

PRESS RELEASE

ASSIST Creative resources Ltd

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Kick fatigue into touch with Wild Bean CarboShotz Energy Gel



Everyone who has run a competitive event in search of that elusive personal best can testify to the pain that they go through. Now you can help alleviate that pain – and improve sporting performance – with Wild Bean CarboShotz Energy Gel, the latest addition to the fast-growing range of Shotz Sports Nutrition products.

Containing 80mg of caffeine in each 45g sachet, not only does Wild Bean CarboShotz Energy Gel provide the body with the carbohydrate reserves it needs in endurance activity, it also provides a 'caffeine kick' when you need it most.

Caffeine is a naturally occurring compound found in the leaves, nuts and seeds of various plants and can exert a positive benefit across the energy spectrum (from events ranging from seven minutes to several hours).

Studies on the effect of caffeine on athletic performance have shown that ingesting caffeine approximately 60 minutes prior to the start of exercise will improve endurance by a whopping 12.3 per cent. This equates to taking a massive 22 minutes of a 3-hour marathon personal best!

It's not just physical performance where caffeine can play a valuable role. Take a Wild Bean CarboShotz Energy Gel and your perception of how much your body is exerting itself will reduce. In other words, the caffeine will mask the effects that fatigue would be having on your body, which means you'll feel better – and run faster!

Don't take our word for it: try Wild Bean CarboShotz Energy Gel today and feel the effects for yourself. We're sure you'll notice the difference!

Some caffeine facts

Dose – Higher intakes of caffeine will not always result in an increased performance benefit. Studies suggest that a caffeine intake of 1-3mg/kg body weight improves performance. The key to understanding what will work for you is to try caffeine in training and during events to see what benefit it has. The maximum concentration of caffeine in the body is typically attained within one hour, so runners should consume caffeine 60-minutes prior to exercise.

Diuretic – One of the most commonly held assumptions about caffeine is that it's a diuretic. Caffeine is a diuretic in resting conditions but not during exercise, so there's no reason why athletes should avoid using it in training and races.

WADA – Caffeine was prohibited among athletes by the World Anti Doping Association (WADA) until 1st January 2004. However, caffeine ingestion is subject to several factors including genetics, prior ingestion of caffeine, gender, exercise, diet and use of certain drugs shown to affect the metabolism and thus the half-life of caffeine. Therefore, WADA has struggled to find a consolidated position on caffeine and it currently remains off the list of prohibited substances.

Sport specific – Caffeine is proven to boost performance in endurance sports (eg running, cycling and rowing), prolonged high intensity intermittent sports (eg football, rugby), and may also be beneficial to racket-based sports. Caffeine appears to protect against fatigue towards the latter stages of the match, while also helping gain the mental edge.

-ENDS-

For more information on about this press release, please contact the media division:

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For additional SHOTZ product information: www.assist.co.uk/brands/shotz

The Media Division will be unveiling many innovative new media strategies across a wide variety of communication platforms over the next few weeks. You can keep up to pace with the development by visiting our press room: www.assist.co.uk/press-room

About sportASSIST

The fitness and sports technology distribution division of ASSIST creative resources Ltd, sportASSIST, specialises in products that enable the consumer to get the most out of their sport and fitness training.

Distribution of quality market leading technology that is highly innovative and easy to use is at the heart of sportASSIST's strategy. Building on ASSIST's established credentials as a leading distributor of ground breaking technical products, sportASSIST offers a complete UK & Ireland sporting goods and outdoor equipment distribution service, including field sales, technical support, servicing & repair, marketing support, media management and product testing & research development services. The company's integration of these wide-ranging capabilities assures its position as an innovator in technical sports product sales, marketing and product research systems.

sportASSIST is a leader in sports technology distribution and much of its success is due to it being highly integrated into the manufacturers operations, enabling ASSIST to build long term partnerships with its key brand partners. ASSIST's current brand partners are: Timex Ironman, Timex sports & fitness measurement, Shutz sports nutrition, PowerLung respiratory trainers, Oregon Sports, Tanita professional & consumer body fat analyser scales, Cardiosport heart rate monitors, Harpenden skinfold callipers, Omron blood pressure monitors & pedometers. With more sports brands teaming up with ASSIST on a regular basis, due to a growing reputation for strong sales generating philosophies.

ASSIST creative resources Ltd was founded in 1992, incorporated in 1997, and today operates a global business, representing 20 plus international brands in the UK & European markets. ASSIST creative resources Ltd operates through seven highly focused and specialised divisions to deliver its unique sales distribution services for its brand partners.

Press & Media Enquires

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