



INFINIT Nutrition 101

INFINIT Nutrition was founded by endurance athletes – athletes who, in a nut shell, realized that the difference between a good race and a great race is nutrition. Athletes who also knew that race day nutrition did not have to be so complicated. Founder and CEO, Michael Folan, had a goal when he set out to create a better sports drink. As a ten-time Ironman racer, he knew that the product had to provide enough calories and salt, while also being easy on the gut and tasting good. Plus, it had to make race day nutrition simpler, eliminating the stress of: When did I take my last salt tablet? Did I eat enough gels this hour? How much did I drink?

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 absorption. When you exceed that number, you now divert water, energy and blood to the digestive system and away from the working muscles. This diversion lowers water 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 combine all three carbs, your body can absorb 30% more calories than a single carbohydrate source, allowing you to receive more energy through your nutrition.

Protein. INFINIT uses high quality whey protein isolate.

- Our protein will stay stable unrefrigerated for 24 hours. This is key when you have to make all your hydration drinks to last for 9 -12 plus 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's primary function is to transport water to your cells by moving it over cellular boundaries.
- Potassium chloride for sodium balance
- Magnesium to help the muscles relax
- 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 help pull electrolytes into your cells which mean they help pull water into your cells.

Caffeine. How much caffeine do you want in your formula? Highly caffeinated, none at all, or somewhere in between.

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 created to sustain the heat so that even after sitting in your bottle after 6 hours and warm – it will still taste good.

Customize

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 running 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 cycling for 100 miles. A 24 hour mountain bike event is different than a 6 hour mountain bike event. Racing in cool climates is different than racing in Atlanta in the middle of summer. Your needs for calories, electrolytes, protein and caffeine will be different. The nutrition you use for one event may not be best for another.

Infinet 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.”

Please visit our website to request a free nutritional consult. One of our nutrition consultants will help you set up a custom nutrition formula to fit your specific training and racing needs.



One Drink. INFINIT Possibilities.



Infinet Nutrition, LLC
11240 Cornell Park Dr. Suite 110
Cincinnati, OH 45242
<http://www.infinetnutrition.us>
Phone: (513) 791-3500