

# Running fitness

## PRODUCT GUIDE

### ▶▶ PURE-COL

£29.95



Imagine being able to take a magical pill every day that would help kill joint pain, increase your agility, stamina and performance while working out and ultimately boost your fitness? The manufacturers of Pure-Col, a 100% pure collagen formula in tablet form, claim the product does exactly this, providing the ideal solution for gym-goers, athletes and sports people alike seeking physiological protection, maintenance and repair.

Collagen is the most abundant structural protein found in cartilage, muscle, tendons, ligaments and bones. It has, however, been scientifically shown that collagen diminishes at a rate of approximately 1.5% per annum from the age of 25 years onwards - which is why it is essential to supplement this reduction to ensure optimum maintenance.

Following extensive documented research and clinical trials to prove its efficacy, Pure-Col is designed for those who regularly train in the gym, suffer from sustained injury or experience joint pain due to its ability to protect cartilage and synovial fluid against deterioration. It is the raw material used for cartilage synthesis and repair and can also reduce oxidative damage to joints, thus stimulating significant reductions in joint pain, tenderness and swelling.

The manufacturers say the product provides best results when used for a minimum of three months and can provide: increased stamina; increased agility, speed and performance; greater mobility in joints; reduced aches and pains; and overall physiological protection, maintenance and repair.

Pure-Col is priced £29.95 for one month, £70 for three months or £130 for six month's supply.

www.collagen4u.co.uk or 0191 291 3385

### ▶▶ TRION:Z DUAL LOOP MAGNETIC/ION BRACELETS

£18.57

As you'd probably expect, we get a great number of new products sent to us claiming to offer all manner of benefits: some live up to expectations, while others simply fail to cut the mustard - but we do try and keep an open mind.

Enter Trion:Z, the manufacturer of bracelets and necklaces that, by utilising 'ion technology' and using therapeutic magnets, promises to reduce or relieve pain, reduce stress and improve sports performance. The marketing material shows endorsements from such luminaries as golf swing supremo David Leadbetter, eight-time grand slam winner Ivan Lendl and England fast bowler James Anderson.

Initially, I have to admit, I was sceptical. How could a small bracelet worn on my wrist help relieve nagging Achilles pain, let alone improve performance? It wasn't until I saw pictures from the Great South Run which showed Paula Radcliffe wearing something exceptionally similar around her neck, that I was tempted to give Trion:Z a try: and I haven't taken it off since.

I don't know whether it was physical or psychological, but I did feel a kind of 'buzz' when I put the bracelet on. Wearing it has also coincided with my best period of training in the last few months, even tempting me to run my first cross-country race in two years!

So how does it work? The manufacturers claim that the therapeutic properties of 1,000 Gauss magnets and minus ion producing minerals combine to form unique technology. The bracelets are made from a material called 'stayers' which has minus ion-producing minerals woven into the fabric, and are widely believed to counteract the positive ion build-up which leads to excess fatigue, heightened

sensitivity to pain and reduced focus and concentration.

I'm always a bit sceptical about statistics, but in a survey of 200 customers who bought Trion:Z bracelets, 89% experienced a 'noticeable difference' and 88% said reported that they achieved pain relief. When it comes down to it, the only statistic that matters is whether it works for you. I might not be 100% convinced, but I won't be taking my Trion:Z off any time soon! The bracelets are available in 28 colour combinations and in small, medium and large sizes. An extra large version is available in black/black and camouflage/camouflage.

www.trionz.co.uk or 0844 561 6694

