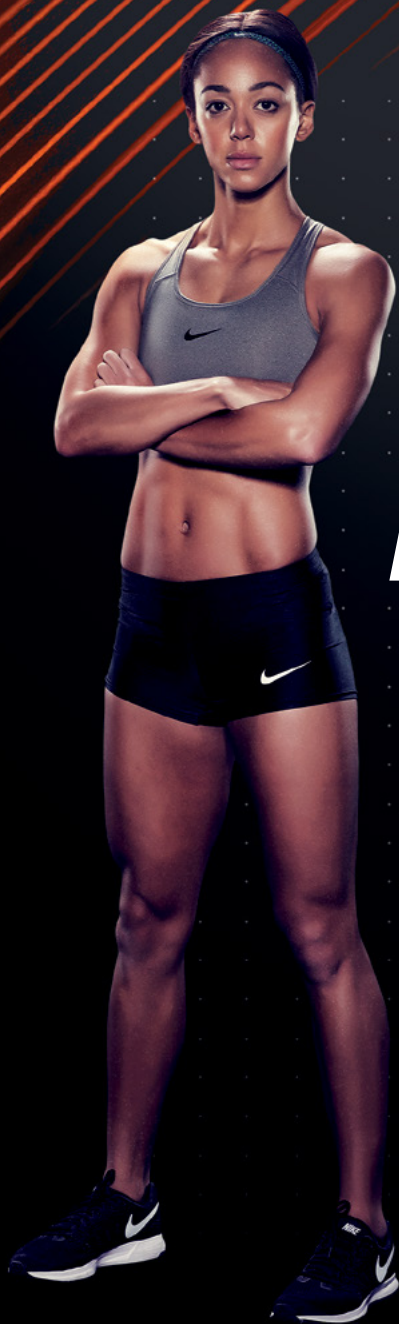


# ADVANCED SPORTS NUTRITION MADE EASY



SCIENCE IN SPORT

FUELLED BY SCIENCE



# *WHAT'S THE NEXT BIG THING IN HIGH-TECH SPORTS KIT?*

# ***YOU ALREADY OWN IT.***

We believe that the most sophisticated piece of sports equipment you'll ever own is your body. Science in Sport creates mechanics for the machinery of man. We're the unseen force behind personal bests, world records and Olympic medals.

Our range of products is researched and developed by sports scientists in conjunction with world class athletes. This scientific research underpins everything we do.

This means that everything we do, and every personal best you achieve with us is **FUELLED BY SCIENCE**.



# *WHY DO ELITE ATHLETES CHOOSE SiS?*

RAW  
INGREDIENT  
TESTING

PRODUCTION  
SITE  
TESTING

TRIPLE  
TEST EVERY  
BATCH

# ***FOR THE SAME REASONS YOU DO.***

Science in Sport tests products over and over again until they are right. We do this to ensure we provide you with the right range of products with the best possible ingredients for your needs – so that you can focus on performing to the best of your ability.

Our industry leading testing regime is built on the following pillars:

- Every single batch of SiS finished product which leaves the company's factory is screened against the 2017 World Anti-Doping Agency (WADA) list.
- Batches (sampled at the beginning, during and end of each product batch) receive the recognised and respected Informed Sport certificate and SiS provides the documentation to athletes on request.





## NEED STATE: ***ENERGY***



1 Carbohydrate is your body's main fuel source for high intensity exercise.



2 Your body can only store carbohydrate for 90 minutes worth of exercise. To go longer you need additional energy.



3 You can absorb up to 90g carbohydrate per hour.



4 To deliver energy fast you need high GI carbohydrate in a convenient format. Fat, fibre and protein slow down digestion.



5 Simple sugars such as glucose and fructose empty more slowly from the gut, making stomach problems more likely.



◀ Target 60-90g of carbohydrate per hour to optimise energy intake.







## NEED STATE: *HYDRATION*



Increased energy production during exercise causes an increase in body temperature.



To keep cool, we divert more blood flow to our skin surface and sweat more.



We lose both fluid and electrolytes when we sweat, so just drinking water alone isn't enough.



Sodium is the key electrolyte which our body regulates fluid balance on.



To stay hydrated you need to drink between 500-1000ml of fluid per hour.

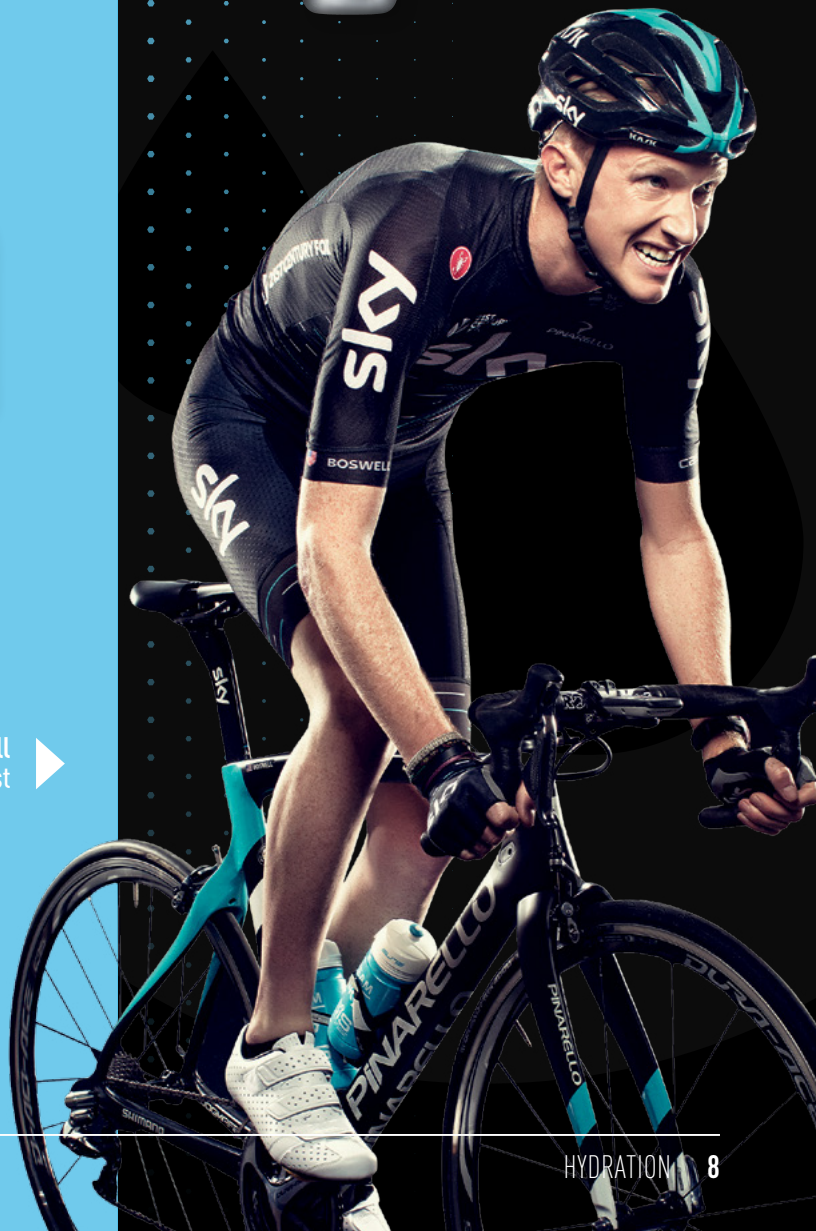


◀ Aim for 500-1000ml per hour, depending on your sweat rate and the conditions.





Ian Boswell  
Team Sky Cyclist





## NEED STATE: *IMMUNITY*



Immune function is suppressed after prolonged or intense exercise.



This can leave you more prone to catching coughs and colds, which will limit your ability to train and subsequently affect performance.



Vitamin C and iron support the normal function of the immune system.



Excessive vitamin intake can blunt the response to training.



200mg

200mg of vitamin C in addition to the RDA during or after intense physical exercise supports normal immune system function.



◀ Add one SiS Immune tab to 500ml of water after your session to support the normal function of your immune system.

A full-page photograph of Sir Chris Hoy, a professional cyclist, in a dynamic racing pose. He is wearing a black cycling jersey, black shorts, and a black Lazer helmet. He is leaning forward over the handlebars of a white road bike. The background is dark with a pattern of small, glowing yellow dots. The left side of the image has a solid orange vertical band.

Sir Chris Hoy  
World & Olympic Champion



## NEED STATE: *RECOVERY*

30  
mins

1 After exercise your metabolism stays lifted for at least 30mins.



2 This is the ideal time to replenish carbohydrate stores, provide protein for muscle rebuilding and rehydrate.



3 High GI carbohydrate helps to drive an insulin response which in turn helps to replenish glycogen levels.



4 Muscle protein synthesis rate is stunted during exercise. The amino acid leucine switches this back on post exercise.



5 You should drink 150% of the fluid volume you lose during exercise afterwards.



◀ Mix with 500ml of water and consume in the 30 minutes after your session.



Katarina Johnson-Thompson  
GB Heptathlete







## NEED STATE: *REBUILD*



Exercise increases the rate of protein breakdown, so people that train more regularly need more protein.



We only need 20-25g of protein every 3-4 hours to maximise muscle protein synthesis.



Whey protein is a dairy protein derived from milk. Milk protein is made up of 80% casein and 20% whey.



Whey protein is released far quicker than milk protein at around 8-10g per hour versus whole milk protein at a rate of 3.5g per hour.



Whey protein is naturally high in BCAAs which make up to 35% of your lean muscle mass and must be eaten as part of your diet.



- ◀ Use within 30 minutes of a strength and conditioning session, or as part of your everyday diet to achieve a quality protein feed every 3-4 hours throughout the day.





# NEW *SUPPLEMENTS RANGE*



SiS Supplements are the newest additions to the Science in Sport range, these brand new products are all exclusive to [www.scienceinsport.com](http://www.scienceinsport.com) and scientifically formulated to fuel your performance. The range currently includes BCAAs, L-Glutamine & Creatine in flavoured & unflavoured options, watch out for more additions soon!



# ***PARTNERS***

Sir Chris Hoy, Britains Greatest Olympian is both an SiS Ambassador and Elite Consultant to the brand. Mark Cavendish, one of the world's most prominent and successful road & track cyclists, is also an elite consultant - it's these relationships which keep SiS at the forefront of endurance sports nutrition innovation.

In addition, SiS is currently the official sports nutrition supplier to Katarina Johnson-Thompson, Team Sky, USA Cycling and Reading FC. We also work as the official supplier to the English Institute of Sport (EIS).

Our elite relationships are a direct result of our unrivalled approach to banned-substance testing and our world-class science team.





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