

Team Nutrition Welcomes Bourton Roadrunners

Welcome to Team Nutrition™, a UK based company dedicated to developing effective sports nutrition and hydration products. Team Nutrition work across a wide range of sports, where athletes, teams, exercise physiologists and advisors are seeking performance advantages with more effective hydration and nutrition strategies. Their products are developed around the body's ability to process the ingredients efficiently (bio availability). These formulations deliver the winning performance edge during competition, training and leisure with a stomach comfort guarantee!

Robin Higgins, Director of Team Nutrition, believes that sports nutrition can only be effective in competition if its enjoyable to eat and drink, as well as formulated to deliver the products claims. 'Its astonishing to hear from so many athletes just how much stomach discomfort they put up with from some sports supplements and how they have to dilute others in order that they are digestible. By altering the recommended dilution you alter the osmolality of the drink and therefore its ability to deliver its stated benefits. However such changes will still be more effective at hydrating the body than water alone!'

'Gastric discomfort from hydration and energy drinks can be caused by excessive citric acid and fructose within the ingredients, which are present to aid the drinks taste rather than benefit the user!' Team Nutrition products are prepared for World Class Performance Squads, teams, and individuals to give them a nutrition and hydration strategy which includes:

- The right amount of carbohydrates and proteins for the body to effectively absorb and use according to the activity/ time, without taxing the digestive system
- Drink recipes formulated to be Hypotonic, so they can be absorbed by the intestine, considerably more quickly than Isotonic drinks
- Products which have real fruity aromas and refreshing tastes
- Lightness on the stomach guarantee with a 'free from' ingredients list.

In preparation for the 2000 Olympics in Sydney Team Nutrition developed energy drinks that were considerably easier to drink and lighter on the stomach in volumes, as part of a hydration strategy to counter the affects of intense competition and heat. These sports energy drinks were hypotonic as opposed to isotonic formulas to deliver hydration and energy to the body some 30% faster. The key to the formulations was the use of medical grade glucose polymers to deliver energy without sacrificing the hypotonic osmolality values of the energy drinks.

At Athens in 2004 Team Nutrition assisted Team GBR to a successful medal haul and the squad being judged as the team with the most successful nutrition and hydration strategy.

The Team Nutrition strategy involves ensuring all ingredients and formulations work to give the athletes the extra performance edge they seek from their nutrition strategies and sports supplements.

Bourton Roadrunners now have an opportunity to purchase these products with 15% discount. Please download the order form, complete as required and return via Steve Edwards who has agreed to collate all orders on a periodic basis which means we can offer free p&p for bulk orders.

For further advice on Nutrition & Hydration please visit our website below or to ask Robin any related questions use the contact information to get in touch.

www.teamnutrition.co.uk