



INFINIT Nutrition 101

INFINIT Nutrition was founded by endurance athletes – athletes who knew from experience that there was a better way to fuel athletic performance. Founder and CEO, Michael Folan, had a goal when he set out to create a better sports drink. The drink had to provide enough calories and salt to keep an athlete fueled; enough electrolytes to keep fluid and blood ion concentration in balance, while also being easy to digest. The product also had to be an all-natural alternative to the numerous sports nutrition supplements on the market that contain high fructose corn syrup, artificial sweeteners, dyes, colors, and additives.

Our sports drinks are designed with the following aspects of performance nutrition in mind...

Osmolality. A measure of density. The more particles a sports drink contains (such as carbohydrate, electrolytes, amino acids, protein or flavoring), the higher its osmolality.

Controlling the osmolality of an energy/sports drink is key to its effectiveness. Your bloodstream has an osmolality of around 280-300. When the osmolality of your sports drink matches your body, you get high water and nutrition absorption. When you exceed that number, you now divert water and blood to the digestive system and away from the working muscles. If your sports drink is too concentrated, it will lower the ability to absorption thus effecting hydration and performance output. During endurance exercise, you want the water to leave your gut and keep your cells hydrated to optimize your performance output. In addition, this will help prevent gastric distress when the body is under stress from high performance output.

Carbs. A combination of dextrose, sucrose, and maltodextrin.

- When you use a combination of different sources of carbs, your body can absorb 30% more calories than a single source, allowing you to receive more energy through your nutrition.

Protein. INFINIT uses high quality whey protein isolate.

- Whey protein isolate is a complete protein, the intake of which has been shown to improve body composition (increase lean body mass, while reducing fat mass). Due to the high quality nature of the protein we use, it minimally affects the flavor of the drink and can also stay stable unrefrigerated for 24 hours.

Electrolytes. A blend of sodium chloride, potassium chloride, magnesium and calcium.

- We use all natural sea salt as our source of sodium chloride.
- Sodium is needed for neuromuscular contractions, and also functions in fluid balance.
- Potassium is required for neuromuscular contractions as well as sodium balance.
- Magnesium is a mineral cofactor in carbohydrate metabolism and also has been shown to reduce cramping.
- Calcium for normal muscle contraction, normal heartbeat and nerve transmission.

Amino Acids. Elemental proteins that are stored in the muscles and essential for aerobic metabolism. They provide electrolyte balance during activity and aid in repair after. They also have been shown to help pull electrolytes into your cells, which mean they help pull water into your cells.

Caffeine. You have the option of including pharmaceutical grade caffeine anhydrous in your formulas. How much caffeine do you want in your formula? Highly caffeinated, none at all, or somewhere in between. You can choose your caffeine level between 0 to 200mg.

Flavor. All-natural and lighter than other sports drinks, with no added colorings or dyes. The flavor choice and strength can be set by the user from light to strong. The flavoring was also formulated to sustain the heat, so even if it gets warm after sitting in a bottle for 8 hours – it will still taste good.

Customization

This brings us to what INFINIT can do that no other sports company can: *Customize.*

Are your calorie needs the same as the man or woman next to you? No two athletes are alike so chances are their calories needs are different. Even two athletes of the same size and weight may need different amounts of calories based on hunger issues or GI issues. Running a marathon is different than playing a 40 minute basketball game. A 24 hour mountain bike event is different than a 6 hour mountain bike race. Working out in the AC is different than running in Atlanta in the middle of summer. Your needs for calories, electrolytes, protein and caffeine will be different.

INFINIT allows you to customize your mix for your body size and activity as well as taste exactly how you like it. Our team of experts can help you create the right sports drink to help you become a better athlete. Plus, it all comes in one bottle. No need to pop salt tablets, gels, or bars. No need to keep track of how much of this or how much of that you took in the last hour or ten miles.

**Let us do the thinking for you.
Simply put 2 scoops in a 20-24 fluid ounce bottle, drink your stuff and go!**

Dave Friedrich – Chief Operating Officer – sums it up best, “We never know what our body is going to give us on any given day. Our bodies are amazing machines that too many of us forget to fuel properly. At INFINIT Nutrition, we make it easy to control your nutrition variable for consistent and repeatable results and allow all of us to achieve the next level.”

One Drink. INFINIT Possibilities.



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