

SUPPLEMENTS

How Potent Is Your Creatine?

Not all creatine is created equal. To ensure maximum performance, let's pull back the curtain on creatine quality

Creatine should be your number one supplement for weapons-grade body power. Whether your goal is to improve performance, boost strength or add more muscle, creatine is a go-to supplement for an incredibly wide range of athletes and bodybuilders. Creatine is backed by enough scientific studies to make a Google search glitch. Even with years of research behind it, the scientific community continues to innovate in the hope of unlocking its full potential. What many articles about this subject don't focus on is the quality of the creatine that you're putting into your body. As with so many things in life, quality is paramount. This is what you should know.

WHAT IS IT?

In the human body, creatine is synthesized by using parts of three different amino acids: arginine, glycine and methionine. It's found in fish, meat and meat products and works on two levels. The first benefit is its ability to improve your energy stores by recharging ATP the "energy currency" of the human body. This can help with anaerobic exercise like weightlifting – helping you do more reps and build more power. Secondly, it makes your cells retain water, so they can hold more ions which helps increase muscle protein synthesis.

For all these benefits, it's not hard to see why new versions would be made by manufacturers

to increase sales. This has created other versions of creatine such as creatine ethyl ester, tri-creatine malate, creatine HCL, buffered creatine and liquid creatine serum. Do the new versions of creatine work better than creatine monohydrate? No. These "new" forms of creatine have not been proven to be more effective than creatine monohydrate, and creatine ethyl ester has actually been shown to be less effective by research published in the *Journal of The International Society of Sports Nutrition*. Creatine monohydrate has the most genuine scientific literature behind it, while other versions of creatine don't even come close. That hangs a big question mark of uncertainty over the effectiveness of these other, newer forms. What is certain is that creatine monohydrate's efficacy is backed by hundreds of research papers and proven science. So why should you take the gamble?

CREATINE MONOHYDRATE HELPS YOU...

- Increase Speed
- Brain Function
- Build Muscle
- Sleep Better
- Improve Strength
- Bone Health



CHOOSE QUALITY

Creatine is only manufactured in two countries: Germany and China. The German version is called Creapure® which is the unsurpassed leader in quality. It is manufactured to strict German and European standards, so it is continually monitored to create the purest and most consistent creatine monohydrate, ensuring you always get maximum quality. It is made from industrial-grade materials and contains no unwanted by-products that could compromise the creatine your body is able to use. When tested against generic creatines monohydrates, Creapure® consistently delivers the purest product that gives your muscles more creatine per serving thanks to its high bioavailability. It's tested for banned substances regularly and is IFS Food-certified, making it the only established creatine brand with a high reputation within the global scientific community. To make sure you're always getting maximum quality from a product with Creapure® in it, you'll find a quality seal on the packaging with a specific brand specific number that can be tracked. And unlike other brands, it's so powerful that you only need to take 3-5g per day, at the same time each day, without a loading phase. This makes it a health supplement everyone should be taking. Not only will it improve your performance, but it can help stop age related loss of muscle mass, heighten brain function, enhance sleep and improve bone health. Don't go for the cheap alternatives – make sure you use the most trusted and researched brand in the industry: Creapure®.

SPORTS CREATINE WILL BENEFIT

To make sure you are getting the best quality creatine on the market, look for the Creapure® seal of quality on the packaging of your product.

TESTED QUALITY

The European Food Safety Authority (EFSA) recommends that a creatine product should not exceed DHT levels of 3 mg/kg or DCD levels of 50 mg/kg. The graph shows the average results from nine different Creapure® creatine monohydrate products and 20 different generic creatine monohydrate products. The average amounts of DCD and DHT found in generic creatine products significantly exceeded the levels recommended by the EFSA. It is important to note that DHT-related compounds are suspected to cause cancer. Creatinine is generally not harmful, but is an indicator of creatine purity. A low creatinine level means you are getting a purer product and therefore more creatine per serving.

