

# PRODUCT INFORMATION

## MYO INSURE

Flavoured free form amino acid blend with fat metabolisers and anti oxidants.

Anyone who trains hard or performs at an elite levels knows how devastating it can be when those hard earned improvements are compromised by the loss of muscle or changes in body composition. Training is a crucial ingredient to success but so are the nutrients you provide your body to keep on improving and protecting those gains. The best thing we can do is to nourish our bodies with the right nutrients at the right time, hence investing in a product that can not only protect our hard earn gains but can support optimal body composition. Newly developed GEN-TEC NUTRITION amino acid product 'MYO Insure' is Ideal for strength training athletes, body builders and those who are on a restricted calorie diet. An outline of the 5 key areas that 'MYO Insure' targets and its ingredients are as follows;

### ANTI-CATABOLIC

Protecting lean muscle is achieved via the use of amino acids such as branched chained amino acids. Branched chained amino acids play a critical role in stimulating protein synthesis and support a positive nitrogen balance which allows effective muscle repair and maintenance to take place (Rogero and Tirapegui, 2008). During periods of fatigue, the levels of branched chained amino acids in the muscles can drop, especially during prolonged endurance events. Consuming BCAA can mitigate the symptoms of fatigue during exercise and assist in recovery post exercise (Choi et al., 2013).

### IMMUNE SUPPORT

Glutamine is an amino acid which primary functions are to increase protein muscle repair and provide the cells of the immune system with energy (dos Santos et al., 2010). Athletes consume glutamine to protect and help the immune system recovery from intense training and decrease the risk of upper respiratory tract infection (Sacks, 2003).

### MENTAL FOCUS

During periods of calorie restriction, mental focus can take a significant hit, especially when hard training is involved. The adverse effects from this can be overcome by supplementing tyrosine and caffeine. Tyrosine is an amino acid which manufactures neurotransmitters like dopamine, norepinephrine and epinephrine (O'Brien et al., 2007). Tyrosine is observed to increase performance on stress-sensitive attention tasks which would otherwise lead to a decline in cognitive (mental ability) capacity (Mahoney et al., 2007). During acute periods of stress there is a heightened use of tyrosine-dependent neurotransmitters which is a contributing factor to the reduction in motivation, attention and working memory, therefore consuming tyrosine can increase "brain power" under times of moderate-heavy stress (Mahoney et al., 2007). Caffeine not only combats fatigue but it aids in the release of endorphins which reduce the perception of pain during exercise (Sökmen et al., 2008). In addition, like tyrosine, it stimulates the production of neurotransmitters like dopamine and norepinephrine which improves alertness and vigilance during period of fatigue and sleep deprivation (Goldstein et al., 2010).

### FAT LOSS

In order to manage body fat levels, 'MYO Insure' has been formulated with caffeine derived from green tea extract and the Epigallocatechin gallate (EGCG) present in green tea which aids fat loss (Sinclair and Geiger, 2000). Together they can shift substrate utilisation during exercise to increase the amount of fatty acids used for energy (lipolysis) and suppress the body's use of stored glycogen for fuel. The addition of L-carnitine increases and supports the body's ability to utilize fat stores for energy production (Bloomer et al., 2009). This increased mechanism of fatty acid mobilisation is ideal for athletes who aim to keep the body fat levels low without sacrificing lean muscle mass. Overall the effects of carnitine, caffeine and green tea extract increase thermogenesis and mobilisation of fats which aids in the reduction body fat levels.



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## VASODILATION

The addition of arginine alpha-keto-glutarate and glycine increase vasodilation of blood vessels, allowing a more fluent blood flow of nutrients to the muscle cells, thus aiding nutrient transport (Botchlett et al., 2013). Furthermore its use in combination with the above ingredients ensures that 'MYO Insure' provides an all-round approach to supporting optimal body composition.

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## SUGGESTED USED

Mix 5g (1 teaspoon) in 250mls of water and consume before or during exercise or throughout the day as a healthy, tasty beverage.

## SIZES

Available in 300g

## FLAVOURS

Tropical, Grape, Watermelon, Blueberry