



Optimum Nutrition
for a Competitive Edge

The Dangers of Sports Drinks and Energy Drinks

August 19th, 2014 by [eHealthGuide](#)



On any given day, we find ourselves zapped of all our energy, yet we must press on. An [energy drink](#), to some, seems like the logical answer when it comes to helping us get over that [afternoon slump](#). And if you're an active person, you might even reach for a sports drink after your workout, believing it will replenish the fluids that were lost.

Seeing that there is such a need for these beverages, makers and distributors of sports and energy drinks are capitalizing on this necessity. They tell you--through commercials and labels on the bottles--that you will get a [boost of energy](#) and will be more alert, or that you will feel hydrated and balanced. To anyone lacking these components, a sports or energy drink can be a savior--but at what cost? After reading this article, you may think twice about grabbing these beverages.

About Sports Drinks and Energy Drinks

You may be surprised to learn that sports drinks and citrus-flavored sodas contain an ingredient that has been banned in countries around the world. Known as brominated vegetable oil (BVO), this chemical acts as a binding agent, keeping the components of these drinks bound together. While this is great for appearances' sake, the agent, according to some nutritionists, competes with iodine for receptor sites in the body. As a result, high levels of BVO may lead to autoimmune disease, [cancer](#) and hypothyroidism. BVO's main ingredient, bromine, is also considered toxic, and has been linked to organ damage, schizophrenia, hearing loss and birth defects.

With teens being the biggest consumers of sports drinks and energy drinks (on average consuming 3-4 per day), the startling evidence that BVO and other unhealthy ingredients, including sodium, sugar and caffeine, can lead to health problems is raising questions about whether these beverages are worth consuming. Most nutritionists would say, "no." There is good reason, too. According to a 2013 report from the Substance Abuse and Mental Health Service Administration, there has been an uptick in the number of energy drink-related hospital visits. In just the past several years, the Food and Drug Administration has reported that at least 18 deaths have been linked specifically to 5-hour Energy and Monster Energy drinks. This statistic does not include serious side effects that many consumers have reported, such as convulsions, heart attack and spontaneous abortion. When you consider that some energy drinks have up to 242 mg of [caffeine](#), one can begin to understand how such complications can occur.

Additional risks include:

- High blood pressure
- Permanent damage to tooth enamel
- Cavities and tooth decay

- Persistent headaches from caffeine addiction and withdrawal symptoms
- Intoxication, especially if an energy drink or sports drink has been mixed with alcohol

What to Do Instead

Most people consume sports and energy drinks because they want the feeling of increased energy. While you may get a sudden boost of energy, it's only temporary--the "crash" is often heavy and you end up feeling more worn out than before. Whether for sports performances, school or work, or just daily life, everyone experiences a slump. Instead of reaching for drinks that are hazardous to your health, try this:

- **Watch [your diet](#)** – "Slumps" often occur when blood sugars drop. Make sure your diet is balanced and when you know you'll experience a slump, like in the afternoon, lower your carb intake at lunch.
- **Exercise** – Daily exercise, for 20 minutes or more, has been shown to boost energy levels. If you're in a slump around the same time every day, schedule your exercise 20 minutes before it hits and it may not hit at all.
- **Find alternative energy sources** – [Coffee](#), in moderation, doesn't have dangerous levels of caffeine, or harmful additives. You can also control the amount of sweetener you put into it. While too much coffee can make you jittery, drinking just one or two cups in the morning should give you a boost and keep those nerves in check.
- **Get better sleep** – It's true that some [fatigue](#) is normal throughout the day. However, studies show that a "cat nap" each day, just for 10-15 minutes, can boost your energy significantly. Keep it short and sweet. Any longer and you'll feel more tired when you wake up than before you napped.



Optimum Nutrition for a Competitive Edge

By Team Rhino

TEAM RHINO *leading the charge...* Juice PLUS+

"Thanks to Juice PLUS+ my resistance to tiredness is much better."

Find out more about this exciting Team Rhino, Juice Plus+ Opportunity visit www.teamrhinotv.com or speak to a member of Team Rhino

Marco Delvecchio IT - Soccer

This is advice for a person who exercise's for 1 hour or more and is involved with competitive sport and is classified as a heavy exerciser! This is a simple guide. See a Sports Scientist for a more comprehensive plan.

TEAM RHINO *leading the charge...* Juice PLUS+

"Now that I am taking Juice PLUS+, in spite of my rather energetic lifestyle, I'm no longer particularly tired"

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Max Tonetto IT - Soccer

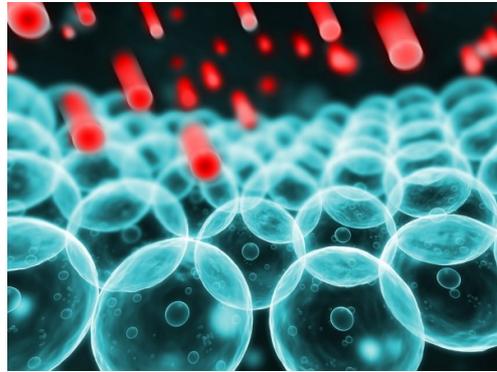
Gain a competitive edge via good nutrition.

Keep it simple is the best way to gain a competitive edge.

Two things you need to do are:-

1. Reduce free radical damage as a result of exercise to your cell biology.
2. Refuel with the correct food:-
 - After training and your chosen sport
 - In between your training and your chosen sport
 - During your event or chosen sport

Reduction of free radicals with good nutrition



Free radicals (In red) are damaging to your cell biology (Blue). They attack each and every day. In fact each cell in your body get's hit 10,000 times per day. Damages cells are proven to recovery slowly if free radicals are not addressed. Indeed it is in my opinion that you will have never recovered fully if you do not address this. Protein within each cell is shown to be damages as result of free radicle damage. This is an indication that you are not at your best so how can you be the best and gain a competitive edge if this going on at a cell level. **Heavy exercise causes massive free radical damage**

How can we reduce free radical damage and damage cell protein?

Consume an abundance of fruits, vegetables and berries. Studies have shown that if you consume fruits, vegetables and berries in high amounts that Free radical damage can be neutralised and protein damage repaired. This is seen to give you that edge you need. Also inflammation at a cell level needs to be addressed to maximise your potential.

TEAM RHINO *leading the charge*

Juice PLUS+

"Now that I have great health with Juice PLUS+ I feel that my dream could become reality"

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Mark Colborne - Cycling

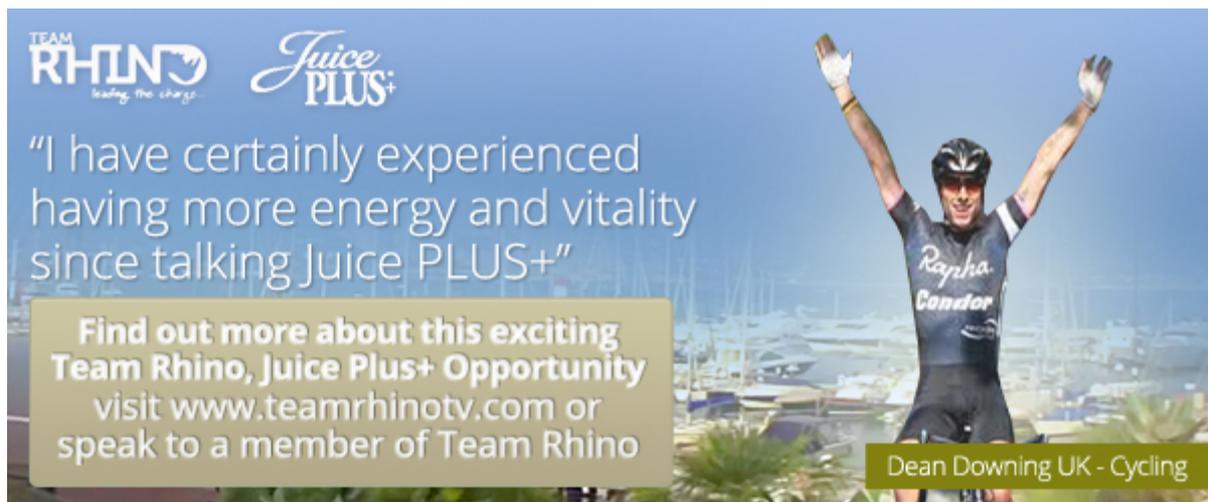
Juice Plus is proven to reduce free radical damage by 75% in just 7 days and over a month or two repair your protein with each cell.

What else can we do to gain a competitive edge?

Avoid wheat and dairy products your diet and other food types and produce that are toxic. Modern day detox programmes eliminate toxins from your body. Inflammation of your cells is will not allow you to be your best. Consuming toxins in your diet will create an inflammatory load all over your body which will slow down your recovery and indeed never let you fully recover.

If you follow the [OPT 4 - 120](#) detox program on the web site you will have no problems in reducing inflammation of your cell biology. Juice Plus reduces inflammation to normal levels.

Now let's look at the food we consume in between, just before, during and immediately after and event.

An advertisement for Juice Plus+ featuring a cyclist in a blue and black jersey with 'Rapha Condor' written on it, celebrating with arms raised. The background is a marina with sailboats. In the top left, there are logos for 'TEAM RHINO leading the charge...' and 'Juice PLUS+'. A quote in white text reads: "I have certainly experienced having more energy and vitality since taking Juice PLUS+". Below the quote, a green box contains the text: "Find out more about this exciting Team Rhino, Juice Plus+ Opportunity visit www.teamrhinotv.com or speak to a member of Team Rhino". In the bottom right corner, a green box says "Dean Downing UK - Cycling".

TEAM RHINO leading the charge... Juice PLUS+

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Dean Downing UK - Cycling

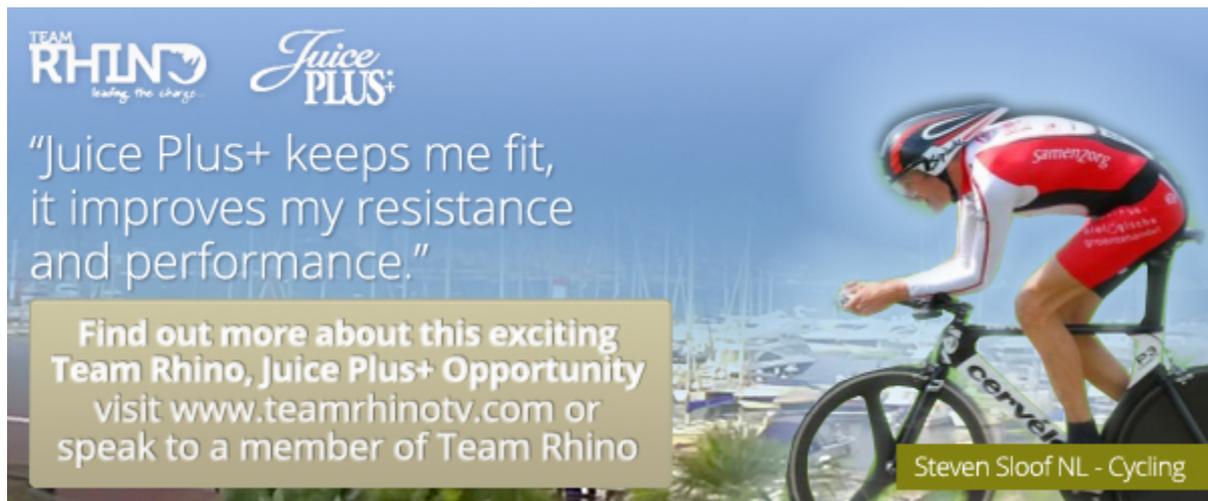
In between

In between events and training sessions you need to remember that quality is better than quantity. Again the detox program is ideal for this. The main thing is to give your body the proteins, fats and carbohydrate it needs for optimum healing and repair and energy storage. The food needs to have a low speed of absorption to avoid a situation of low blood sugar. If this occurs then you will use your lean mass (muscles, organs and bones ETC.) as fuel which will be no good. Follow the [Opt 4 – 120](#) program for steady blood sugar levels. Don't use rice milk use almond, oat or soya milk.

Just before

10 min's before or less you can give your body a boost by consuming food that is fast release. This is because your body will use it if it is bioavailable and the mechanism that creates low blood sugar shuts down as soon as you exercise. Rice milk is a great option as it is plant based and if used in conjunction with Juice Plus complete creates a great pre sport's drink such

and avoids that fullness you may get if you consume too much 'real' food.



TEAM RHINO *leading the charge* Juice PLUS+

"Juice Plus+ keeps me fit, it improves my resistance and performance."

Find out more about this exciting Team Rhino, Juice Plus+ Opportunity visit www.teamrhinotv.com or speak to a member of Team Rhino

Steven Sloof NL - Cycling

During

As above just before

Half time

As above just before

After

As above but you have about 20 min's maximum to consume a fast release drink. Avoid any fats at this time as you will delay the recovery of muscle damage – soreness! Consume a Juice Plus Complete shake with rice milk. Have some Juice Plus Capsules !

Once the 20 mins has gone then follow the in between advice.



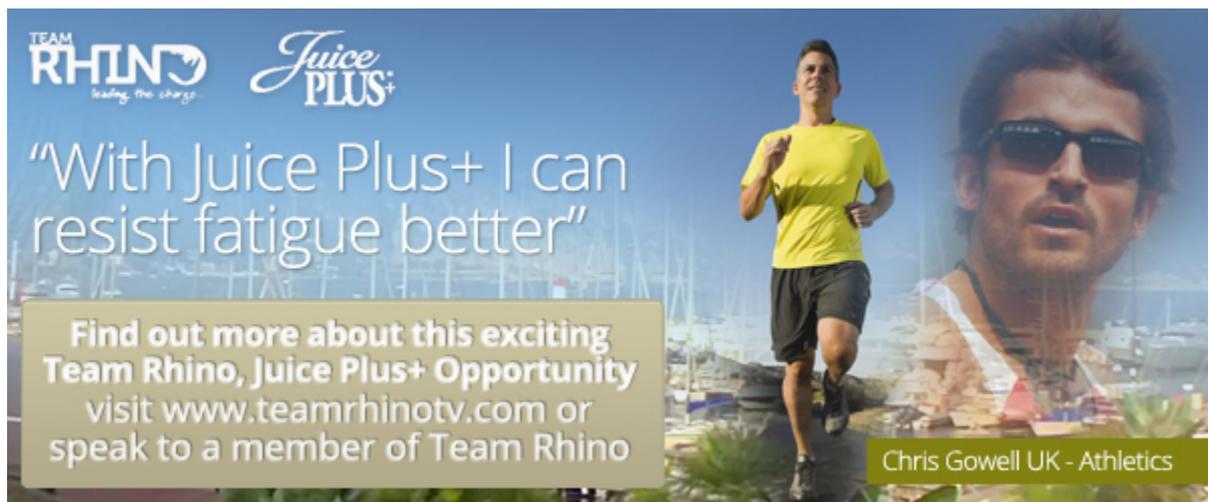
Portion Sizes

Follow the detox program where portion sizes are not an issue. Just eat as much as you want. However after a game, event or training session (after 20 mins) have some extra nutrition. Double up on basmati rice for instance. Double up on fruits, vegetables and berries. Double up on your protein source.

An easy way is to consume the proven Juice Plus Products which reduce free radicals by 75% in just 7 days. The protein shakes are great to boost extra protein and to boost extra carbohydrate.

So as an athlete on the days you are going to train or compete and one day after if you are a heavy exerciser who trains hard for over an hour follow this plan

Follow the nutrition plan as set out by the Opt 4 – 120. That's 3 meals per day and 2 snacks.



Breakfast

Have the breakfast and a shake and the capsules on the exercise day. If not training just either or the shake or breakfast but definitely the capsules.

Snack

Mid-morning snack as on the list

Lunch

Shake or a meal from the recipes.

Snack

Afternoon snack as on the list

Train/Play/Compete

3rd of the Complete Drink 10 mins before you start (must be heavy exercise)

During training keep sipping the complete drink that is mixed with rice milk.



TEAM RHINO *leading the charge...* Juice PLUS+

"Juice PLUS+ helps to recover better from the 5 hours of training I do every day"

Find out more about this exciting Team Rhino, Juice Plus+ Opportunity visit www.teamrhinotv.com or speak to a member of Team Rhino

Joey Barrington UK - Squash

Immediately after the exercise have another shake mixed with rice drink and the capsules.

Recovery meal

Follow the detox on Opt 4 – 120 but double up on the rice amounts – two hands full's instead of one.

If you are still hungry then follow the snacking advice.

This is advice for a person who exercise's for 1 hour or more and is involved with competitive sport and is classified as a heavy exerciser. This is a simple guide. See a Sports Scientist for a more comprehensive plan.

www.juiceplussports.eu