



#BetterThanYesterday

Episode 009: Supplement Mythbusting

The supplement industry is massive. Over 50 million dollars was spent by women alone on supplements claiming to reduce body fat. With so much money spent on these products, three prominent questions remain:

1. Do these products work?
2. Are these products safe to use from a health perspective?
3. Am I getting exactly what I pay for?

As an Accredited Sports Dietitian and someone who has previously worked within the supplementation production industry for 6 years, I see clients on a daily basis who have spent considerable amounts of their hard-earned money on supplement products that are ineffective, dangerous to health, or that have not been proven to produce the effects they claim.

So where should you start when looking at supplement products to determine if they are right for you? The [Australian Institute of Sports Supplement Classification System](#) is a great place to start. This website categorises supplements into four groups: supplements that have been shown to produce performance or ergogenic effects (category A), and supplements that are currently unproven, illegal, or are potentially harmful to health (categories B, C, D).

Your second point of call should be to **consult an Accredited Sports Dietitian**, who can determine **IF** any of these products may be beneficial to your health, performance or body composition goals taking into account your age, gender, medical history, any medications, food and fluid intake and your training and competition loadings.

Obtaining supplement advice from anyone other than an Accredited Sports Dietitian (i.e. supplement retailer, personal trainer, coach, parents, online) places your health at risk, and increases the likelihood that you will waste money on unsubstantiated products that do not contain the ingredients or produce the effects that they claim.

To summarise, the following products have been shown to be beneficial ***in the correct doses in combination with an appropriate nutrition and physical activity regime:***

- Protein supplements: Whey Proteins (whey protein concentrate, whey protein isolate, casein, rice and pea protein blends).
- Amino Acids (creatine monohydrate, beta alanine)
- Carbohydrate supplements (sports drinks, bars, gels, dextrose, maltodextrin etc.)
- Caffeine (and natural caffeine derivatives such as guarana)
- Nitric oxide producing supplements (beetroot juice)

We hope to raise awareness within the community of the following “trade secrets” within the supplement manufacturing and production industry such as:

1. **Proprietary blends**- where manufacturers do not disclose the specific dosages for ingredients within their product, often seen in pre workouts, thermogenics, “fat burners” and amino acid or protein supplement products.
2. **Protein Spiking**- where manufacturers boost total protein content of protein powders by “spiking” them with cheaper singular amino acids (namely lysine, glutamic acid/glutamine, arginine, glycine, creatine). These release additional nitrogen content when tested, thus appearing as though the total “complete protein” content is greater than it actually is.
3. **Protein Dehydration**- where protein supplements are deliberately dehydrated prior to testing to remove water content thus increasing the per-gram protein content.
4. **Ingredient Omission**- Where protein supplements do not have their “true carbohydrate” content listed therefore increasing the per-gram protein content and creating a falsified view of overall protein content.

Remember one important point: supplement products are not like pharmaceutical products. **They do not have to be proven to be safe or effective to appear in your local supermarket, supplement retailer, or online stores for sale.**

In the near future, we will elaborate further on supplements, including the risks associated with inadvertent doping, and the steps that we at Enliven Nutrition Performance Division are taking to ensure consumers make INFORMED supplement choices.

Enliven Nutrition Performance Division have established our own supplement production system to offer consumers a supplement range that is backed by significant scientific evidence, dosed correctly, and is free from additives, artificial sweeteners and fillers. Furthermore, our stringent quality control procedures provide our athletes with products that carry the lowest inherent risks of inadvertent doping alongside the industry’s current gold-standard process of Informed Sport product independent testing.

For more information about these products, please visit our business partners who alongside us share the vision of returning quality, reputability and trust into the supplementation industry:

- CrossFit Deck at Raymond Terrace 0408 472 131
- Total Fitness Cessnock (02) 4990 4066
- Renee Schofield Personal Training Toronto 0431 597 087
- Any Enliven Nutrition Performance Division staff member 0420 633 537

Alternatively, to determine your supplement requirements to optimise your performance, consult our Accredited Sports Dietitian at Enliven Nutrition’s Performance Division. For further information, contact us at info@enlivennutrition.com.au, or via our website at www.enlivennutrition.com.au.

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Visit www.enlivennutrition.com.au for more health and nutritional information.