

## **Infinnit Nutrition 101**

Infinnit 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 Creator, Michael Folan, had a goal when he set out to create a better sports drink. As a ten-time Ironman racer, he knew the product had to provide enough calories, sodium, be easy on the gut and taste good. Plus, it had to make race day nutrition simpler. There didn't need to be the stress of: When did I take my last salt tablet? Did I eat enough gels this hour? How much did I drink?

He also knew that what worked for him would not work for the 125 pound female racer or the 220 pound male first time racer.

That is why he came up with the idea of customization based on what we call the osmo-fit system.

## **How Infinnit Works**

Osmolality is a measure of density and is expressed in units of measurement known as osmoles or milliosmoles, per 100g of solvent, or mosm/kg. The more particles a sports drink contains (such as carbohydrate, electrolytes, amino acids, anti-oxidants, protein or flavoring), the higher its osmolality.

Controlling the osmolality of an energy/sports drink is key to its effectiveness. Optimal absorption or high water absorption within the body happens when a drink solution is equal in terms of osmolality to what naturally occurs in the body. Your gut and plasma have an osmolality of 300. 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.

You want the water to leave the 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.

To do this, Infinnit created an all natural product that puts only what you need in your water bottle and nothing you do not need. There are no fillers, binders, high fructose corn syrup, dyes nor artificial sweeteners.

## **CARBS**

The ingredients start with Glucose, Sucrose and Maltodextrine. This combination of 3 carbs is also unique to Infinit in comparison to most off the shelf sports drinks. The average sports drink uses only one carb source – maltodextrine. When you combine all three carbs, you receive 30% more energy through your nutrition, than a single carbohydrate source.

## **PROTEIN**

Infinit uses a very high quality whey protein isolate. Protein is not cheap and many companies will source a cheap version due to the cost. However, non-isolate, cheap protein will not digest easily nor will it hold up in the heat. Infinit will stay stable unrefrigerated for 24 hours. This is key when you have to make all your hydration drink to last for 9 -12 plus hours.

## **ELECTROLYTES**

Infinit uses an electrolyte blend comprised of Sodium chloride, Potassium chloride, magnesium and calcium.

Sodium chloride, a salt that carries an electrical charge, is 50% of the electrolyte blend. Sodium's primary function is to transport water to your cells by moving it over cellular boundaries.

The remaining 50% blend is compromised of the following in ratios to match a person's sweat rate:

- Potassium chloride for sodium balance'

- Magnesium to help the muscles relax'

- Calcium for normal muscle contraction, normal heartbeat and nerve transmission.

The average person needs anywhere from 8-300mg of electrolytes per hour for endurance activities. That number goes up for weather conditions, sweat rates or cramping issues.

## **AMINO ACIDS**

Amino Acids are essential for aerobic metabolism. They provide electrolyte balance during activity and aid in repair after.

Amino Acids are elemental proteins that are stored in the muscles. They help pull electrolytes into your cells which mean they help pull water into your cells.

## **CAFFEINE**

Caffeine levels can be set according to the user's needs – or none at all. . Although for some it will contribute to dehydration or GI distress, it is a metabolic and energy booster. The beauty of Infinit is that you can have the same formula caffeinated and non caffeinated to be used when you need it. You determine how many mg of caffeine you want in your formula.

## **FLAVORING**

No High Fructose corn syrup.

No Dyes

No Artificial Sweeteners.

The flavor is all natural and lighter than other sports drink. 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. Nothing is worse than getting half way through an event- needing hydration and finding it to taste bad.

## CUSTOMIZE

This brings us to what Infnit can do that no other sports company can: *Customize*.

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 from calories, electrolytes, protein and caffeine will be different. The nutrition you use for one event may not be best for another.

In addition, the average sports drink is geared for the average sized 160 -170 pound man. Do you fall into that category? Are your calories needs the same as the man or woman running next to you?

No two athletes are a like 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. Here is an easier way to look at: A 200 pound cyclist will have different calorie needs then a 112 pound runner. So why then should they be drinking the same sports drink? Infnit can create a custom sports drink specific to their needs for calories, protein, sodium, caffeine and flavoring.

Infnit 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 or goos or bars. No need to keep track of how much of this or that you took in the last hour or ten miles. Let us do the thinking for you.

Simply put 2 scoops in a 20 ounce bottle, drink your stuff and go.

Dave Friedrich – Chief Operating Officer – sums it up “We never know what our body’s going to give us on any given day. Our bodies are amazing machine’s that too many of us forget to fuel properly. At Infnit 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.”