



Arbonne® PhytoSport™

Collection Focus Guide

Did You Know?

All of the energy we need for life, as well as for exercise, comes from the foods we eat and the fluids we drink. To perform at your body's peak level, sports nutrition experts recommend specific nutrients before and after a workout, along with plenty of fluids.

Every category of nutrition is important for overall health, but carbohydrates, proteins and fluids are the three key aspects of nutrition to focus on before, during and after strenuous activity.

SCIENCE AND EDUCATION

The following content is provided for educational purposes only. It is not intended to make health claims regarding our products.

Carbohydrates

Carbohydrates are the most important source of energy for athletes. No matter the sport, whether you're just starting out or in training, carbohydrates provide the energy that fuels muscle contractions. Once they are consumed, carbohydrates break down into smaller sugars absorbed by the body and are used as energy. Any glucose not needed right away gets stored in the muscles and liver in the form of glycogen.

Glycogen is the source of energy most often used by the body during exercise. During longer periods of activity, fat can help fuel the body, but the process is slower and not ideal for efficient energy production.

One gram of carbohydrate provides 4 calories per gram of energy for the body. Athletes often talk about carbohydrate loading and carbohydrate depletion, which refers to the amount of carbohydrate energy that can be stored in our muscles as glycogen to be ready for our body's use. During exercise or activity, we use up stored carbohydrates in our muscles as fuel.

If we don't replenish these stores, we can run out of fuel. Athletes often refer to this as "hitting the wall." How long our body's energy supply lasts depends on the length and intensity of activity. To avoid running out of energy while working out or competing, start with full glycogen stores, replenish them during exercise and refill them after exercise to be ready for the next workout.

Simple carbs, or sugars, are absorbed by the body and converted to energy very quickly and provide a rapid source of energy. Complex carbohydrates take longer to digest and absorb into the body. This breakdown also requires more effort, so complex carbohydrates are converted to energy at a slower rate than simple sugars.

Proteins

Protein consists of amino acids that combine to make muscles, bone, tendons, skin, hair, and other body tissues. Proteins also help our body transport nutrients and create enzymes, which trigger the multitude of biochemical reactions that occur daily in our bodies. More than 10,000 types of proteins in the body complete all of these critical functions.

Essential amino acids must be obtained from diet; therefore, it's important to consume adequate amounts of high-quality protein. Athletes need protein to repair and rebuild muscle that gets broken down during exercise and to help with carbohydrate metabolism. Branched-chain amino acids — like leucine, isoleucine and valine — help support muscle repair.

Fluids

Keeping your body hydrated is essential for everyone. Water is the most important nutrient and has many critical functions, including regulating temperature, lubricating joints and transporting nutrients as well as waste throughout the body.

Staying hydrated is especially important during exercise to ensure comfort, performance and good health. The longer and more intense the exercise, the more important it is to drink the right kind of fluids. Studies have found that athletes who lose as little as 2% of their body weight while sweating can experience

a drop in blood volume, causing the heart to work harder to circulate blood. This can lead to muscle cramps, dizziness, fatigue and heat-related illness.

Electrolytes regulate muscle function and nerve function, hydration, blood pressure, and the rebuilding of body tissue. Our electrolyte levels can fluctuate when the water levels in the body change, which occurs when our level of hydration goes up or down. Imbalanced electrolyte levels can lead to either weak muscles, or muscles that contract too severely and cramp during periods of exercise.

According to the Institute of Medicine, the need for electrolyte replenishment during exercise depends on intensity, duration, weather and individual sweat-rate differences. Sodium and potassium are needed to help replace sweat-related electrolyte losses, and sodium also helps stimulate thirst. Other electrolytes, such as calcium, magnesium, chloride, and phosphorus, help maintain the acid-base balance in the body and support muscle, nerve and cardiac function.

THE ARBONNE PHYTOSPORT™ STORY

The Arbonne PhytoSport collection has been designed to deliver support to athletes and amateur activity enthusiasts. The products can help support physical performance, endurance and energy production to help build confidence in the body's natural abilities.

The PhytoSport system has been formulated with plant-powered ingredients, amino acids, vitamins and minerals to deliver results that are fueled by nature. The products do not contain ingredients typically found in competitive lines, such as whey, caffeine and soy that some have sensitivity to, yet they help you achieve peak performance.

All three PhytoSport products contain a blend of botanicals to help support every workout, every time. The blend consists of:

- **Cayenne** – Traditionally used in herbal medicine to support peripheral circulation.
- **Ginseng** – Used in herbal medicine to help enhance physical capacity and performance in cases of physical stress
- **Turmeric** – Source of antioxidants for the maintenance of good health

Sports nutrition is a category experiencing rapid growth, and according to Euromonitor International,

in 2014, Canada was one of the leading global markets as the world's sixth-largest market. By 2018, Canadian sports nutrition market sales are expected to grow to US \$234 million. Currently, this category accounts for 4%, or US \$206 billion, of the global consumer health industry. As a result, adding this collection to our nutrition category will allow us to grow our results.

The PhytoSport Product Collection Includes:

- Prepare & Endure
- Complete Hydration
- After Workout

All products are BSCG Certified:

Banned Substances Control Group (BSCG) tests for more than 207 drugs banned by sporting groups including the WADA, NFL, MLB, NHL, NBA, MLS, PGA, LPGA, and NCAA, and is the only certification provider to cover an additional 185 prescription and over-the-counter drugs not banned in sport. BSCG also regularly tests products for label verification, identity and contaminants, and audits manufacturers for Good Manufacturing Practices (GMP) compliance.

PREPARE & ENDURE

Features

- Orange-pineapple flavoured, powdered drink provides simple carbohydrates that can be readily converted into functional energy for maintaining endurance
- Source of amino acids involved in muscle protein synthesis
- Helps increase physical performance during intensive exercise
- Formulated for men and women 18 and older to support all levels of activity or competitive performance
- Vegan-certified; formulated without gluten and artificial flavours, colours or sweeteners

Benefits

- Blend of key botanicals — including cayenne, ginseng and turmeric — supports peripheral circulation, physical capacity and performance, as well as offers antioxidant protection
- Amino acids and vitamins help support muscle protein synthesis and maintain cellular energy output
- Vitamin B12 helps support red blood cell formation
- Contains panax ginseng to help enhance physical performance in cases of physical stress



How to Use

Mix 1 scoop (12.8 g) with 250–500 ml of water immediately before consumption, prior to or during exercise. Consume 30–60 grams of carbohydrates per hour of high-intensity exercise. Mix well or shake. Use within 30 days of opening as product may harden over time.

COMPLETE HYDRATION

Features

- Features an antioxidant blend of vitamins C and E to fight free radicals generated through physical exertion
- Source of amino acids involved in muscle protein synthesis
- Helps maintain proper muscle function
- Formulated for men and women 18 and older to support all levels of activity or competitive performance
- Vegan-certified; formulated without gluten, artificial flavours, colours or sweeteners

Benefits

- Blend of key botanicals — including cayenne, ginseng and turmeric — supports peripheral circulation, physical capacity and performance, as well as offers antioxidant protection
- Magnesium helps maintain proper muscle function, nutrient metabolism, and good health
- Panax ginseng helps enhance physical capacity and performance in cases of physical stress



How to Use

Take one serving (10.2 g) once per day. Mix well with 500 ml of water immediately before consumption. Hydrate before, during and after exercise.

AFTER WORKOUT

Features

- Assists in the building of lean muscle tissue when combined with consistent weight or resistance training and a healthy, balanced diet
- Helps increase physical performance during intensive exercise
- Add to an Arbonne Essentials® Protein Shake or mix with water for a post-workout protein and nutrient boost
- Formulated for men and women 18 and older to support all levels of competitive activity
- Vegan-certified; formulated without gluten, artificial flavours, colours or sweeteners

Benefits

- Blend of key botanicals — including cayenne, ginseng and turmeric — supports peripheral circulation, physical capacity and performance, as well as offers antioxidant protection
- Pomegranate contains specific compounds called punicalagins that act as antioxidants
- Magnesium helps support proper muscle function
- Vitamin B12 helps the body metabolize carbohydrates, proteins and fats, as well as helps support red blood cell formation
- Source of branched-chain amino acids, which are involved in muscle protein synthesis and for maintenance of good health
- Contains panax ginseng to help enhance physical performance in cases of physical stress



How to Use

Mix 2 scoops (12.4 g) with 500 ml of water immediately before consumption or add to an Arbonne Essentials Protein Shake. Ideally, consume within 30 minutes of physical activity.



Dialogue

I know you've really been training hard for that marathon. I'm so impressed by your perseverance and drive.

Arbonne has developed fantastic products that can help you get the most out of your workouts. These products will help increase energy and endurance while reducing recovery time.

You start with Prepare & Endure. This prepares your body for physical exertion while helping develop tolerance to physical stressors. Next, you use

Complete Hydration, which ensures you are getting the hydration you need during activity and helps maintain physical performance during intensive exercise. Lastly, you'll use a recovery product called After Workout. This product contains branched-chain amino acids that help promote recovery from normal exercise-induced muscle damage and support muscle protein synthesis. With this system, I'm sure you'll find you have more stamina and energy during workouts and recover faster afterward.





Arbonne® **PhytoSport™**

Set Goals and Track Your Success

Week 1	Week 2	Week 3	Week 4
Goal _____ Sold _____	Goal _____ Sold _____	Goal _____ Sold _____	Goal _____ Sold _____
Week 5	Week 6	Week 7	Week 8
Goal _____ Sold _____	Goal _____ Sold _____	Goal _____ Sold _____	Goal _____ Sold _____



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2015R01_02
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