

Truth Revealed!

revealed

The SUPPLEMENT CONSPIRACY



The Supplement Truth Revealed!
Two Scientists Reveal the Myths Behind
Your Favorite Supplements.

Contents

Welcome! “Smiles Everyone, Smiles!”.....	3
I Was a Big Supplement Sucker a Few Years Back	4
The Story of “Mongo Lloyd”	5
The Supplement Conspiracy. No One is Safe!.....	6
Fitness Magazines + Supplement companies = BFF.....	7
The Power Back Into the Hands of The People	8
The Law of Reciprocity.....	9
Introducing Two Scientists from the Supplement Industry.....	10
Do You Need Supplements? The BIG Interview.....	11
The End. Yep, The Very End!.....	31

Welcome!

Have you ever been hesitant to do something you knew was right?
What about something that would negatively effect you financially?

Well, I am in that exact position!

Let me explain...My name is Rusty Moore & I run a little fitness blog that gets a crazy amount of visitors each day. Last month I had over one hundred thousand visitors and a Quarter Million page views.

I'm Not saying this to brag. Heck, I'm as surprised as anyone that my site has grown to this level.

So why am I hesitant to write this supplement report?

As you will soon find out by reading this report, you probably don't need supplements the majority of the time. There is A LOT of money to be made by selling supplements...and my site gets enough traffic for me to earn a Full-Time Income if I chose to sell supplements.

What I am doing by writing this report is severely limiting my money making options in the future as far as selling supplements goes.

I do a lot of things wrong as far as making money online goes, but this might just be the dumbest move yet. The good thing is that I believe 'Karma' will pay me back by telling you the truth.

Sincerely,

RUSTY MOORE

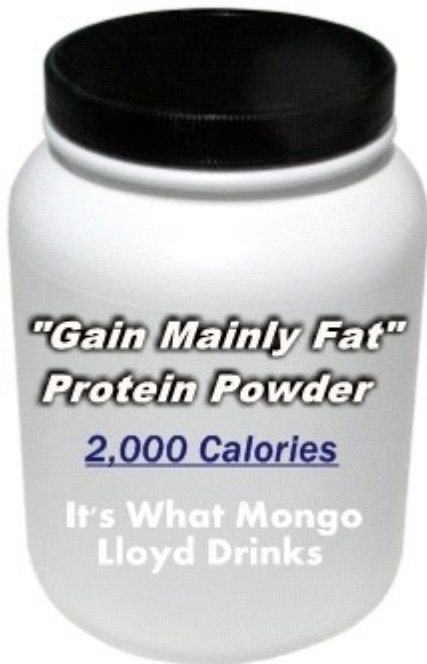
Supplement Suckers Unite!

I was a big-time sucker when it came to buying supplements, especially when I first began working out.

Maybe you can relate to my story...

I grew up in the 80's and reached my teenage years just as Arnold Schwarzenegger became popular. I turned 14 when *The Terminator* (1984) came out.

I wanted to get as big as Arnold...*As Fast As Possible!*



That is when I found out about Protein. I read in the fitness magazines that all the Pro bodybuilders got big by taking protein.

NOT just any protein!

These guys got this big, by taking protein powder that had magical ingredients not found in food.

Obviously these guys didn't take steroids. They were 265 pounds of pure natural health. Why else would they be in a Health and Fitness magazine!

Of course you couldn't get Really Big, without Amino Acids!

When Mongo Lloyd packed on 40 pounds in a year, he obviously took a lot of protein powder (a given fact in the 80's). His real "secret" was amino acids!

The Story of "Mongo Lloyd"

So Mongo Lloyd outlined his workout routine, what he ate, and most importantly the supplements he took. He did photo shoots and interviews for all the big fitness magazines.

Mongo Lloyd looked massive and had tons of teenage guys aiming for that look. Not only was he massive, the guy was ripped! Sure he worked hard in the gym, but the difference between him and regular guys in the gym were all those fancy supplements he took.

...but he always forgot to mention his "best" supplements.



You see, Mongo Lloyd had a special batch of supplements that worked better than anything he talked about in the magazines.

He didn't mention them for this reason...

As a 25 year old man, it was apparent to Mongo's doctor that Mongo needed a bit of "hormone therapy".

[Note the sarcasm above. This is an example of a serious "steroid hookup".]

Mongo and others like him were the start of something bigger...

I like to call the bodybuilding magazine era of the 80's and early 90's the start of the big Supplement Conspiracy. It started with young men trying to get big, but then slowly targeted every demographic.

The Supplement Conspiracy

"Does my butt look too big?"

If you thought the "gaining muscle" market was big then wait until you see how many supplements they have for fat loss.

Fat loss is a HUGE market for the supplement industry!

Think about it. Almost everyone you know wouldn't mind being a little leaner. So, the weight loss and fat loss market includes everyone.

Eating fewer calories each day? It can't be that simple!

While the main way to lose weight is to eat fewer calories each day than what you burn, people don't want to hear that. They have a "feeling" that there is a quick fix that they haven't heard about.

The Supplement Companies have marketing down to a science.

Make no mistake about it, supplement companies have amazing marketers and copywriters on their side. They are trying to make money like everyone else, so of course this makes sense. Unfortunately, many supplement companies use tactics that are a little "grey" in my opinion.

- Claiming a supplement creates "steroid like" results
- A pill that burns 6X the fat compared to diet & exercise alone
- Citing company sponsored studies as "real research"

But Misleading Advertising Alone isn't a "Conspiracy"

The Definition of Conspiracy: A secret agreement between two or more parties to perform an unlawful or unethical act.

Fitness Mags + Supp Companies = BFF!

As Rob Base and DJ EZ Rock Would Say "It Takes Two...". If you are too young to get the 90's reference consider yourself fortunate!

Fitness Magazines Used to Give Out "Unbiased" Info

I had a subscription to Ironman Magazine from 1988 until 1991. It was a pretty solid place to get training advice. They outlined workouts that produced results without using steroids. There were helpful articles in that magazine that didn't mention a supplement at all.

In the early 90's, magazines began having more ads than content



When fitness magazines were at their peak, they cashed out in a big way. Instead of having ads and articles separate...they combined them as one.

These ads became 3-4 pages and were disguised as articles at first. The line between ads and articles were blurred.

In addition to that, many of these magazine and supplement companies formed one larger conglomerate. The money was flowing in like clockwork.

These mega-companies continued to flourish in the "Internet Age"

In the first 10-12 years of the Internet's existence, companies with deep pockets still held the power to influence the masses. It was smooth sailing for these guys until 2004...

Power Back to the People!

In 2004, Myspace reached critical mass. The site became so successful that it ignited a storm of other social sites. Today these social sites are growing at an exponential rate and have changed the face of the Internet...forever.

Good news gets spread at a rapid pace, so does bad news!

In the past, when you received bad service or a crappy product, you were mad and maybe would tell 1-2 friends about it. Today, you can reach thousands and even hundreds of thousands with the push of a button.



Do you have a Facebook Page?

As of this time, Facebook has 175 million users and each user has an average of 120 friends.

If you really wanted to you could probably spread news to over 100,000+ people within hours. It would be hard to track, but we are so connected it is certainly possible.

Even Google is beginning to take notice of user generated content on these sites, so news gets spread quickly and becomes permanent!

Good Ole' adverting just isn't working as well as it used to

Slick advertising is becoming less and less effective. Why listen to a company talk about their product, when you can ask a friend? If you were researching a supplement, ads aren't going to give you real info. People have a voice online and that is good news for you and me. The good companies will thrive and the bad ones will wither away.

The Law of Reciprocity

The Law of Reciprocity states "whatever you do will be returned back to you". This is how mankind has worked since day one. I am a firm believer in the "give first and give often" philosophy.

I'll take it a step further...



I believe that to really thrive online, one must give much more value than one expects in return. If a supplement doesn't help or work like it should and the customer paid money for that supplement, then that supplement company is headed for failure.

Too Much Yin and Not Enough Yang!

The supplement companies that thrive in the future are going to need to provide great value for the money. Exaggerated claims and fake models aren't going to cut it anymore.

There needs to be a balance between give and take. The Supplement Conspiracy was doomed from the start. The Universe never fails to achieve balance over time.

So the BIG Question is this..."Which Supplements Work?"

The whole point of this ebook is to help you understand which supplements are worth your money. You could read "biased" information from a magazine or website -OR- you could talk to the scientists who actually formulate and produce these supplements...

Two Scientists Who Aren't Afraid to Talk

Before I introduce these two gentleman, I need to explain a couple of things. The first thing is that no actual supplement brand names will be mentioned. They also won't mention any supplement company names.



Introducing expert #1: Brad Pilon

Brad is best known for his groundbreaking online diet course, [Eat Stop Eat](#) . Many of you may recognize Brad, but what you may not know is that he worked for a number of years as Head of Research and Development for a large supplement company. He was involved in product development, designed formulas, designed patents, etc. This makes him a top notch expert when it comes to supplements and nutrition.



Introducing expert #2: John Barban

John is best known for his men's online course on symmetry, [The Adonis Effect](#) . John is currently a director of R&D for a supplement company. He is a sought after expert on nutrition and supplementation and also does consulting work for many supplement companies. He has up-to-date insider knowledge that few possess.

This is NOT a pitch fest for a magical supplement!

Sometimes these so-called unbiased reports and interviews wind up being a promotion of a special supplement. This is nothing like that whatsoever. These guys give their honest view on every supplement question asked of them.

The BIG Supplement Interview

How the Interview Was Constructed: Brad and John were interviewed separately. We agreed that it would be best if they would reply without hearing the other guy's answer. Then we would list their answers next to each other to compare.

This simple method worked out extremely well...



I liked the fact that both Brad and John could take their time and really think about the question before responding. I was going to do an audio interview, but decided against it.

This e-mail format allowed me to time to come up with better followup questions. With an audio, I tend to feel rushed.

The result is a report that lets you compare thought out replies between two scientists who have spent a large amount of time in the supplement industry. Enjoy!

Question #1: If someone eats a balanced diet, do they really "need" supplements. What I asking is this...is it possible to get all the nutrients someone needs from food alone.

John: I don't believe there is one perfect diet, or even what you could call a 'balanced diet' that can be recommended to all people across all cultures, even if we are only speaking of people in north America as an

example. I would think the better way to say it would be as follows: In modern industrialized countries it is difficult to become nutrient deficient if you are living above the poverty line. Much of our food is fortified with nutrients to ensure we do not become nutrient deficient no matter how ‘bad’ or ‘unbalanced’ our diet seems to be. For example, you’ll notice that table salt is called “iodized” salt, this is because iodine deficiency used to be a major problem. The simplest and most effective way to get everyone to take enough iodine every day was to put it in with our salt and commonly consumed goods like bread, and this was adopted in the USA as far back as the 1920’s to ensure that iodine deficiency would be wiped out in industrialized countries. Just to put this into perspective as of 2003 the WHO (World Health Organization) reported that there were still 1.9 billion people with insufficient daily iodine intake across the world. Take a moment and thank your lucky stars you’re not one of them.

So bringing this little story back full circle to answer your question. It is virtually impossible to become nutrient deficient in modern western countries no matter what you eat. Even if you think you eat a ‘bad’ or unbalanced diet, organizations like the WHO are way ahead of you. If you live in north America or any industrialized country, and you have at least a few dollars to spend on food in a day, you will most likely never become nutrient deficient no matter what you do.

If you have a specific goal you are after then maybe there is a supplement that can help you get there for example: Creatine to help build muscle.

We also have not taken into account genetic variability. In some rare cases people will find they don’t absorb a certain nutrient very well and supplementing it might help. But make note of the word I used, RARE cases. This is not that common, and requires extensive testing to determine.

In general you can eat what you like and not worry about nutrient

deficiency.

Rusty (Follow-up): John...I have to be honest, I never considered the WHO. Do they have other nutritional standards that western countries must meet when producing a certain food. Where do people go to find out more info on the WHO's role in the way we eat?

John: Most people in north America wouldn't consider what the WHO is up to because as far as the WHO are concerned we don't have any problems that are really difficult for them to solve. For example there are still millions of people around the world that are malnourished and can't even get clean drinking water every day. Our problems aren't so dire, our major problem is having too much to eat, kind of a nice problem to have compared to being so poor that clean water is an issue. If you want to learn more about the WHO you can go to this link <http://www.who.int/en/> and browse around and see what's going on in the world and with their organization, I'd bet you would be really surprised what is going on right now.

Brad: There are lots of examples around the world of people thriving without eating what we would consider the 'traditional North American balanced diet', so when people do eat with lots of variety I see little need for additional supplementation. Unless we are talking about people in a disease state, or possibly the nutritional needs of growing children, I see little reason why a fully grown adult human would absolutely NEED to supplement their diet, with the exception of convenience of lifestyle.

Rusty (Follow-up): Brad... I love nachos, pizza, hot wings, etc. I eat them every so often and feel great and stay lean year round. People assume that I eat nothing but salad and chicken breasts when they hear I have a fitness site. What are your thoughts on eating a variety of foods? Is it just fruits, veggies, and healthy fats and proteins –or- can people eat “normal” food in moderation and stay healthy.

Brad: I think 'variety' can include foods that North America doesn't

consider to be super healthy – pizza is a favorite example. Made properly, I think this can be a food that fits easily into a life style of variety. The preoccupation we have in North America of criminalizing food is ridiculous. Good foods, bad foods...I mean...is a chocolate cupcake the Darth Vader of the food world? I've heard people say that it is ironic that the populations of the world who are most obsessed with healthy eating are also the ones who are quickly becoming the most obese and most plagued with chronic disease.

Often times the protective benefit of simply eating less trumps the effect of eating more 'healthy foods'.

Question #2: What is your personal outlook on supplements. Do you think everyone should take them?

John: I think it should be based on your personal goals. For example, if you want to put on as much muscle as possible it would make sense to take creatine. Creatine is well researched and shown to help increase muscle mass. The available research indicates it is very well tolerated, effective and safe for use. If your goal is muscle mass or strength, you'd be short changing yourself if you didn't take creatine.

With that said, not all supplements are as well researched and as effective as creatine, and this is where the confusion about supplements come in. Even though two supplements can sit on a store shelf side by side, there is no guarantee that they have the same level of research supporting their efficacy and safety. So you really are left to the mercy of each supplement manufacturer hoping that they are honest people and won't try to screw you. And I would say most big brands are doing their best to produce a quality product. After all, it is not in their best interest to make a product that makes all of their customers sick. It wouldn't be long until they were out of business and being sued by everyone and their dog.

Rusty (Follow-up): John...It sounds like creatine is a unanimous winner when it comes to gaining muscle. Back in the early 90's when it exploded onto the scene it was popular to mix it with grape juice. What is your recommended approach to using creatine? Do people really need to load it for 5 days?

John: Loading isn't necessary, you can just start taking one dose per day and you'll see results after a week or two, loading might get you there a few days faster, but by the end of 3 or 4 weeks it won't make any difference if you loaded or not. If you are going to load creatine you don't need to do it for five days, you can get the same result just loading for 1-2 days tops and then drop down to one serving per day, five days of loading is total over kill and totally unnecessary.

Brad: No not at all. I think they are an industry that have grown by leaps and bounds over the last decade, and as they become bigger and more regulated their products will probably do very little harm, but for now there is always a small risk associated with supplements. As supplement companies become more and more profitable they have more and more money to spend on investigating new and novel ingredients that I believe are really beginning to touch on the realm of pharmaceuticals. Yet, despite this advanced technology they do not need to conduct pharma style phase trials, and do not need to do tetrogenicity or drug interaction studies prior to marketing their product (this is not to say that some companies don't do this, just as this time, to the best of my knowledge it is not required). The bottom line is I think it is only a matter of time before one of them stumbles upon something very potent that could possibly have very dangerous side effects.

Rusty (Follow-up): Brad & John...I heard a rumor a few years back that the FDA was going to regulate all supplements like pharmaceuticals. It takes years for a drug companies to get a drug approved, do you think anything similar will happen in the supplement industry? Do you believe that legislation will tighten up at all when it comes to supplements?

Brad: I hope so, but I have my doubts. Firstly, the supplement industry has some very effective lobbyist groups working for them. Secondly, with the exception of the ephedrine scare, supplements haven't really hurt too many people. Sure, there is the empty promises and hit to your wallet, but to my knowledge its not like they are killing hundreds of thousands of people. The sad thing is that regulation would make the industry better. I know with 100% certainty that many of the big companies already have excellent safety assurance and quality assurance programs in place. They could easily survive in a more regulated climate. It's the small "look what we made in Jim's basement" companies that wouldn't survive – and that's not necessarily a bad thing.

John: Trying to predict what the government is going to do in this area is tough. I don't expect them to regulate them as strictly as drug simply because most of them aren't anywhere near as effective as drugs and therefore the demand just isn't there. My guess is that the few products that show true drug like effects will get regulated on a case by case basis and perhaps get removed from the supplement category and moved into the drug category of regulation. The rest of the products that don't seem to do much but are also basically benign will remain in the obscure category of dietary supplement, not a food, not a drug.

Question #3: Here is a scenario: Let's say I eat a well balanced diet, but also have a monthly budget left over for supplements...

\$200 and want to drop 30 pounds. How do I spend this money each month?

John: First I would start by doing some background research on products that are promoted to help with fat loss. Then decide if you think any of them fit with your lifestyle, medical history, goals etc. Then

gather some information from your local supplement store on the ones that sell best, ask about customer feedback on which ones people seem to like. Also ask the store clerk for the ones to stay away from and see what they say. From there you can make a semi informed decision on what you might want to take. If you wanted to spend the whole \$200 they will find \$200 of stuff in the store to sell you. You could walk out of there with a fat burner, an appetite suppressant, protein powders, protein bars, etc etc...

A typical fat burner/appetite suppressant capsule product won't be more than \$50/month. After that I can't really think of what else you would want to take to help with weight loss. You'll probably end up with a protein powder as well to make smoothies with. Some people really like doing this as way to cut down on calories. They replace one bigger higher calorie meal per day, with a lower calorie protein smoothie. A good protein powder will probably run you about \$40/month.

So I don't see any way to really spend \$200/month on a weight loss supplements. You and I both know the rest of your weight loss will come from eating less food and a good workout program.

Brad: Books, night classes and martial arts class. Anything to keep you busy and not thinking about food.

Rusty (Follow-up): So, It sounds like less food is the answer...and possibly some Meal Replacement Powders as a way to reduce daily calories. The fat burner is just the "icing on the cake", the big results come from eating less calories with a strategic workout.

John: Less food is always the answer. The trick is finding a way to do it.

\$200 and want to gain 10 pounds of muscle. How do I spend this money each month?

John: Creatine is the best muscle builder by far, and it's cheap. 1000grams of creatine monohydrate will probably only run you \$50. That'll last you months. After that you might look into some protein, and maybe some glutamine. I can't point to any research that proves glutamine or protein helps with muscle building, but guys still seem to want to take them. You'll most likely be given a sales pitch for some sort of "nitric oxide" stimulating product as well as branched chain amino acids and testosterone boosters. For true scientifically proven effectiveness for muscle building I can only recommend creatine. There is one other testosterone boosting ingredient that has got some recent research showing it might actually boost testosterone so that might be a product worth trying out, but then you're getting into hormone manipulation that some people might not be comfortable experimenting with. On top of that, just because it might boost testosterone there is no evidence that it will cause an increase in muscle mass the way creatine does.

So for muscle building I think creatine approx \$25/month, some protein \$40/month, glutamine if you like \$40/month, and testosterone booster approx \$60/month.

Rusty (Follow-up): John...So really, someone could just invest in creatine and make sure they get enough protein from food or adding in a good protein powder. That sounds like an affordable solution, since creatine only costs \$25 per month. For someone who wanted to gain muscle, without adding a bunch of fat...what would you suggest their protein intake be? I hear so many different answers, but what do you think is a good starting point?

John: Most people in north America already eat more than enough protein for muscle building so chasing some mythical amount of protein in hopes that you will build more muscle isn't a smart investment of your energy. I just finished editing Brad's new book on this very topic. The book is called "How Much Protein" and it's the definitive answer about protein and muscle building.

Brad: Take the 200 dollars and give it to the biggest guy in the gym. Tell him all you want to do is train with him for the month. Try to lift the same weight as him. Become as competitive as possible. Strive to beat him in a lift. Imagine there are millions of people watching the two of you in competition and YOU are the underdog. Do everything you can to keep up and eventually best his lifts. It will be the best 200 you will ever spend.

Rusty (Follow-up): Brad...That is funny, but competition certainly is a great motivator. It also never hurts to workout with someone one step ahead of you. A related question...after the workout is complete, do you recommend a post workout shake or anything of that nature for someone looking to add size? The common advice is a fast absorbing protein shake after working out and then a well balanced meal an hour after that. I used to drink Nestle Quick mixed with non-fat milk after working out when I was younger and it worked well.

Brad: I'm just not sold on the whole post workout nutrition idea. Sure it has been shown to transiently increase markers of protein synthesis through measurement of surrogate endpoints...but what the hell does that mean? It's also been shown to reduce protein breakdown and free radical production and possibly cortisol – but how do we know these are not necessarily components of the muscle building adaptation? Lastly, we've seen that you can increase the size and weight of muscle by taking creatine after your workout, and creatine supplies no known nutrient value, so muscles CAN grow without immediate post-workout calories. The timing story is interesting, but the panic-driven need to eat right after your workout otherwise you will get ZERO results seems to be driven more by marketing than logic.

Question #4: Let's say I am just interested in getting all my vitamins and minerals. What do I look for in a multi-vitamin?

John: I'd say take a multi that is in capsules instead of tablets. That'll ensure you at least can absorb all of them. Tablets are pressed together and have binders to hold them together. There is some research to indicate that you may not absorb everything that is in a tablet before you end up excreting some of it. But like I said before, it's difficult to become nutrient deficient in north America anyway, so I would view a multi vitamin as an insurance policy or icing on the cake.

You could also look at a multi vitamin that has something extra added to it so at least you're getting something else in there.

Brad: Avoid mega dose multi-vitamins. Especially the ones with super high doses of the fat soluble vitamins A and E. Look for a vitamin that is formulated in-line with the recommendations of the national academy of sciences, and not one that simply tried to put 100% or more of everything into their formula.

Rusty (Follow-up): So if the label says 200% of the Recommended Daily Allowances, is that a bad thing?

John: It might not be bad per se, but it's unnecessary. Mega dosing vitamins and minerals hasn't proven to do much of anything as far as promoting any health related outcomes. Vitamins and minerals can also be overdosed to a point where they have negative consequences. Most if not all people in north America should be able to get all of their vitamins and minerals from their diet. If for some reason you still feel like you need a multivitamin supplement then I'd say take one that is at 100% RDA or lower.

Brad: I just don't see the value, and depending on the nutrient in question, see more risk than reward. There are a lot of things in life (and especially diet and nutrition) where the rule of "more is better" fails us..so micronutrients are possibly no different.

Question #5: I got the audio cassette tape (showing my age) a while back called "Dead Doctors Don't Lie". Is it true that many vitamins in pill format don't get digested in the stomach?

John: Like I said above, tablets are pressed and use binders to hold them together so there is the potential that they are not fully absorbed, capsules break down very quickly and the full dose is readily available to be absorbed in your system.

Brad: Completely depends on the the way the vitamin tablet was pressed, and the coating and binders that are used in the manufacture of the pills. We've become very good at drug delivery over the last five years. If they are using the right technology, this is no longer an issue.

Rusty (Follow-up): So the bigger more reputable companies will most likely have a product that is absorbed well? Here is a related question about the same tape "Dead Doctor's Don't Lie". This gentleman mentioned that our soil is depleted of minerals, so the vegetables we are eating now have only about 20% of what they did 50-60 years ago. Any truth to that?

John: That is a broad generalization he is making. Without doing the background research on all of this my guess is that there is a grain of truth to this statement but it doesn't apply to all soils everywhere on earth. Even if this statement was proven to be true across the board for food grown in all corners of the earth we would still need to do research measuring if this has any effect n people at all. Our population as a whole is healthier and living longer than it ever has, so my completely unscientific guess is that it's not that big of a deal at the moment.

Brad: I wouldn't go as far as to say the 'bigger more reputable companies' have products that always absorb well. It's only the companies using the right technologies. Being bigger doesn't always

mean your better. As for the soil question. Really, I have no clue, but more importantly it obviously would have to vary by geographic location...so it surely can't be right everywhere.

Question #6: Does bright colored urine mean that the nutrients aren't getting absorbed into the system?

John: It means the opposite. Anything that ends up in your urine would get there through the filtering process of your kidneys. This means it was in your bloodstream first, then filtered through your kidneys, then ends up in your urine.

Brad: You know, off the top of my head I honestly do not know.

Question #7: Are some substances unstable in liquid form?

John: That is a pretty vague question. I'm assuming you are referring to creatine as there is a marketing angle that some manufacturers take that states creatine is unstable in liquid form and breaks down to a useless byproduct. This is however a half truth so to speak. In order for creatine to breakdown to its inert by product creatinine it needs to be in a very acidic liquid at a very high temperature. I highly doubt this is how you are storing your creatine so it is not an issue unless you routinely store your creatine in boiling cups of acid!

In other words, putting creatine in a cup of water or juice and leaving it there for a week will not have any significant effect on it because it is not hot enough or acidic enough to really break the creatine down. And let me make it clear that the liquid must be both hot AND acidic at the same time for it to break down, of both conditions aren't present the creatine will be fine.

Brad: Absolutely. When you break food down to its chemical

components they all have their own unique heat sensitivity, light sensitivity PH sensitively, some can even be degraded by agitation or nutrient-nutrient interactions. It's not as simple as everybody seems to think.

Rusty (Follow-up): Brad, John...Are there any products on the market you can think of right now that are sold in liquid form that you would avoid?

John: I've never purchased any supplement in a liquid form. So I guess you could say I avoid them all, but I've never gone looking for one either...does that answer your question or just make it more confusing? The only supplement I take is creatine and it is a powder form.

Brad: The clear whey protein drinks. It takes a huge amount of phosphoric acid and malic acid to keep the protein in suspension (that's what gives it that crazy dry aftertaste)...just not something I am comfortable with. If you need to drink a ready to drink protein, I'd stick with the milk based ones until the technology gets a little better.

Question #8: I'm going to list the top selling products on the biggest supplement selling site online. I won't give out specific product names. I will also just list each type of product just once, so if one product is listed as number 1 and number 7, I will only list that one first. Can you give us a 1-2 sentence comment on each product...whether you think it is good, neutral, or not worth the money?

***Brad:** I'm assuming for all of these we are talking about fully grown adults, who are training but are no longer growing. If we are talking people in their teens or early twenties then its a whole different ball game, but for adults these are my answers.

Whey Protein

John: If you want to buy protein whey is a good option. Look for a product that has some isolate as well as concentrate in it. Also pay attention to the number of grams of protein per scoop compared to the total grams in a scoop. If it comes out to 80% protein or higher then you know you've got a good product.

Brad: The flavor systems are getting better all the time, as are their dispersability and mouth feel. If you want a milk shake that is low in calories then whey protein shakes are your best bet.

Rusty (Follow-up): I have heard of recipes where people mix whey protein powder into their cake mix, make pancakes with it, etc. Does it still keep the same nutritional properties when cooked?

John: Yup. Cooking whey protein doesn't change its nutritional properties. For example cooking a piece of chicken doesn't change the amount or quality of the protein, it just kills off bacteria so you won't get sick eating it. Oh and cooked chicken tends to taste better than raw!

Brad: Yep, just like cooking eggs, it may change the way it looks...but you still digest it and you still absorb it.

Nitric Oxide Product

John: There is no scientific evidence that these products do anything as far as muscle building. These products are based on an effect seen in cardiac patients and then extrapolated to muscle building. The research is taken completely out of context, don't waste your money.

Brad: Depends. In my opinion unless they contain creatine I wouldn't bother.

Rusty (Follow-up): I always thought this product was questionable. It is hyped pretty hard right now.

John: Yes they are hyped because there hasn't been a true innovative breakthrough muscle building product since creatine monohydrate over 15 years ago. The supplement industry is just grasping onto anything marketing story it can to sell something new. And the nitric oxide story is a good one, unfortunately the research shows that it doesn't do anything. That is why nitric oxide products are becoming combination products mixed with creatine as Brad mentioned. By mixing the two products together supplement manufacturers know the creatine will give the customers some real muscle building effects but they can charge more than regular creatine because they've also added the nitric oxide boosters in there.

Milk Based Protein Powder (supposedly replicated mother's milk)

John: No magic to these compared to whey protein. Whey protein is also a milk based protein. If you like the taste of these proteins go ahead and use them, but don't spend any extra money because they say it is like mothers milk.

Brad: Getting awfully close to just taking apart milk and putting it back together gain. Take milk, break it down to whey, casein, lactose and fat. Add whey, casein, fat and a little bit of the lactose back together. Add special ingredients. Create 70% profit margin on 'new improved' whole milk. In my opinion I just don't see this being much different than whey. I can't imagine a person would see massive gains in their muscle mass Simply by switching to this kind of shake.

Rusty: Good to know! I think they do charge quite a bit more for this type of protein.

A Vitamin "Pack" (Vitamins, Minerals, EFA's and Aminos - 11 tablets per pack)

John: I can't say there is anything inherently wrong or dangerous or unsafe with these products, but I can't really justify why you would take so much stuff without a good reason. So I guess I would say these mega packs fall into the 'don't waste your money' category.

Brad: I'm on the fence with this one. It really depends on who we are talking about and what the exact formula is..neutral

Rusty (Follow-up): Brad's answer reminded me of another question to ask. Does a high level Olympic athlete need more vitamins and minerals than a somewhat active adult. I realize that the calorie requirements would be different, but what about the RDA for the basic vitamins and minerals?

John: A high level athlete probably does need a bit more vitamins and minerals because they are simply using up resources faster. But only a BIT more, and this can usually be taken care of by more food or a simple multivitamin, I just don't see the necessity for a huge pack.

Brad: Really depends on the athlete, the type of activity, etc. This level of athlete at this time in their career is much different than the rest of the population..probably in the top 1% of the world in terms of human performance and nutritional needs. So while these people may need a different nutrient intake, remember that unless someone has said "You know, you might just win gold" to you in the last six months, this is not a reason to think you need more vitamins and minerals just because you are working out hard.

A Whey - Casein - Milk - Egg Protein Powder

John: Same rules apply for these as the whey or milk protein. Make sure you're getting a high dose per serving (at or above 80% protein per serving) and, then just go on taste and well it mixes.

Brad: Add in some flour and you have pancake mix. Again, it's no different than whey protein..or whey protein is no different than this. I still do not think you will see any difference between this or whey.

Rusty (Follow-up): It sounds like the supplement companies work hard advertising the differences of their "whey based protein" to sell it as a superior protein but in reality the differences are negligible. Am I on the right track?

John: Yup. Whey protein as well as the other dairy based protein are all good. If you're going to use one I would just go for one that mixes well and tastes good. Casein protein seems to taste better because it tends to mix up a bit thicker and creamier than whey but a certain portion of the population is allergic to casein and will get an upset stomach from it. If you've tried casein and it gave you indigestion then you might want to try whey protein as most people can handle whey without an issue.

Brad: I would hazard a guess that the difference in your physique will not be remarkable by any stretch of the imagination.

Fat Loss Liquid Capsule (Guggulsterones Z&E, Yohimbine HCL, Caffeine Anhydrous USP)

John: I can't see a reason why guggulsterones will do much for fat loss. Yohimbine and caffeine will definitely give you a buzz and can kill your appetite for a bit. So I'd say if you're looking for a stimulant caffeine, yohimbine and ephedrine are still the best.

Rusty (Follow-up): John...the ephedrine and caffeine stack does work well. This is pretty controversial because people claim it is dangerous.

What are your thoughts?

John: Ephedrine is one of the most well researched ‘supplements’ out there. The controversy comes in when you mix in politics, insurance companies and health risks and side effects. I’ll try to make this example as simple as possible. Many people who are overweight or obese and interested in losing weight probably have some degree of hypertension (high blood pressure) and a higher heart rate which puts them at a higher risk for a heart attack. These people might want to take ephedrine to help them lose weight, but the side effects of ephedrine are high blood pressure and increased heart rate! So you end up in a catch 22. The people who are most interested in taking ephedrine to help them lose weight are the same people who should never take ephedrine because of its side effects. Now I’m sure you can imagine how easy it was for lawyers to sue companies who were marketing ephedrine as a weight loss supplement to overweight and obese people. It was the constant lawsuits over ephedrine that got it pulled off the market. As a matter of fact, most companies that sold ephedrine pulled their products off the market before the government ever banned it simply because their insurance companies couldn’t afford to insure it anymore.

Brad: The plus is it’s cheaper than a month worth of Grande Americanos from Starbucks. The negative is in my opinion the effectiveness would be about the same. I just can’t imagine anyone losing 50 pounds of fat just by taking a pill.

Rusty (Follow-up): Brad, good call on the diet pills these days. Since they don’t contain ephedrine anymore aren’t they just basically a jacked up version of caffeine?

Brad: Caffeine and green tea are the main components in the vast majority of supplements on the market right now. Sure, they will all have their own unique ingredient...or their own DOZEN unique ingredients, but for most of them, caffeine is where the kick comes from.

Creatine Fruit Punch

John: Creatine is creatine, this is just a version mixed with flavoring, nothing special, but it drives your cost per dose up. I say stick with a basic creatine.

Brad: I have no problems with creatine, you could probably skip the fruit and the punch.

Rusty (Follow-up): So no benefits to the creatine being absorbed with a simple sugar? In the early 90's I remember the guys going out and buying grape juice and mixing it with creatine.

John: Creatine monohydrate absorbs fine without anything added to it. Adding sugars to help with absorption was an interesting idea but not worth the extra calories. Even if it did help a bit with absorption you would probably just get super fat from consuming all of that extra sugar.

Brad: The research clearly shows that if you can get your insulin up into the supraphysiological range (higher than is physiologically normal) then it will speed up creatine uptake into the muscle. Of course, this typically takes more than 100 grams of glucose. To me this is just a little on the scary side, and definitely on the unneeded side.

Chromium Picolinate

John: I can't come up with any reason to recommend this ingredient to anyone for any reason. It'll be marketed for insulin mimicking properties and absorption enhancing properties, even muscle gaining, but there is little research to show it can do any of this. I would put this in the 'don't waste your money category'

Brad: It's not the 1990 anymore. Bel Biv Devoe aren't making top ten

hits, the 49'ers aren't super bowl champs and Chromium isn't cool anymore...let it die.

Rusty (Follow-up): So no need for anyone to buy this, which is what I thought. I'm a Seattle guy and back in the early 90's I'm sure Bel Biv Devoe wasn't even allowed to be played in the city. It was nothing but Nirvana, Pearl Jam, Soundgarden, Alice In Chains, Primus, The Presidents, etc. Good place to be in the 90's for live music!

John: Definitely a good time and place for music. I've seen Pearl Jam and Alice in Chains in concert and I went to lollapalooza the year Nirvana was headlining but unfortunately by the time the tour got to our city Cobain had already decided he'd had enough of this world. The Smashing Pumpkins and Beastie Boys ended up headlining the show, it was still awesome.

Brad: Ok, so we have clearly illustrated that Seattle Washington has given the world better music than Burlington Ontario. No surprise there (However, we did give you finger eleven). You also gave us the movie "singles", whereas we gave you some scenes from the first X-men movie, so I'd consider this one a draw.



Thanks to Brad and John

I'd like to thank Brad and John again for taking their time to write detailed answers to these questions. It is obvious that they are experts when it comes to all aspects of diet and nutrition.

These are two “stand up” guys that I've quickly grown to respect in the short time I've known them. This Interview is just a small snapshot of their teaching style. If you want to learn more from these guys, here are the links to their sites.

[Eat Stop Eat](#) – Brad's Pilon's breakthrough course on flexible Intermittent Fasting for rapid weight loss.

[The Adonis Effect](#) – John Barban's course for men on how to attain the sleek and lean, perfectly-proportioned physique.

Hope you enjoyed this report!

Cheers,

Rusty Moore

[Fitness Black Book](#)

