



## Nutritional supplement to be launched in the UK - a mind-boost for British athletes

**A revolutionary, new, internationally patented formula with reduced glutathione and anthocyanins is available from Germany for the first time in the UK. Empower NEUROSPORT, certified by HFL Sport Science, claims to provide advanced nutritional support, to help athletes maintain & improve cognitive performance, memory, focus, and reduce stress levels.**

*Joanna Smith reports.*

Empower Health UK Ltd is about to announce UK availability of a family of patented products that have already captured the imagination of consumers, sportspeople and health professionals in Mainland Europe and the USA.

The products have been cleared by MHRA UK (Medical Health Regulatory Authorities) as food supplements, and have also been tested and cleared by HFL Sport Science at UKAS laboratory 1187.

One of the key products available is NEUROSPORT. German sports therapists and trainers were quick to recognise the value of the patented supplements for their clients. Heike Dreschler was one of the first to benefit in the Sydney 2000 Olympics.

Benefits of NEUROSPORT for the athlete

The benefits for the athlete is much more than cellular repair – effective detoxification and the addition of specific vitamins and minerals purport to help maintain brain function, improve focus and motivation, cognitive performance, and help the athlete cope with stress, low-grade depression and anxiety.



**Heike Dreschler - German Olympic Gold Medallist – Long jump & track**

At the Sydney Olympics, the crowning glory of an extraordinary career, Professor Treusch (founder of the Empower glutathione delivery patent) treated Heike Dreschler with the supplements – with winning success.

(Quote from a German newspaper article):  
*“Thanks to professor Treusch’s wonder supplement, with the active substance Glutathione, Heike Dreschler has not suffered any more down time caused by infection. She confirms this herself. This raises hope for a successful indoor season.”*

According to Nicky Elsworth-Stephenson - owner of Empower Health UK Ltd, sole UK distributor of the supplement range and Recancostat, (the ‘Mother compound’), the holistic treatment of competitive sportsmen and sportswomen has been grossly ignored, until now.

Nicky says “Concentration, Confidence, Control & Commitment (the 4 C’s) should be considered the main mental qualities important for successful performance in sport.

- **Concentration** - ability to maintain focus
- **Confidence** - belief in one's abilities
- **Control** - ability to maintain emotional control regardless of distraction
- **Commitment** - ability to continue working to agreed goals

“In NEUROSPORT we are offering a premium nutritional supplement which at last sits up and offers the athlete support in these vital areas.

So often, we are obsessed with our physical ability and forget that in order to not just perform well, but to be the best, we need to look holistically at the synergy of our mental, emotional and physical selves.

Empower NEUROSPORT (and each of our supplement range) begin working within days of taking the supplement, as our Glutathione levels rise immediately, reaching full potential within around two weeks.

This means helping the athlete to get back on form fast, and then stay on form, feeling the difference within a few days.

The supplement has already produced great results for German athletics. Now Empower is focussing on helping Team GB collect the Gold in the 2012 London Olympic Games”



## "Neuro Sport keeps my mind on the ball"

Marcus Bent – premier league striker

Empower UK's products are manufactured by Bio-Dynamics in Ostend (Belgium), where raw materials/superfoods are converted into sports foods and dietary supplements, operating to ISO900 quality standards.

The plant, exports to other countries in Europe, as well as to Japan, Australia, Canada, Turkey and the United States.

The supplements have been passed by HFL Sport Science - one of the world's premiere independent drug surveillance laboratories, providing unrivalled and internationally trusted expertise in all aspects of doping control for sports.

A recipe for a holistic approach to sports supplements

Empower NEURO SPORT contains advanced nutritional support. In addition to the combination of *reduced glutathione* and anthocyanins, the following vitamins and minerals purport to help enhance the mental performance: Vitamins E, B3, B6, B1, B2, B12, L-cysteine, Phosphatidylcholine and Folic Acid. Because of the patented delivery system, NEUROSPORT transports the essential vitamins and minerals directly to the nucleus (or the 'engine') of the cells.

Within the composition of the Empower supplements, is the patented delivery system of the reduced glutathione (GSH) into the cells. Ordinary glutathione from any other manufacturer, even in much larger doses will oxidise as it passes through the gastrointestinal tract.

Empower's glutathione does not oxidise, as it is combined with anthocyanin and the amino acid cysteine. The delivery system is patented and the result is an extremely stable, effective product.

Because it is of such crucial importance for the amino acid metabolism, power athletes that take protein-rich nutrition, use more Vitamin B6. This

is present in sufficient quantities in Empower NEURO SPORT.

Glutathione levels begin to rise immediately, reaching full potential within two weeks. This means you get fast results and stay on form, feeling the effects from even within a few of hours of taking the product.

What is Glutathione and why is it so special?

Glutathione is our chief *antioxidant* which already exists in all of our cells. It is the natural key substance of our vital energy, preserving the life of all living organisms.

Unfortunately, there is a long list of factors that can overwhelm our own body's capacity to manufacture sufficient *reduced* glutathione.

Professor Treusch's patented, unique formula of the combination of Reduced Glutathione (stabilised glutathione) and anthocyanin (derived from plant dna) ensures that the glutathione is delivered *directly to our cells*, with no wastage on its journey.

There are other glutathione products on the market, but none of them is *gastro resistant*. The result is that, with other products a very high percentage of the Glutathione is absorbed into the gut before ever reaching the cells.

With the UK launch of NEURO SPORT, it would appear that the future is bright for British athletes.

**NeuroSport will be available in tablet form, in 3 month (90 tablets) quantities retailing at approximately £59 - around 75 pence a day.**

## Case Study

"When I started taking Empower NEUROSPORT, in less than a week I was noticing a difference in myself. I received comments on how well I was skiing, working and on how happy I was"

"Waterskiing takes a great deal of mental skill and concentration. You can be physically at your peak form and fitness, but your 'psychology' can let you down.

NEUROSPORT helped me to be more alert and 'onto it'. It helped me to concentrate for longer periods of time. I have just returned from Korea where I competed in the Australasian and Asian slalom and jump competition representing New Zealand. I was expecting, based on my form two months ago, to come in around 9<sup>th</sup>. I've come back with the Silver"



Garth Milichich, competitive water-skier

For Pre-Launch ordering and information, call Nicky Elsworth-Stephenson on +44 7958 531315 or email: [nicky.stephenson@Yahoo.com](mailto:nicky.stephenson@Yahoo.com)

Take a sneak preview of their website before it goes live:  
<http://app.ukasp.net/web/empower/empower-sport.htm>