

DURATHON!!!

UNIQUE PROPERTIES

DURATHON is not a stimulant. **DURATHON** is a safe and legal substance. Athletes using ciwujia have been drug tested by IOC laboratories and pass.

Stimulants, like caffeine in coffee, stimulate a receptor site in the muscle cell. Your body adapts to such a stimulant and you need to take a higher dose to get the same desired effect. Eventually, no dosage level produces an effect (receptor site shutdown) and you need to rest from the stimulant to increase the receptor's sensitivity. **DURATHON** acts to change the balance of fuel your body burns for energy. **DURATHON** can reduce the use of carbohydrate and increase the use of fat for fuel by up to 43%. Scientists can not explain how **DURATHON** increases fat metabolism, but it is not a stimulant, which means the same low dose will work continuously. There is no benefit to "cycle" or cease taking **DURATHON** everyday.

DIRECTIONS

For best performance improvement, take two 600-mg capsules (1.2 grams) of **DURATHON** daily with fluid. Ideally take **DURATHON** between one to two hours before training otherwise take first thing in the morning. **DURATHON** capsules can be consumed with water, however, taking **DURATHON** with a meal will not interfere with absorption. Professional and other athletes who train/compete for 20 plus hours a week should take two 600-mg capsules of **DURATHON** prior to morning and afternoon training sessions or two 600-mg capsules every twelve hours. However, the benefits of **DURATHON** are long lasting so timing is not vital.

The first sign of **DURATHON** working is a reduction in post training soreness, usually noticed in five days. The majority of users can "feel" or measure the performance improvement in 2 weeks. Some highly motivated athletes may not feel the difference while taking **DURATHON** if they compensate the benefits of **DURATHON** by increasing their workload or training intensity.

Each box contains 60 capsules of **DURATHON**. The capsules are supplied in six blister trays or paks containing 10 capsules. The tamper proof paks ensure each dose of **DURATHON** maintains it's original quality and potency. Plus, the six individual paks provide convenience and flexibility of having **DURATHON** wherever you are - keep an individual tray in your bag, car, home or work.

DURATHON capsules have a beige powder appearance and are manufactured in a two-piece transparent gelatin shell. The gelatin shell allows fast digestion of the herb and avoids using binders in the process of manufacturing cold, hard pressed tablets.

ACTIVE SUBSTANCES

Glycosides (Eleutherosides), resins, anthocyanin, pectin.

PHYSIOLOGICAL

The eleutherosides have been shown to be responsible for the adaptogenic properties of the plant. The eleutherosides are a range of glycosides with aromatic alcohol aglycones. (Ginsenosides have

triterpenoid aglycones). The glycosides appear to act on the adrenal glands, helping to prevent adrenal hypertrophy and excess corticosteroid production in response to stress. The eleutherosides additionally help reduce the exhaustion phase of the stress response and return the adrenals to normal function faster.

TOXICITY, CAUTIONS & CONTRA-INDICATIONS

Ciwujia has been shown to be remarkably safe. It has been administered to laboratory animals in multiple studies, at doses ranging from 60 to 200 times the recommended human dose. No toxicity or side effects reported. Should not be taken with a high fever (above 39°C - 100°F) or at a very high blood pressure (WHO stage 2).

TRADITIONAL CHINESE NAME	BOTANICAL (LATIN) NAME	ORIGIN	DESCRIPTION
Ciwujia	Eleutherococcus senticosus (Acanthopanax senticosus)	China, Russia (Eastern Siberia), Manchuria, Korea.	Ciwujia is a tall wild deciduous shrub with many stalks and a woody root (not the typical fleshy root-sticks of ginseng).

PART OF PLANT USED

Rhizome (underground creeping stem) and Roots.

BIO-ENHANCING AGENT

Ginkgo biloba.

ISTINCT USERS OF DURATHON

1. Professional and amateur athletes.
2. People wishing to lose bodyfat. Dieters.
3. Occupations involving long physical hours or mental concentration.
4. Those seeking improved health and wellness.

BENEFITS

- ◆ Increase the amount of fat burnt during activity. Utilisation rate of 3% can increase to 46%.
- ◆ Body fat loss.
- ◆ Reduce, as much as 33%, lactic acid build up.
- ◆ Increase anaerobic threshold by up to 12 percent.
- ◆ Protect the heart.
- ◆ Beneficial to sufferers of fatigue and Chronic Fatigue Syndrome.
- ◆ Extend the duration of mental concentration.

ATHLETES WHO USE DURATHON

DURATHON is used by professional and amateur performance athletes - defined as anyone engaged in an activity that continues in excess of four minutes. **DURATHON** produces a carbohydrate (glycogen) sparing effect. It is when carbohydrate (glucose and glycogen) are metabolised for energy (process



called glycolysis) that lactic acid is produced. Lactic acid in the muscle is that burning sensation and indeed the muscle can become so acidic the muscle can no longer contract - know the feeling! Scientists showed that caffeine could improve endurance by a carbohydrate sparing action. Although results were good, other actions of caffeine, including stimulation of the central nervous and cardiovascular systems as well as a diuretic effect, made caffeine less ideal for athletic performance enhancement. In regards to carbohydrate sparing **DURATHON** is estimated to be twice as effective as caffeine - and without side effects.

During intense exercise, total energy expenditure increases dramatically. This increase changes the demands on available fuel supplies, resulting in different levels of efficacy and work capacity related to the metabolic pathways that are called upon. Although muscle has the capacity to use the three primary macro-nutrients (fat, carbohydrate and protein) for fuel, it is carbohydrate and fat metabolism during exercise that largely determines exercise performance and duration. With the exception of extreme intense exercise of short duration, the body will get a minimum of 95% of its energy requirement from a combination of carbohydrate and fat.

At lower exercise intensity and longer duration, fat can become the primary energy source. However, those involved in long duration activity can not think sparing carbohydrates is of little importance. Muscular exhaustion is mostly associated with the depletion of the intramuscular stores of carbohydrates.

DIETERS

Due to **DURATHON's** unique fat burning properties it is an ideal supplement that will greatly assist all dieters. Moreover, the carbohydrate sparing effect will ease the stress of low calorie or low carbohydrate diets.

OCCUPATIONS

DURATHON will benefit as many occupations and workers as it does athletes and sports. The brain is the only organ in the human body that is limited to using carbohydrate to function. As such, **DURATHON's** action of sparing carbohydrate by shifting the fuel for skeletal muscle from carbohydrate to fat, maintains fuel stores for the brain. The result should increase the length of concentration - you may notice fewer and shallower sugar cravings and less need for caffeine to improve mental concentration. Occupations that are categorised by long physical hours or intense mental duration will feel significantly better, plus rid body fat.

HEALTH PROPERTIES

After nearly a thousand studies, ciwujia has been shown to increase energy and stamina and to help the body resist viral infections, environmental toxins, radiation, and chemotherapy. During the 21st century, ciwujia was extensively studied by Russian scientists and numerous clinical trials established that ciwujia acts as an adaptogen and helps human beings handle stressful conditions and excel in athletic and mental endeavours.

Ciwujia has been used continuously as part of Chinese medicine for almost 2000 years as a general preventive medicine and tonic, an immune booster, in the treatment of fatigue and protecting the heart (it can also lower heart rate). Researchers also noted ciwujia was used by mountain climbers who reported it boosted their work rate at conditions of high altitude and low oxygen. Laboratory studies found that animals showed the same benefits and that ciwujia increased oxygen supply to the heart. The elderly, particularly, can benefit from improved heart function.

Ciwujia's continuous and impressive benefits in traditional Chinese medicine further include prevention of (cardiovascular) bronchial and other respiratory infections - as well as viral infections. Used to provide energy and vitality, to increase resistance, and to treat rheumatic diseases and heart ailments. Moreover ciwujia treated neurovascular conditions to help restore memory, concentration, and cognitive abilities which may be impaired from poor blood supply to the brain. Not forsaking ciwujia is a popular herbal remedy for depression, fatigue and nervous breakdowns.

CHRONIC FATIGUE SYNDROME (CFS)

The term Chronic Fatigue Syndrome is a relatively new definition for a condition that has been referred to in medical literature as far back as the 1860's. Diagnostic criteria for CFS vary between countries. In Australia, the primary criterion is simply stated as "fatigue at a level that disrupts daily activities in the absence of other medical conditions associated with fatigue". Additionally, fatigue must have been a major feature for at least six months' duration and not be the result of ongoing exertion, nor alleviated by rest. The incidence of CFS has been difficult to estimate, however a figure of 1 in 2000 has been recognised as reasonable. Symptoms of CFS include recurrent fatigue, sore throat, low grade fever, headache, muscle and joint pain, swelling of lymph nodes, intestinal discomfort, poor concentration, emotional stress and/or depression.

The use of adaptogenic herbs may be of particular value, as they have the ability to improve the body's capacity to deal with physical and emotional stress. **DURATHON** (*Eleutherococcus senticosus*) is the most notable adaptogen available. Adaptogens help to conserve energy. These herbs are traditionally used for their restorative actions, being particularly indicated in debilitated conditions such as CFS, where illness or prolonged stress have led to a depletion of energies.