

**Stop Wasting Time And Money!**



**What Works. What Doesn't.  
And How To Tell The Difference!**

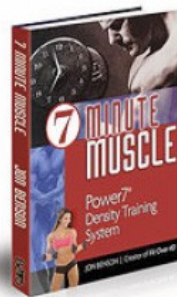
**BY JON BENSON**

---

Bestselling Author of *7 Minute Muscle*, *Fit Over 40* and *The Every Other Day Diet*

---

HERE IS YOUR COMPLIMENTARY COPY



## ***Introducing 7 Minute Muscle!***

**"The Fastest Way To Build Lean Muscle—Guaranteed!"**

READ MORE TODAY AT  
<http://www.7minutemuscle.com/>

[Visit the sponsors website](#)

## HEALTH AND SAFETY WARNING

The techniques, ideas, and suggestions in this document are not intended as a substitute for proper medical advice. Always consult your physician or health care professional before performing any new exercise, exercise technique or beginning any new diet— particularly if you are pregnant, nursing, elderly, or if you have any chronic or recurring conditions. Any application of the techniques, ideas, and suggestions in this document is at the reader's sole discretion and risk.

The author of this document makes no warranty of any kind in regard to the content of this document, including, but not limited to, any implied warranties of merchantability or fitness for any particular purpose. The author of this document is not liable or responsible to any person or entity for any errors contained in this document, or for any special, incidental, or consequential damage caused or alleged to be caused directly or indirectly by the information contained within.



ALL MATERIAL ©COPYRIGHT 2008, JON BENSON FITNESS LLC, ALL RIGHTS RESERVED.  
DUPLICATION OR DISTRIBUTION WITHOUT WRITTEN CONSENT FROM  
THE AUTHOR IS PROHIBITED.

THIS MATERIAL IS PROTECTED UNDER BOTH AMERICAN AND  
INTERNATIONAL COPYRIGHT LAW.

## Caveat Emptor!

THE FAMOUS LATIN PHRASE MEANING “LET THE BUYER BEWARE!” certainly rings true when it comes to discussing the subject of supplements, especially those claiming to help you burn fat or build muscle. Do any of these pills actually work? If so, how? Is it worth the cost involved? What about the health risks? These are all valid questions that I will endeavor to answer both honestly and candidly using both university-based research studies and anecdotal real-world support.

Now realize this—everything covered in this short little treatise on supplements and sports performance is **worthless** unless you include exercise and proper nutrition. Perhaps one day we will indeed have a magic pill that is both safe and legal; one that can bring about rapid and effortless gains in muscle mass and decreases in body fat stores. However, as of 2008, such a pill is mere fantasy. But there are pills that **help**.

When it comes to training programs and diets I naturally recommend my own. They have stood the test of time and they work for just about anyone—male or female, no matter the age or the goals. In fact, my life’s work is about discovering one thing:

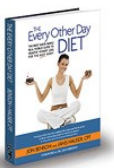
## Here’s The Fastest Way To Total Body Transformation!



### **7 Minute Muscle** *by Jon Benson*

The fastest muscle-building and fat-burning workout ever!

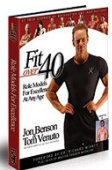
<http://www.7minutemuscle.com>



### **The Every Other Day Diet** *by Jon Benson with Holly Riggsby*

A diet **anyone** can stick to while enjoying the foods you love!

<http://www.everyotherdaydiet.com>



### **Fit Over 40** *by Jon Benson and Tom Venuto, CSCS*

52 role models age 40-80 **prove** you can be fit and healthy at any age!

<http://www.fitover40.com>

## Why Is Speed So Important?

People have minimal attention spans and, frankly, bigger and better things to do than eat six-eight meals a day trying to get lean or spending an hour or more in the gym trying to pack on muscle. My protocols avoid all of that in favor of *more sustainable progress*. My clients gain muscle and lose fat quickly, but they do so on programs that do not force them to give up their lives.

## About The Research

There are 14 cited studies in **7 Super Supplements**. Each will confirm the validity of the supplements included. One supplement has its study online, so I suppose that's 15 cited studies—not bad for just 7 supplements!

You may wonder about my inclusion of anecdotal support. Let me explain. Even the most thoroughly researched supplement in the world will simply not work for some people, and neither the researchers nor the participants have any idea as to why. My guess would be that they are not fully engaged. I covered the amazing research in the area of mind/body engagement and the placebo effect in my book **7 Minute Muscle** which can be found here: <http://www.7minutemuscle.com>

Frank Zane, the legendary 3-time Mr. Olympia winner, said this: “Everything works if you let it.” There is a lot of truth to that statement. Perhaps some of the participants in these studies simply failed to give their minds “permission” to allow the supplement to work. Sounds bizarre, but when you read my chapter in **7 Minute Muscle** called “The Power of Flow” you will get it.

Likewise, many supplements that bodybuilders and savvy trainers swear by have either not been tested at the university level (double-blind) due to finances, as this is an expensive endeavor, or have been tested with marginal results. One supplement that falls into that latter category is mentioned in this book and for good reason. The researchers who studied its effects were using a dose that was too low to produce the results I've seen in myself and in hundreds of my clients. Plus the nutrition protocols were too high in carbohydrates. This particular supplement (covered shortly)

demands a lower carbohydrate intake, at least within 4-6 hours of taking it, as it's efficacy is impaired by even modest amounts of insulin. Insulin is secreted whenever carbohydrates of any kind are ingested.

I also think it would be foolish not to mention supplements I've seen work for myself and for other trainees despite issues concerning research. Research studies are often biased and many studies find themselves in conflict with one another. These variables led me to conclude that a combination of research and anecdotal evidence is the best guide. After that, it's up to you. In the long run, whatever works, *works*. It really doesn't matter *how* it works as long as it is safe and reasonable to take.

### **Do You Manufacture or Sell These Supplements?**

**I do not.** Every supplement included in this guide has a direct link to either the manufacturer or an online source that will give you a better deal.

### **Are These Supplements Necessary?**

Tom Venuto, my colleague and co-author of *Fit Over 40*, swears that no supplementation is per-se *necessary*. I disagree. I believe certain supplements are vital to your health, while many others are beneficial to your performance, muscle growth and fat loss objectives.

I take most of the supplements found in this book and then some. I err on the side of caution health-wise when it comes to certain supplements. Plus I find obvious benefits in the muscle-gain and fat-loss products presented in this review.

I think a bit of exploration is worth the effort, so try them out on your own. In the long run, only you can make the decision on what's ***Super***...and what's worthless.

### What About These Popular Fat Burners?

Look, I'm not going to lie—I wish ephedrine was still legal **and** that it had no negative effects on the heart and nervous system. I'd guzzle the stuff! But that is not the case. The lure and efficacy of ephedrine is something many of these so-called “fat burners” tap into. Most of them are cheap knock-offs of ephedrine, caffeine and aspirin, a stack known for its efficient albeit dangerous fat loss results. We are unsure how many people died using this stack, as only a few deaths were officially reported as such, but I would imagine it is far more than what is commonly thought.

My experience with this CEA stack (as it became known) was early on in my career. The stack worked like a charm, but it also was the catalyst for **six years of panic disorder**. Was it worth it? Hell no. I'd love to reverse the clock on that one.

These knock-offs are not as powerful, but they can have the same exact detrimental effects. They can induce anxiety and panic attacks, heart attacks and adrenal fatigue.

Given my personal experience with these supplements along with the vast amount of testimonials from others who went through the same degree of hellish symptoms, none of them make my Top 7 Super Supplement list.

Use them at your own risk. Or, better yet, do not use them at all. Instead, give the supplements I recommend in this report a shot. They are not only safe, but they are also beneficial to your health.

## Super Supplement #1: Creatine



CREATINE MONOHYDRATE HAS BEEN A POPULAR supplement for nearly twenty years and for good reason: It works. Creatine is probably the most researched supplement on the market when it comes to increasing strength and muscle size.

Creatine was discovered in 1835. Chevreul, a French scientist, named this component of skeletal muscle after the Greek word for flesh, or *kreas*.

Harris RC et al. (1992) published the first study that clearly demonstrated the beneficial effects of creatine monohydrate in humans. This study soon became *the* marketing tool for the supplement industry. In the study, researchers discovered that ingesting 20 grams of creatine monohydrate daily for 4-5 days increased muscle creatine content by approximately 20%. An increase in muscle creatine content of this magnitude is more than sufficient to render enhancements in training performance during explosive bouts of exercise. This gave rise to the “loading phase”, or taking more creatine for the first 5 days and less thereafter to maintain creatine levels within the muscle.

Many other studies soon followed. Volek et al. (1997) found that one week of creatine supplementation at 25 grams/day enhanced muscular performance during repeated sets of bench press and jump squat exercise. Creatine supplementation appeared to allow the subjects to complete their workouts at a higher intensity.

Vandenberghe et al. (1997) examined dosage factors. The study concluded that four days of high-dose creatine (20 grams per day) followed by low-dose creatine intake (5 grams per day) during ten weeks of resistance training increased strength in the muscles trained by 20-25%. Also, lean muscle mass in the arm flexor region increased by 60%, suggesting that creatine was not just a supplement for strength but also for muscle size as well.

Volek et al. (1999) produced a follow-up study that featured 19 weightlifters and a 12-week exercise protocol and a placebo test group. The study concluded that the creatine group grew stronger and gained more mass than the placebo group.



There are numerous other studies dealing with the power of creatine to increase performance and fat-free mass, most of which report similar findings.

### How To Take It

Most creatine studies utilized a *loading phase* of up to 25 grams of creatine per day in powder form for 4-5 days and a *maintenance phase* of 5 grams per day thereafter. I have personally experimented with newer versions of creatine, such as creatine ethyl ester, that do not require a loading phase. Some studies have demonstrated that loading creatine is not necessary, or that the benefits are minor.

I recommend sticking with the tried and the true—creatine monohydrate in powdered form. I also recommend the loading phase. The 4-5 days of inconvenience may be worth the effort. The reviews are mixed on this point, but the expense and the bother is minimal. After the loading phase, 5 grams per day appears sufficient. I mix it with water and guzzle it down, unless I happen to be making a protein drink; then I just mix it in and color it done.

### Side Effects

No side effects of creatine have been observed consistently. Long-term effects are yet to be known, although after nearly twenty years of heavy use one could assume they are either negligible or nonexistent.

### Where To Purchase

Any health food store carries creatine monohydrate. Or buy it online at <http://www.HerbsProven.com>. They have great prices. I like Jarrow Brand® myself. The cost is very reasonable—a bit over \$20 for several months' supply.

## Super Supplement #2: Tribustol Plus



TRIBUSTOL IS THE ONE SUPPLEMENT YOU probably never heard of, but get ready—I think it will be the next “creatine.”

Tribustol® is a variation on one of the most powerful underground formulas ever developed from the Eastern Bloc and was specifically designed for Bulgarian strength athletes to help maintain their strength and muscle size in-between steroid cycles. This combination of herbs and specific high-dose nutrients (an expensive form of potassium is vital to the formulation) did more than help these athletes maintain their drug-induced gains—it enabled them to make gains close to those seen during their steroid cycles.

I first learned of this formulation through a friend and professional athletic trainer, Ramsey Rodriguez, CSCS. Ramsey’s natural strength and bodybuilding potential had caught the eye of former Bulgarian strength coach Dr. Angel Spassov. Dr. Spassov trained the Bulgarian Olympic strength athletes, so needless to say he knows what he’s talking about.

Spassov later shared this formula with Rodriguez, who then refined the mixture to meet the higher formulation standards demanded by FDA-inspected laboratories. He then tested this all-natural formulation at the university level and proved its effectiveness in increasing both strength and muscle mass, as well as decreasing body fat stores, when used over a period of at least four months. Athletic performance also increased in a variety of sports ranging from powerlifting to Olympic sprinting. Rodriguez uses the product himself and has built a very impressive bodybuilding physique. The university study and Rodriguez’ before and after pictures from Tribustol supplementation are on the Tribustol website.

If there is one supplement I would recommend before considering all the prohormone junk supplements that are still so popular, it would be **Tribustol**. Prohormone supplements are flat-out dangerous for many people, and unfortunately you may not realize this danger until much later in life.

Tribustol also has the unique benefit of still being “underground”, allowing you to order the product while also having direct contact with its manufacturer. Given the huckster nature of so many supplement companies, I find this quite refreshing. However, this personal touch will not last long as Tribustol has been approved for the commercial shelves. This also means the price will go up, so try it while you can still get direct-from-the-manufacturer pricing.

### **How To Take It**

Tribustol comes in capsule form. You take 3 capsules twice daily (6 per day). I recommend purchasing two-three bottles for a thorough test of the product as it can take up to three weeks for results to be noticeable.

### **Side Effects**

Increased appetite and libido were the two side effects most commonly reported by users and during university testing. Of course, neither of these side effects are what I would consider negative, especially the latter!

### **Where To Purchase**

Purchase direct from the manufacturer at <http://www.TribustolPlus.com>.

## Super Supplement #3: L-Carnitine



BEFORE YOU THINK I AM OFF MY ROCKER, do me a favor and read the research presented below in support of L-Carnitine.

Originally touted as an amazing fat-burner, L-Carnitine was bashed by one review after another in the mid-1990s. Its claims were quickly dismissed as just another line of marketing B.S. But I say “not so fast”—and remember I do **not** sell this stuff.

**Carnitine** is biosynthesized from the amino acids *lysine* and *methionine*. It is a nutrient responsible for the transport of long-chain fatty acids into the mitochondria, the energy-producing center of the cell. Carnitine helps the body convert fatty acids into energy used primarily for muscular activities throughout the body. This is not in dispute—this is merely what carnitine does. What *is* in dispute is whether or not the supplemental form L-Carnitine (or *levocarnitine*) can augment these effects and facilitate fat loss to a greater degree.

Brass et al. (1998) published a report that analyzed available data on L-Carnitine. The conclusion: “Not much benefit.” However, Dr. Robert Crayhon, nutritionist and author of *The Carnitine Miracle* counted with a letter to the publishers, saying:

*“This is not the most reasonable conclusion to draw from the literature. Available data, as the authors note, goes both ways. They are also correct in pointing out methodological flaws in many studies. Yet they underplay the positive results in many well-designed trials. Carnitine has been shown to allow athletes to exercise longer without fatigue (Clarkson et al.). Another study of 110 trained athletes corroborated this endurance enhancing effect (Dragan et al.). A study of trained runners given 2 g of carnitine per day increased their peak running speed by 5.7% (Swart et al.). Carnitine supplements have been shown to help non-trained athletes achieve a “trained-like” state of greater endurance (Dal Negro, et al.). Carnitine is also useful for preventing muscle damage during vigorous exercise, especially in those who are not trained athletes (Giamberardino et al.). This is due to vasodilatation caused by carnitine that in turn leads to improved energetic metabolism of the muscle tissue. Carnitine also decreases lipid peroxide formation during exercise (O’Conner et al.).*

I have replaced Dr. Crayhon's references with the authors of the various studies cited. It should also be noted that, while the editor agreed with some of Dr. Crayhon's statements, their stance remains unaltered concerning the benefits of supplemental L-Carnitine.

So why do I take it and recommend that you do as well? **Because every study to-date has been flawed.** Crahyon agrees.

I have spoken with Crayhon at length concerning L-Carnitine, fat loss benefits, and the proper diet required to see the enhanced effects. It was Dr. Robert Atkins who first made the connection to L-Carnitine and a *low-carbohydrate diet* in 1977. Crayhon expanded on this concept, illustrating how L-Carnitine's function is impaired by elevated insulin. However, none of the studies on L-Carnitine examined the effects when combined with a reduced-carbohydrate diet.

Since this is the dietary approach I take (see "The Extreme Plan" in my book *The Every Other Day Diet*, found here: <http://www.everyotherdaydiet.com> and since I have noted **a big difference in fat loss** when taking L-Carnitine as opposed to not taking it, I felt this amazing nutrient was worth more than a mention.

If you opt for a lower-carb diet *and* you are willing to take enough L-Carnitine (and in liquid form) I believe the results will speak for themselves. Even with an elevated carbohydrate intake the studies Crayhon cites clearly illustrate the benefit to bodybuilders, and anyone who wants to hold on to their muscle and increase their energy while dieting. This is perhaps the greatest benefit—increased energy when your calories are low.

### How To Take It

Both dose and form is vital to see the beneficial effects of L-Carnitine. I recommend *liquid L-Carnitine*. This is absorbed faster and appears to have a more acute affect on energy and fat loss. I recommend starting with 2.5 grams once in the morning before exercise on an empty stomach, increasing to 5–7.5 grams per day over time. Increase gradually to avoid stomach upset. Be sure **not** to take it carnitine with carbs! It is best

to limit carbohydrate intake overall, but if you consume over 30% carbohydrate in your diet just be sure to wait about 45 minutes after your L-Carnitine dose (first thing in the morning) before ingesting carbs.

### **Side Effects**

GI distress (upset stomach, diarrhea, etc.) has been observed if dosage is too high or increased too quickly.

### **Where To Purchase**

The only brand I trust is Designs For Health. The product is called **CarniClear®**. Unfortunately, this is sold to health care professionals only. You can find out where to purchase CarniClear by visiting [DesignsForHealth.com](http://DesignsForHealth.com) and contacting one of their customer service representatives.

## Super Supplement #4: Amino Acids



ANYONE ELSE REMEMBER THE 80s...OR DEVO perhaps? Amino acids were all the rage. They went the way of the dinosaur when protein powers became better tasting. The advent of MET-Rx® was like the kiss of death for all protein supplements for a long while, including plain old protein powder. The birth of the *meal replacement product* (MRP) was greeted by the supplement industry with open arms. Unfortunately, not all progress is positive.

While MRPs certainly have their place in the world of supplementation, one in particular I will discuss later, old-fashioned amino acids are still one of my favorite tools to use if you want to keep your muscle mass while dieting. Bear in mind I am referring to *full spectrum* amino acids, not BCAAs (branch chain amino acids), although BCAA supplementation is valid. However, only full spectrum amino acids will do the trick when it comes to holding on to muscle mass.

I really love aminos when dieting because they are *almost non-caloric*. While this is not technically accurate, as any protein gram account for four units of energy we call *calories*, it is practically true in that these calories are isolated from all other macronutrients. You cannot find 100% protein anywhere but in amino acids.

A huge “but” must be added at this point—protein without some fat is useless. That’s just the way nature works. However, 10-15 amino acid caps with a cap of another Super Supplement, *fish oil* (covered next) makes for a potent anabolic cocktail. This combination of nutrients is sufficient to ward off muscle catabolism via increased nitrogen balance and all while ingesting the bare minimum amount of calories required to get the job done.

Many bodybuilders are concerned with building muscle, but some forget the value of holding on to the muscle they have built when attempting dieting to lose fat. Amino acids are ideal for this as they can serve as a super-fast “meal” in-between feedings. I like to combine 15-20 grams of amino acids with one fish oil capsule in-between main meals and even in place of my last meal. That’s brutal, but it strips the fat off

like crazy! This helps feed the tissues, stave off hunger, and can give the body a muscle-building boost. Another benefit to supplemental amino acids over protein powder or food is *energy*. Anything that taxes your energy while dieting can make you tired and hungry. Amino acids require little in the way of digestion, hence little in the way of energy wasted. More energy is always a commodity when dieting.

There are not a lot of manufacturers of full-spectrum amino acids that produce a **capsulated version**. I am against using most forms of tablets due to the fact the fillers used can often interfere with absorption. The general rule of thumb is to always go with capsules, powders, or liquid if at all possible.

### How To Take It

Always take amino acids in capsule form and with a bit of fat, preferably fish oil. Start with 5-10 grams per day (each capsule is roughly 1 gram) and work your way up from there. I have taken 40-50 caps a day when dieting.

### Side Effects

You may experience mild stomach upset if the dose is too high.

### Where To Purchase

I recommend either Universal 23 Aminos or Optimum Nutrition's Superior Amino 2222 Caps. Both of these products can be purchased online. Just Google the names and find the best offer.



## Super Supplement #5: Fish Oil



THE BENEFITS OFFERED BY FISH OIL and the studies that support them are quite simply beyond the scope of this report. Suffice it to say that virtually every nutritionist recommends adding fish oil to your diet for a variety of health reasons ranging from improved heart health to reduced risk for diabetes.

While I could write a book on fish oil's health benefits, I want to focus on the rather overlooked benefits of fish oil for the bodybuilder or fat-loss enthusiast: Increased metabolic and anabolic response.

The metabolic response fish oil induces is rather complex. Many studies have focused on specific metabolic pathways, but when it comes to fat loss our interest should be targeted on fish oil's ability to *decrease insulin response*. All foods elicit an insulin response, but carbohydrates usually generate larger amounts of insulin for the same amount of calories consumed. This is especially true for most of us who struggle with easy weight gain. We tend to be very sensitive to carbohydrates and consequently have a greater degree of *insulin resistance*. When our bodies produce insulin, our cell receptor sites are less receptive to this powerful hormone. This means the body has to over-produce insulin in order to get the job done.

What's the connection to fitness? **Elevated insulin = greater body fat.**

Insulin is essentially a storage hormone. It has the nasty tendency to put aside excess carbohydrate calories in the form of body fat in case of future famine. Plus insulin can be stimulated by even a modest amount of carbohydrates. This is especially true for those of us not blessed with ideal metabolisms. By the way, that's *me*. For us, insulin promotes the accumulation of body fat—and does so with a passion.

Blunting your body's insulin reaction to carbohydrates is vital in the fat-burning process. While several nutrients can do this, fish oil does it better than the others. Delarue et al. (1996) demonstrated that 6 grams a day of supplemental fish oil induced a whopping 40% decrease in insulinemia. This is almost a *drug-like response*.

Hill et al. (2007) put these findings to the test. His team analyzed the effects of supplemental fish oil and its ability to improve fat loss along with risk factors of heart disease. In addition, they examined if exercise augmented the effects of fish oil on body composition. Overweight subjects consumed fish oil or a sunflower oil placebo for 12 weeks. The dose was 6 grams per day. Each group was then divided into two more groups: one that exercised 3 times per week another that did not.

The researchers noted significant effects of exercise and fish oil alone on fat loss, and the combination of both led to a significant decrease in body fat when compared to the placebo and non-exercise group.

Dr. Barry Sears, author of *Enter The Zone*, has been a champion of high-dose fish oil for health and sports performance for many years. Sears maintains that 6-9 grams per day of high quality fish oil has both an anti-insulinogenic effect, but also *an anabolic effect*. Exactly how high-dose fish oil can increase muscle mass remains unknown. One theory is that fish oil helps facilitate glucose management and shuttles it along with other nutrients into damaged muscle cells.

### How To Take It

Some people prefer to take fish oil in liquid form. This prevents the “belching effect” noted by many people who take fish oil capsules. Capsules can cause some belching in which the fish oil can be tasted briefly. I do not consider this to be that unpleasant, but some people do and opt for the liquid form.

No matter the form, the *quality* of fish oil is **crucial**. There are many manufacturers of fish oil that do not adhere to the quality control necessary to prevent the oil from going rancid. I recommend only three brands: Carlson®, Designs For Health®, and Dr. Sear’s own brand of Zone® Omega 3 Formula fish oil.

Be careful when taking fish oil to increase your dose gradually. Start with 1-2 grams per day in divided dosages. Work your way up to 6-9 grams per day.

### **Side Effects**

Belching and GI distress are the most commonly reported side effects.

### **Where To Purchase**

You can visit [DrSears.com](http://DrSears.com) for more information on his Zone Omega 3 fish oil product. [DesignsForHealth.com](http://DesignsForHealth.com) will refer you to a dealer who carries their brand. Carlson can be found at most major health food stores. I also recommend storing the fish oil in your refrigerator to help prevent rancidity.

## Super Supplement #6: Full Strength®



WHEN SHAWN PHILLIPS, BROTHER OF FORMER EAS president Bill Phillips (author of *Body For Life*) decides to do something, he does it with a sense of relentless perfection.

**Full Strength**, Shawn's answer to run-of-the-mill MRP (Meal Replacement Product) is just that—perfection. Quite simply, Full Strength is the best MRP and protein supplement I have ever seen. It tastes better than any other MRP or protein powder I have ever tasted as well—by far. And, unlike any other MRP, Full Strength is supported by university research.

Full Strength utilizes a combination of whey protein isolate with ultra high-quality whey concentrate. The product mixes slow-absorbing calcium caseinate and bioactive, fraction rich milk protein isolates to create the ideal blend of absorbable protein. Full Strength is about 50% protein calorically, making it ideal for bodybuilding and fat-loss diets.

What I like about the product (other than the taste, which is huge for me) is the healthy fats and myriad of antioxidants it packs into a single serving. Some of these are quite expensive to manufacture. I remember when Shawn first shared his concept for Full Strength with me. He said, “The lab guy looked at me like I was nuts. He said ‘no one will buy this stuff because it will take a fortune to make it’. Well, the second part is true—it’s very expensive to manufacture!” It is literally the Aston Martin of MRPs. You definitely get what you pay for.

The quality demands are so high that Shawn only sells Full Strength on his personal website. You cannot buy it in stores as it makes for lousy profit margins for supplement shop owners. His website is <http://www.FullStrength.com>. (Again, I do not sell this product nor make a dime from its endorsement.)

Full Strength also delivers *five grams* of essential fatty acids designed to boost your mental functions and aid in overall health, recuperation and fat loss (remember the study on fish oil) while going bare minimum on saturated fats.

Full Strength is also a great way to get your multivitamin and minerals for the day. The common standard for vitamins and minerals is the recommended daily intake (RDI) percentages, but Shawn took into consideration the increased needs of active weight trainers when formulating Full Strength. These needs are often referred to as *performance-based daily intake*, or PDI. One packet of Full Strength meets, and in some cases exceeds recommended PDI.

Inside a single serving of Full Strength you'll also find 50% or more of the "select six" vitamins and minerals recommended by the prestigious Mayo Clinic to help keep heart disease at bay. That's a nice touch. Full Strength is also loaded with an enhanced antioxidant formula containing specific dosages of Vitamins E, A, C and beta carotene.

### University Tested

A research study released at the International Society of Sports Nutrition Conference in Las Vegas demonstrated daily consumption of Full Strength during a 10-week program outperformed ten weeks of exercise alone.

The study, performed in the Metabolic and Human Body Composition Laboratories in the Department of Health and Exercise Science at the University of Oklahoma, concluded that all the participants consuming Full Strength combined with exercise experienced a reduction in cardiovascular disease risk factors by significantly reducing total cholesterol and triglycerides, decreasing LDL/HDL and total cholesterol/HDL ratios, notably increasing in cardiorespiratory fitness, **and** demonstrated improved body composition and enhanced strength.

The study found these results in the Full Strength group versus the test group:

- 83% greater weight loss
- 60% greater drop in total fat mass
- 65% greater drop in total cholesterol
- 50% increase in lean muscle tissue
- 44% greater increase in endurance performance.

### **How To Take It**

I've experimented with eating one solid meal a day and consuming three packs of Full Strength during a dieting phase, however for most users one or two packs a day is sufficient. Full Strength tastes the best when mixed for a few seconds in a blender with some ice. Feel free to toss in a few blueberries for a boost in taste and antioxidant power.

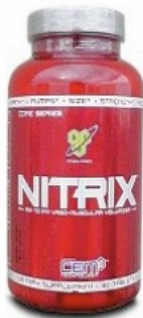
### **Side Effects**

Unless you consider increased energy and enhanced mental focus side effects, the answer is none.

### **Where To Purchase**

Only one place: <http://www.FullStrength.com>. You can pick up a free sample there as well so you can try it out before you purchase.

## Super Supplement #7: Nitrix®



OKAY, I ADMIT IT: THIS SUPPLEMENT HAS LESS TO do with performance and more to do with cosmetic enhancement...but I like it, and let the naysayers be damned. (Well, not *literally* damned.)

Notice I said “less” to do rather than “nothing” to do with performance. I will make the case for nitric oxide (NO) as beneficial to muscle growth and performance based on well-researched facts about NO, primarily its ability to facilitate blood flow. Equally great are the psychological effects NO can deliver via “the pump”. Simply stated, if you look better in the gym mirror you tend to train harder. The results can be rather dramatic when your psyche is in full alignment with your objective in the gym.

First, what is nitric oxide...and why should you care?

Nitric Oxide is a free form gas that is produced in the body for the purpose of communication with other cells. To produce NO, enzymes in the conversion process break down the amino acid *arginine*.

In 1996 a summary study was submitted to the Royal Society and Association of British Science Writers. This summary stated that NO is:

*“...a gas controlling a seemingly limitless range of functions in the body. Each revelation adds to nitric oxide’s already lengthy resume in controlling the circulation of the blood, regulating activities of the brain, lungs, liver, kidneys, stomach and other organs.”*

Impressive, but what does this have to do with building muscle? Plenty. Obviously lung and liver function is vital in the process of building muscle. You need greater lung capacity to endure intense lifting sessions, especially those brutal leg workouts. You also need a healthy liver to process **fat** efficiently. Remember, the liver is the number one fat-burning organ in the body. Once liver function is strained, fat burning slows down or comes to a complete halt.

All of this suggests that increasing NO in the body may induce a series of biological

processes that are all favorable to our goal of increasing muscle mass and decreasing body fat. That is just what the doctor ordered.

But there is more to the story. The “circulation of blood” is something we should not overlook. Greater blood circulation assists in the disposal of waste products like lactic acid, a byproduct of weight training, increases the oxygen supply in the blood (fat burns in the presence of oxygen), and give us a little bit of a psychological lift in the form of larger, more pumped muscles.

Most bodybuilders take NO supplements solely for the latter. The vasodilation effect of NO creates a more vascular appearance, and the circulatory benefits increase momentary swelling in the muscles, an effect known as “the pump.” Perhaps you remember Arnold’s famous musing about the pump in *Pumping Iron* where he likened it to an orgasm. While that is a bit of a stretch, the pump does feel pretty darn good—good enough to warrant a supplement to help the process!

A pump definitely adds intensity to a workout. Seeing your muscles look visibly larger can generate more intense workouts. I believe people push themselves a bit more when they look good in the gym mirror. This has been my personal experience. I actually wear specific clothes on certain training days to help augment the appearance of the muscles being trained. Multi Mr. Olympia Dorian Yates did the same, so I am not alone.

This is not merely an exercise in vanity, at least for me. This is pure psychology. I want to give my mind every reason to believe that my actions are having profound visual and physical results. That is perhaps the greatest benefit to using as supplement like Nitrix, or any NO-based supplement. It gives you a mental edge.

Still, the case can be made for physiological benefits. Anything that can assist in liver function rates high on my preferred supplement list. The oxygen and kidney functions are just icing on the cake.

I see no reason not to give nitric oxide supplements a shot. For some NO is rather miraculous when it comes to visual enhancement. For others, NO supplements are not worth the expense, or appear not to work well at all. Try it for yourself and see.



### How To Take It

If you use the NO supplement **Nitrix**, which is the only one I've used, hence the only one I can honestly recommend, you take a lot of tablets every day. Unfortunately Nitrix does not come in capsules, so I have to break my “no tablets” rule for this one. The product works well for me when I take 4-5 tablets 3 times per day. You should drink a full glass of water with each serving—that is important for function and for absorption. Also, nitric oxide supplements are best taken on an empty stomach prior to and immediately after a workout. It takes a few weeks to notice a difference, so be patient.

### Side Effects

GI distress has been reported. Some people also report increased sweating. A few trainees have reported feeling anxious, although I never experienced this myself and I am prone to the condition.

### Where To Purchase

You can get Nitrix at almost half the price you see in stores online. Just Google the word “nitrix” and find the best price. You can also get Nitrix at most any health food store. There are also many other brands of NO supplements you can try, but since I've seen results using Nitrix, I recommend it over the others. Remember: I make no commissions of any kind from endorsement.

## Other Supplements Worth Taking

SINCE THIS REPORT DEALS PRIMARILY WITH PERFORMANCE-BASED supplements, I have opted not to include many of the products I would in fact call “super” in my Top 7 list. A list of these other Super Supplements, all of which are great protection against disease states and various deficiencies, are listed below. Research for each can be found online.

### Vitamin C

— 5-20 grams per day to boost immunity. I believe Linus Pauling was right about the immunity effects of C, especially when taken consistently at higher doses. Ester C is easier on the stomach.

### Multi-vitamin and mineral supplement

— Not necessary if you take Full Strength. Opt for the higher quality brands.

### CoQ10

— Not an option if you are taking a statin drug, and a darn good idea for heart health no matter what. I recommend 200mg per day, especially if you’re on statins.

### Cherry Extract

— I have been using Enzymatic Therapy’s Cherry Extract for years as a total cure for gout and helps assist with joint pain. It works for me, and it is a cheap way to get something your body can use anyway.

### Magnesium

— I could write an entire book on this amazing mineral. Feeling depressed? Having a hard time with blood sugar going up and down? Has your diet hit “the wall”? Feeling over-trained? Having sleep issues? Restless leg? All of these ailments can be assisted by 500-1500 mg of supplemental magnesium. Just go easy, otherwise “constipation” may be aided as well, even if you don’t want it to be!

There are many more supplements worth considering, but these are my personal favorites. Look over the research and decide for yourself.

## Supplements To Avoid

WHILE IT MAY APPEAR I AM AN AVID FAN OF SUPPLEMENTS, the fact of the matter is 95% of the supplements on the market today are a total waste of money. In fact, some of my own Super 7 may not work *for you*. Obviously they work for me and for thousands of other trainees, but everyone is metabolically unique. But this does not excuse the hucksterism and deceptive ploys many supplement companies use in their endeavor to separate you from your hard-earned money.

I cannot name specific brands in this section for legal reasons, but I will cover the basics of what I feel you should avoid at all costs and why.

### Any Stimulant-based Fat-burner

These supplements are mostly pure garbage. Some of them work, but do so at tremendous risk and an immediate cost to adrenal function. Stimulants commonly used are often shrouded in strange “magical” sounding names. Here’s just a few:

Ma Huang  
Guarana  
White willow bark  
Synephrine  
Ephedra  
Yohimbine (or Yohimbe)

### Any Soy-based Protein Powder

I like small amounts of soy for health reasons, but amounts over 20 grams have been shown to impair thyroid function.

### Most “Natural Testosterone Boosters”

Check the labels—most of these products are *probormones*, or precursors to testosterone. Some simply don’t work at all, while others work to slightly increase testosterone levels only if your levels are impaired to begin with. If this is the case, you are probably better off going to a physician and experimenting with HRT than you are taking some pill on a health food store shelf. HRT can be safe and even

necessary in some cases. This is *not* the same thing as “taking steroids”—not even close. If you are in fact testosterone-deficient, there may be a medical reason to supplement with very low levels of exogenous hormones. But do not try this on your own; otherwise you’ll just make the situation worse. Check with your doctor first.

I am one of the few health and fitness writers who have been open about my use of HRT. I’ve written openly the pros and cons as well as the myths surrounding it. The reason: I have taken 100mg of testosterone per week for 17 years due to an illness that impaired my pituitary function. This meager dose (about 10-50 times under what bodybuilders take) is hardly enough to produce larger-than-normal muscle mass, although I was unable to make *any* gains of appreciable value until HRT simply because I had the testosterone levels of an 80-year-old man.

Due to concerns over bone loss (testosterone is directly tied to bone density) my physician put me on low-dose HRT along with thyroid and other pituitary hormones at the ripe old age of 27. The result was a radical increase in my health, but not in my muscle mass. In fact, three years after this I was obese—not due to a lack of hormones but rather a *surplus* of pizza and depression.

### **Most Whey Protein Powders**

I love whey, but most powders on the market are full of fillers and cheap protein that they disguise in the fine print. Quality whey protein products include Shawn Phillip’s Full Strength, Jay Robb’s Whey Protein, Dave Draper’s Bomber Blend, Designer Protein, and a few others. The rest are dubious at best.

### **Protein Bars**

Okay, I will admit it: I eat a few bars here and there. I do so out of convenience when I cannot eat a full meal. But I paid the price—I had a nasty bout of “protein bar addiction” a few years back. Some of these suckers are just glorified candy bars with cheap protein tossed in to put it on a different shelf.

If you use protein bars, do so judiciously. Never replace more than a few meals a week with a protein bar, especially if you are trying to lean out. I like Pure Protein® as a brand, but my favorite was Jay Robb’s old Whey Protein bars. They tasted great, were sweetened with Stevia, and massive to boot. Jay took them off the market, much to my displeasure, due to the fact that most people wanted “sweeter” bars.

### Most Any “Fad” Supplement

With a few exceptions, fad supplements should be avoided. Wait a few months and see what happens. If the supplement goes the way of the T-Rex, you’ll know it was just more crap. If not, give it a shot. Nitric oxide supplements fit this description, although they appear to be here to stay because they work for a lot of people. Most fad supplements do not fair as well.

### Any Supplement Making Outrageous Claims

It goes without saying that ‘most’ outrageous claims are simply outrageous lies. There are exceptions to this rule. The claims made by creatine manufacturers seemed outrageous until the research was examined. But for the most part you will always come out ahead by avoiding supplements that are overly hyped.

Let me include this caveat: Sales copy is a necessary evil. I have to deal with it myself. If you do not create *some* excitement in your advertisements people simply will not buy the product, even if it’s top-flight. Savvy consumers will, but the masses seem immune to subtlety in health and fitness advertising. I face this dilemma every time I release a new book or product. I go back and forth with the sales copy: “Is this too much?” “Yes, this is true, but it sounds so hokey.”

You get the point.

From my own point of view, any *ethical* means of selling a product you **know** will work for the majority of people who use it is acceptable. That means “killer sales copy” can be used for the greater good if more people will benefit from the use of the product. In some sense, we in the fitness market are forced to play along with conditioning laid down over decades before us.

That being said...I really **do have a workout that’s 7 minutes long**. And I really do have a diet that is “every other day.” And that’s not hype—it’s the truth. :) )

## In Conclusion

I HOPE YOU HAVE ENJOYED MY COMPLIMENTARY SPECIAL REPORT: **The 7 Super Supplements**. Put them to use either one at a time or in a stack of your own creation. Then, let me know how they work for you!

Lastly, please visit these websites today for more information on how you can...

- Get a killer workout in just 7 minutes!
- Get lean by eating the foods you enjoy!
- Get and stay healthy at any age!

### Here's The Fastest Way To Total Body Transformation!

**7 Minute Muscle** *by Jon Benson*

The fastest muscle-building and fat-burning workout ever!

<http://www.7minutemuscle.com>



**The Every Other Day Diet** *by Jon Benson with Holly Rigsby*

A diet **anyone** can stick to while enjoying the foods you love!

<http://www.everyotherdaydiet.com>



**Fit Over 40** *by Jon Benson and Tom Venuto, CSCS*

52 role models age 40-80 **prove** you can be fit and healthy at any age!

<http://www.fitover40.com>



## About The Author



AS A COACH AND FITNESS PROFESSIONAL, JON BENSON'S unique skill set has been called "the ultimate blend of Anthony Robbins and Bill Phillips." He is living proof of his methods, as a mere eight years ago he was clinically obese and near death.

Jon is now an internationally recognized sports nutritionist and transformation life-coach, specializing in mental strategies for the excellence lifestyle, fat-burning nutrition and superior physical fitness. He is the creator and co-author of *Fit Over 40* (one of the most popular fitness e-books in history) and two new bestsellers: *The Every Other Day Diet* and *7 Minute Muscle*. He is also the creator of M-Power Fitness, which combines life-coaching skills with the best in total body transformation strategies.

Jon is a graduate from MIT in Los Angeles, California and Abilene Christian University, degreed in Human Communications and Philosophical Studies along with an extensive nutrition background. He is currently completing his Certified Sports Nutritionist certification through the prestigious ISSN.

## Books and Programs By Jon Benson



### **7 Minute Muscle** *by Jon Benson*

The fastest muscle-building and fat-burning workout ever!

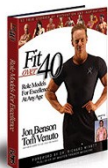
<http://www.7minutemuscle.com>



### **The Every Other Day Diet** *by Jon Benson with Holly Rigsby*

A diet **anyone** can stick to while enjoying the foods you love!

<http://www.everyotherdaydiet.com>



### **Fit Over 40** *by Jon Benson and Tom Venuto, CSCS*

52 role models age 40-80 **prove** you can be fit and healthy at any age!

<http://www.fitover40.com>