



Pepperdine Cycling Study Highlights

2004 New Sun Nutrition Clinical: FRS Athletic Performance

An independent, double-blind, placebo-controlled clinical study on the effect of FRS on cycling performance was completed at Pepperdine University in June, 2004. The placebo used was the FRS formula less only quercetin. The results were dramatic – a 3.1% improvement in overall time in a 30 km simulated mountainous time trial. Lead Researcher Dr. Holden MacRae says of the results:

“Changes of this magnitude in performance are typically achieved in athletes by blood doping or living at high altitude. Daily use of FRS improved high intensity cycling time-trial performance by 3.1%, a very significant effect purely through consumption of a liquid dietary supplement.”

The researchers theorize that strong antioxidants like FRS prevent oxidative damage of the cells and mitochondria by the free radicals produced in large quantities by athletes during hard training and competition. Since mitochondria produce energy, and damage makes them less able to produce energy, FRS has a positive effect on energy levels and prevents cell damage that can lead to disease and premature ageing.

Dr. Marcus Elliott, MD, a Harvard-trained physician specializing in exercise physiology and injury prevention consultant to the NFL, believes that FRS has even more application to non-athletes and weekend warriors by preventing oxidative cell damage and increasing energy for daily life. According to Dr. Elliott:

“In almost 20 years of elite athlete conditioning and science, the Pepperdine Cycling Study is one of the more impressive performance enhancement results I've encountered. Free radicals are being implicated in almost every chronic disease and aging process. FRS may prove to be not only a performance enhancer, but powerful long-term protection.

For over a decade I've believed that our next breakthrough in athletic performance would involve a powerful 'antioxidant cocktail'. Even short-term changes in dietary antioxidants have been shown to significantly reduce the cellular damage caused by free radicals. We now have shown that powerful anti-oxidants can also increase athletic performance. From these impressive study results, I now think FRS may be that breakthrough.”

Quotes from Two Study Participants:

“I was a subject in the TT study at Pepperdine. I was given the white supplement first. Being on that supplement I felt a difference in my performance. Not only did I perform awesome in training,

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I also felt like the recovery time was greatly reduced. I recovered faster and was ready to go again. At 6 weeks, I did a 47:44 for the TT. I was shocked that I was able to hold an average of 374 Watts Norm Power for the entire ride. Although it really hurt during the TT, I felt like I could sustain a higher power output. I could push hard the entire ride and recovered relatively well from it.

I couldn't wait to race a Half Ironman Triathlon on your supplement. Unfortunately I crashed and I didn't get to experience the great race in full. I still wonder what my time would have been. I felt so great, better than I ever felt before.

The supplement tasted good and I never got sick of its taste. Can't say that about other supplements I've taken.

This is the first performance enhancing supplement that I truly believe in."

Daniel De Carolis
Pepperdine Trial Participant

"I was in the FRS case study with Holden at Pepperdine. I'm a triathlete and a full time triathlon coach. I do pretty well as an age grouper with an Honorable Mention attached to my ranking with USA Triathlon last year and frequent top 10 finishes each season. The life of a coach has been good to me too - level two certified with USAT, head coach of the LA Tri Club (1200+ members), head coach of the TnT program here in LA (250 new triathletes each year), coaching privately – mainly Ironman and national & world champion chasers, and also the owner of ACMEcoaching.com. It's a good life.

I really enjoyed the test and frankly I felt enormously different on the "white caps" () than when I was on the "purple caps" (*). At 36 years old I don't feel like I come around as fast as I did when I was a lad but the FRS seemed to help a great deal."*

Ian Murray
Pepperdine Trial Participant
Coach, Los Angeles Triathlon Club

(*) Since the study was blind, participants did not know until after the study ended which of the two products they were given was FRS. The white caps were FRS and the purple caps the placebo.