout. You'll be surprised what a difference the extra dosage will make on long or extra hard workouts.

Address your questions to:
Endurance News, Q&A
3333 Vincent Rd., Ste. 203
Pleasant Hill, CA 94523

New product update - ENERGY SURGE

Kim Jones finishes second woman at 1993 Boston Marathon with a time of 2:30- Her secret for overcoming the heat and humidity, 2-3 ounces of ENERGY SURGE every 5k and plenty of water!

By now, you may have heard that E-CAPS has entered the cluttered energy drink market with a new product called ENERGY SURGE. This formula was developed as a direct result of thousands of hours of testing in training and competition settings, by field testers

(read guinea pigs) like Kim Jones among others. Far from being a "me too" type product, ENERGY SURGE is

very calorically dense, has no added flavors or sugars and contains protein. So, here is the low down on this very unique new product.

the feedback on fuel sources had been coming in loud and clear for years; Give us a convenient and effective fuel source that doesn't make us sick and provides enough calories to avoid bonking. E-CAPS sought to meet that need and, ENERGY SURGE has passed with flying colors. To allow you to try it risk free, E-CAPS offers this ironclad guarantee; If you use ENERGY SURGE as directed it will not make you sick and you will not bonk! Additionally, due to the presence of predigested protein, your muscles will recover faster

than before too. This is true even under the most grueling conditions imaginable. If you try the product and feel otherwise, then you are welcome to a full refund, including shipping and handling.

You're probably wondering how E-CAPS can succeed where

***"ENERGY SURGE
is very calorically
dense, has no
added flavors or
sugars and
contains protein."***

so many other companies have failed. Well, instead of a low calorie, sugar based, fluid replacement drink or heavy energy bar, E-CAPS went in a

whole new direction which might be best described as a liquid energy bar. This enables the athlete to consume large concentrations of calories without the usual problems caused by solid foods, excessive flavorings and large amounts of refined sugars. So, during prolonged exercise periods, 8-12 ounces per hour is all that you will need in the way of fuel. This means that you can carry 3-4 hours worth of fuel, over 1,000 calories, in a large water bottle. Of course, you will also want to drink plenty of water to maintain proper hydration. This gives you a simple and efficient alternative to the problematic process of feeding while exercising. (continued on page 4)

ENERGY SURGE Recipes

Instant Breakfast

8 ounces skim milk*
3 scoops ENERGY SURGE drink mix
1 whole banana (you can substitute 1 cup of strawberries or any other fruit in place of the banana.
3/4 cup ice, crushed or cubes
*Non dairy eaters can substitute soy or rice milk.

Blend and serve. Provides 600 calories, 115 grams of carbohydrates, 20 grams of protein and 5-7 grams of fat.

Meal Replacement

8 ounces water
8 ounces water
4 ounces juice (unsweetened natural juices when possible)
3 scoops ENERGY SURGE drink mix
1 whole banana
1/2 cup ice, crushed or cubes

Blend and serve. this will provide about 550 calories, 100+ grams of carbohydrates and 10 grams of protein.

Note: If more calories are desired, just add extra scoops of ENERGY SURGE. Keep in mind that each extra scoop will add about 110 calories, 25 grams of carbs and 3.5 grams of protein.

(Super Coach continued from page 1)

Mike also graduated with B.S. and M.S. degrees from Stanford University in 1986. The Super Coach system represents the distillation of years of research, study AND application in the art of self-coaching.

The system includes the 85 page SUPER Coach Endurance Training System Manual, a 52 week Training Diary, plus a full set of Super Coach forms and SUPER Coach semi-annual updates, allowing the system to grow with you and keep you up to date on the latest developments in endurance training techniques. And best of all, your complete satisfaction is guaranteed because the SUPER Coach system comes with an unconditional 90 day money back guarantee. Suggested retail for all three modules is \$59.85 + \$3.00 S&H. For all three modules is \$179.85 + \$3.00 S&H.

As a special advanced sale offer for the first 250 E-CAPS customers who call or write, you can become your own SUPER Coach for just \$39.95 - A \$62.85 value. For more information or to reserve your copy, call 1-800-336-1977.

(ES Update continued from page 3)

As well as being an ideal fuel source during long exercise periods, ENERGY SURGE is also great as a pre or post workout meal on the go. And, when you use it before and after exercise, you can add your own flavorings. This is really a great feature because instead of having to drink the same flavor all the time, you can change the flavor as often as you like. For more suggestions, see sidebar on page 3.

For those of you who desire some flavoring even during exercise, we have found a solution. Simply mix about 1 ounce of unsweetened, natural fruit juice with each serving (Unfiltered apple juice is my favorite). But don't use juices from concentrate, artificially sweetened juices, or other flavored energy drink mixes. They all contain an abundance of refined sugars which will not have a positive effect on the performance of ENERGY SURGE.

Another area that customers have been concerned about is the cost. Since most powdered energy drink mixes cost around 75 cents to a dollar per serving, you

can see why the ENERGY SURGE at \$1.62 per serving, seems kind of expensive. However, if you stop to compare the different products calorie for calorie, ENERGY SURGE is almost certainly the most inexpensive powdered drink mix available. Here's why; Most energy drinks only give you about 100 calories and 25 grams of carbohydrates per serving, but with ENERGY SURGE, you are getting 334 calories and 73 grams of carbohydrates per serving. That comes out to about three times the calories for less than twice the price. ENERGY SURGE is less expensive than most energy bars too.

So, if you are like a lot of athletes who are dissatisfied with the plethora of products that are currently available, then this next generation energy drink might be just what you have been looking for. To put it more bluntly, if you judge energy drinks by their flavor, you probably won't like this product. If, on the other hand, you judge an energy drink by how well it works and whether or not it makes you sick, then you will love ENERGY SURGE.

ENDURANCE NEWS

3333 Vincent Road, #203
Pleasant Hill, CA 94523
(510) 938-1977

Bulk Rate
U.S. Postage
PAID
Concord, CA
Permit No. 316

IN THIS ISSUE:

Introduction
SUPER Coach
Protein Deficiency
New Product Update
Q&A