**OPTYGENHP**

**THE BEST FORMULA WE’VE EVER DEVELOPED**

The new and improved OPTYGENHP has been engineered to optimize performance for endurance athletes and is the best OPTYGEN formula we’ve ever developed. This next-generation OPTYGENHP has been upgraded with the most potent blend of Cordyceps mushroom available to increase your VO2max and time to exhaustion. In addition, we’ve added a clinically effective dose of premium grade Rhodiola because the latest clinical research shows the combination of these two endurance-specific adaptogens improves aerobic performance. Each serving also delivers 1500mg of Beta-Alanine to boost strength and enhance exercise capacity so you can exercise longer.

- Increases VO2 Max
- Improves Oxygen Utilization & Anaerobic Threshold
- Modulates Cortisol & Reduces Lactic Acid

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Maximize the Benefits

For best results, use OptygenHP/Optygen during all intense training. Optygen will allow you to train at a higher level by improving the body’s ability to adapt to physical stress, increasing aerobic threshold and reducing lactic acid. These improvements will help you race at a higher level. For best results, OptygenHP/Optygen should be used consistently for many months. If you start taking Optygen a week before a race, benefits will be minimal.
CLINICALLY PROVEN TO INCREASE ENDURANCE

A 2012 study evaluated the effects of beta-alanine supplementation on VO2max, time to exhaustion and lactate concentrations. Subjects supplemented with beta-alanine for six weeks. The group experienced a significant increase in VO2max, an improvement in time to exhaustion and lactate utilization. The study concluded that beta-alanine supplementation can reduce lactate concentrations during exercise and thus can improve exercise performance in endurance athletes.

Experience for yourself how OptygenHP can help take your training and racing to the next level. Fuel your passion.

A research packet with over 40 clinical trials referenced can be found at firstendurance.com/optygen

“I finally nailed my nutrition with the help of all the awesome First Endurance products.”
– Heather Wurtele (6X IRONMAN CHAMPION)
OPTYGEN

INCREASES ENDURANCE & PERFORMANCE

Optygen now contains Rhodiola that’s 40% stronger than the original formula. Optygen delivers the levels of nutrients that have been shown in clinical research to improve oxygen utilization, reduce lactic acid and allow the body to adapt to high levels of physical stress.

This critically acclaimed formula is based on human clinical trials and the latest scientific research on increasing endurance. The two main adaptogens in Optygen were first used by Tibetan Sherpas to help them climb Mount Everest. Optygen utilizes these unique adaptogens because clinical research (on elite endurance athletes) has shown them to increase oxygen utilization, increase the body’s ability to adapt to high levels of physical stress, increase anaerobic threshold and reduce lactic acid.

- 40% Stronger Rhodiola
- Increases Endurance and Performance
- Modulates Cortisol Levels
- Improves Oxygen Utilization

Detailed Q & A and research packet available at www.firstendurance.com

Maximize the Benefits

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- Cyclingnews.com
Josiah Middaugh is not your typical XTERRA World Champion. He has a full-time job, a wife and three kids. On top of that, he trains about fifteen hours a week. How does he do it all without burying himself? For one thing, he relies on First Endurance to help him go harder and recover faster day after day. See for yourself how the award-winning, critically acclaimed First Endurance system can help you get the most out of your training even when you’re burning the candle at both ends.
HOW OPTYGENHP AND OPTYGEN WORK

Optygen and OptygenHP work on three different levels all working synergistically with the goal of increasing endurance. Endurance is defined as your ability to perform work over a period of time where there is oxygen delivered to the muscles. There are three critical components necessary to increase your endurance capacity.

ATP PRODUCTION

An endurance athlete’s VO2max is directly proportional to their ability to efficiently produce Adenosine Triphosphate (ATP). Clinical research has shown that endurance athletes diminish their ATP stores in exhaustive exercise, which can lead to a reduction in aerobic metabolism and endurance. Since ATP is the final step in aerobic energy production, it’s critical that the nutrients feeding the ATP cycle are readily available. Calcium pyruvate, sodium phosphate, potassium phosphate, adenosine and d-ribose all play critical roles in glycolysis and the citric acid cycle. Optygen’s proprietary ATPpro™ matrix of five key nutrients is designed to ensure efficient ATP production.

EFFICIENT OXYGEN TRANSFER

Rhodiola is the key ingredient in Optygen and OptygenHP. Clinical research on elite athletes has shown this adaptogenic herb increases oxygen utilization, increases the body’s ability to adapt to high levels of physical stress, increases anaerobic threshold and reduces lactic acid. Rhodiola is found and cultivated in Tibet. In a 1998 study, Dr. Edmond Burke demonstrated how Rhodiola improves the efficiency of oxygen transfer in the cell leading to improvements in oxygen uptake and VO2max.

“Optygen utilizes two natural herbs (Rhodiola and Cordyceps) that are the primary ingredients in the legal and stimulant free formulation. Both Rhodiola and Cordyceps have been clinically shown to increase VO2max, lung function, oxygen intake and anaerobic threshold significantly.”
EFFICIENT GLUCOSE METABOLISM

The Optygen formulas utilize chromium for its ability to break down fuel. Chromium is an essential trace mineral that aids in glucose metabolism, regulation of insulin levels, and maintenance of healthy blood levels of cholesterol and other lipids. Chromium forms part of a compound in the body known as Glucose Tolerance Factor (GTF), which is involved in regulating the actions of insulin in maintaining blood sugar levels and, possibly, in helping to control appetite. It’s critical that any drink, bar or meal consumed prior to a race or exercise gets broken down efficiently in order to maximize your fuel delivery. Insulin spikes or lack of insulin response can cause the nutrients to either be rushed into your bloodstream too quickly or not quickly enough. Chromium regulates this nutrient breakdown so you have equal and sustained nutrient delivery to the working muscles.

“First Endurance helps me make sure I have everything I need to fuel my efforts and recover optimally between hard efforts.”

~Jacob Puzey
2016- 50 Mile Treadmill World Record,
2016- 50K Canadian Champion, 2016- Grizzly Ultra 50K, 1st Place

www.firstendurance.ca