

# CREAPURE® CREATINE

## WHO WOULD USE CREATINE MONOHYDRATE

Anyone looking for increases in power, strength, muscle mass and improvements in repetitive sprinting sports such as rugby, football as well as those undertaking interval training. Research also exists to support other physiological benefits including cerebral function, bone and cartilage growth, immune support and skin health (see [www.creapure.com](http://www.creapure.com))

## HOW THE PRODUCT WORKS

In 1832 the French scientist Chevreul first discovered a new ingredient in meat to which he gave the name creatine. Creatine is naturally occurring within the human body but may also be obtained from our natural diet through eating foods such as beef and fish. However, cooking seems to destroy much of the creatine making it an ineffective way to increase creatine levels within the body.

It wasn't until the 1990's that anecdotal reports showed the potential benefits of using creatine monohydrate as a sports supplement. At the 1992 Olympic Games both Sally Gunnell and Linford Christie went on to win Gold whilst supplementing with creatine, further enhancing its credibility. By the 1996 Olympic Games, it was estimated that 80% of the competing athletes were in fact supplementing with creatine.

This has led to hundreds of scientific studies covering not only the ergogenic effects of creatine monohydrate, but concluding that it is safe and does not produce any health problems in healthy adults.

Most studies undertaken have gone on to prove that creatine can increase maximal strength/power, work performed during sets of maximum effort, power production during short sprints and work performed during repetitive sprints.

Today, creatine is one of the most studied supplements in the field of sports nutrition and its proven efficacy as an ergogenic substance reviewed and accepted by numerous authorities.

## HOW THE PRODUCT WORKS

All cells within the human body use ATP as their immediate energy source, however its supplies are limited so it must be regenerated via metabolic pathways. As the body breaks down ATP, we are left with ADP. To help re-synthesise ATP, phosphocreatine is essential, however stores of it are limited within the body. Increasing levels of creatine via supplementation will allow greater ATP production during times of increased energy demand. The result is a better performance of anaerobic activities, such as sprinting and weight lifting.

## AVAILABLE OPTIONS

250gm Container.

Serving size : 5gm - 50 servings per container.



## THE REFLEX CHALLENGE

Does your creatine meet the following checklist?

- › Highest quality creatine in the world
- › Free from dangerous impurities
- › Suitable for vegetarians
- › Made to ISO9001 standards
- › Manufactured in an Informed-Sport registered facility
- › Money back guarantee.

## WHY IS CREAPURE® CREATINE BETTER THAN THE COMPETITON?

Quite simply Reflex only uses the highest quality creatine monohydrate known to man. Creapure® who are owned by AlzChem in Germany are considered an industry leader in all things Creatine.

Degussa (now Alzchem) developed and patented the “cyanamide” route guaranteeing highest quality, purity and safety. The reaction conditions as well as the treatment of the crude creatine monohydrate are crucial for the quality of the product. Cheaper production costs can be achieved by increasing the amount of potential impurities such as dicyandiamide, creatinine and dihydrotriazines therefore potentially reducing the safety of the product, as well as increasing the likelihood of negative side effects.

Testing of available creatine on the market showed huge differences in the quality of creatine produced by different manufacturers. In certain products, single impurities of more than 5% could be detected, raising questions of short term and especially long-term safety of such products. However, no impurities could be detected in products from Creapure®.

Creapure® has the strictest specification on potential impurities in creatine monohydrate. Dihydrotriazine, potentially the most harmful impurity, is not detectable in Creapure® at all. All raw materials used in the production of Creapure are subject to in-house specification procedures. Each produced batch is tested for potential impurities such as cyanamide, dicyandiamide and dihydrotriazine. A quality control procedure independent of production and certified under GLP (Good Laboratory Practice) regulations is used to test the lots produced and monitor release of the product for dispatch. This has led Creapure® to actually guarantee their creatine free from unwanted impurities and by-products.

For more information of Creapure® Creatine then visit [www.creapure.com](http://www.creapure.com)

## NOTES