



MUSCLE UP!

Or Lose Your Health and Shape Takes MUSCLE to Reach Optimal Health

Research shows how to gain and sustain lean muscle naturally and quickly, without the risk of anabolic steroids.

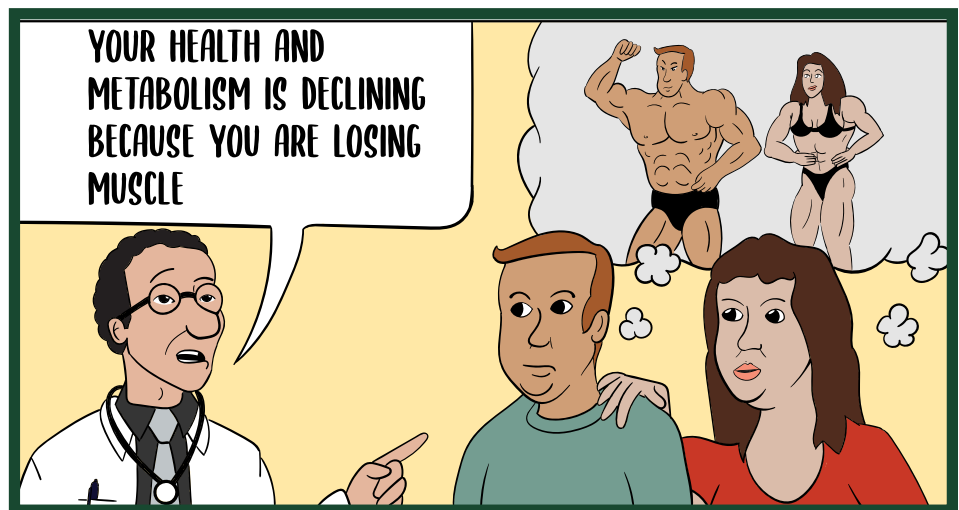
T H O S E WHO HAVE BEEN AROUND FOR THIRTY YEARS OR MORE HAVE NO DOUBT NOTICED THAT THE GENERAL POPULATION, NO MATTER THE AGE, LOOKS ENTIRELY DIFFERENT FROM THE LEAN POPULATIONS OF YEARS GONE BY.

Take one look at crowd photos from just decades ago and you'll notice a huge contract between that and a contemporary crowd photo. Even if the contemporary individuals aren't overweight or obese, they still have loose flab, bugles, and sagging around the arms, chest, and belly.

Ever wonder why?

The explanation is simple: muscle. It's muscle that keeps us lean. We aren't building muscle from childhood on like we used to.

Remember the old adage, "Use it or lose it"? That saying originated from the understanding that muscles require constant use in order to preserve them. Racehorses are



constantly exercised to keep them in peak condition. Top athletes know they would become has-beens without regular exercise. The human body is an intricate power machine that breaks down with lack of use.

These days, we just plain aren't using our bodies as nature intended.

As we look around at our fellow men and women, we can see too many of these miraculous "machines" falling apart and even getting abused. Americans are losing muscle at an accelerated rate, especially after age 30.

We are losing it because we aren't using or feeding our bodies well. That lost muscle is turning into fat and flab. In fact, we gain a pound of disease-causing fat for every pound

of muscle we lose. Age, a lack of weight-bearing muscle movements, and a lack of health-building nutrient intake both wreak painful and ugly havoc on our health and shape.

The average person loses 2-3 lbs. of muscle every year after age 30. The medical term for muscle loss is **sarcopenia**.

People who haven't changed their eating or exercise habits will lose 4-7 lbs. of muscle before their mid-thirties. That means s/he is burning up to 3,500 fewer calories per week. There are 3,500 calories in one pound of fat.

WHAT HAPPENS AS WE LOSE MUSCLE

Believe it or not, a mere pound of muscle burns from 50 to 150 calories per day. A pound of fat burns a whopping 3. As muscle mass shrinks, metabolism slows alongside it. There is something called “resting metabolism.” It is the rate at which a body burns calories to perform essential functions, such as breathing, pumping blood and digesting foods that aren’t turned into fat.

Most people continue to consume the same amount of calories for a while. Outwardly, the added fat may not show at first, but eventually we notice our shape has begun to take on a new, undesirable form, and our energy level has taken a turn for the worse. More fat makes us look larger, even if our total body weight stays the same. One pound of fat takes up 20% more space than a pound of muscle.

The most damaging kind of fat is called visceral fat. Unlike insulating layer of fat just under the skin, visceral fat surrounds your organs and secretes harmful substances that raise blood sugar, induce arterial inflammation, and lowers life expectancy.

Almost everyone experiences a lowered metabolism and puts on unhealthy fat after their twenties, even those who improve their diet. The problem is, they just don’t realize that a major reason is due to a loss of muscle.

We have consulted one-on-one with thousands of people, ranging from teenagers to busy housewives, to Olympic and professional athletes, helping them understand why it is essential for everybody to actively work to sustain and strengthen their muscles.

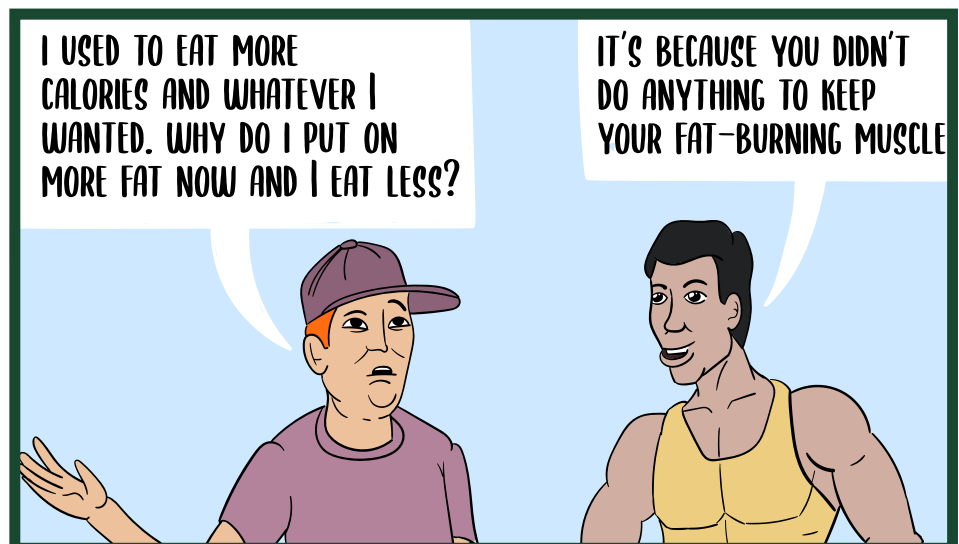
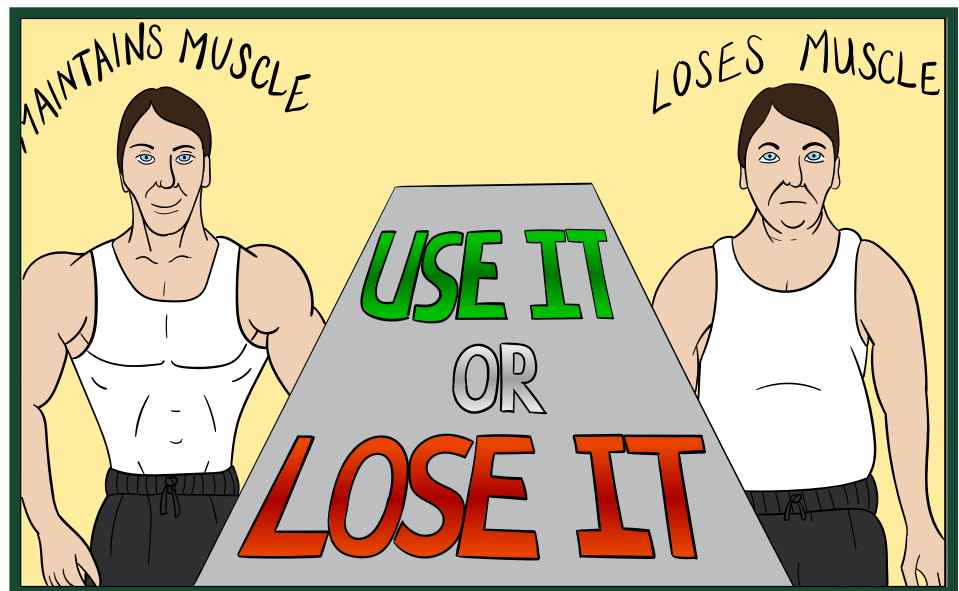
There are two reasons: 1) it keeps us looking lean and fit, and 2) more importantly, it is vital for optimal health.

WHAT MUSCLES DO FOR US

Muscle protect your posture, helping your bones stay in alignment. This is more important than you might think. If your posture or skeletal alignment is just slightly off, you can experience a host of problems, including lower back and neck pain, to nerve dysfunction (spasms, cloudy thinking and anxiety), and even digestive issues.

These problems are usually warning signals to get our attention and urge us to find out what’s causing them before they develop into something serious. Keep in mind: a continued loss of muscle eventually leads not only to slumping posture, weaker bones and stiffer joints, it also contributes to serious conditions such as a dysfunctional immune system, heart disease, diabetes and many other afflictions.

Work to keep muscle on your frame and you will metabolize more fat even when you’re kicking back on the sofa. When our skeletal frame has the right amount of muscle and we maintain it, we not only look and feel better, but we are giving ourselves excellent healthcare protection as well.



LOWERED RISK OF DIABETES

Strong, healthy muscles help reduce the risk and severity of diabetes by increasing the body's sensitivity to insulin. This eases the workload on the pancreas.

LOWERED RISK OF COLON CANER

People with active muscles have half the colon cancer risk of those with insufficient muscle.

LOWERED RISK OF OSTEOPOROSIS

Strong muscles are the driving force that tells the body to send nutrients to bones for strengthening. Calcium will not go into bones, unless muscles send the stimulus to the brain to direct it to them.

LESS BACK AND NECK PAIN

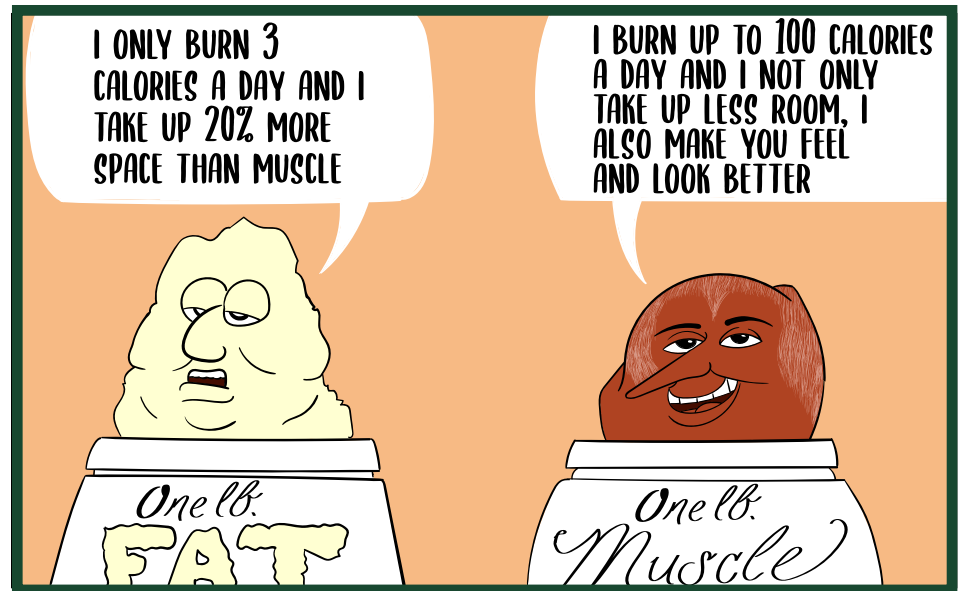
Strong muscles support our posture. Our pivot points at the neck and waist will put less pressure on spinal discs. Chiropractor adjustments hold longer with stronger muscles.

INCREASED LIBIDO, MOOD, AND ENERGY LEVELS

A study on over 30,000 people showed improved sexual performance, mood, and daily energy levels when muscle was added to or retained through proper exercise and nutrition.

LOWERED RISK OF DEPRESSION

Strong muscles are just as effective as antidepressants with treating moderate cases of depression, AND they lack the dangerous side effects that often come with antidepressants. People who have lost muscle and start gaining it back see improvements in mood and cognition. Strong, healthy muscle boosts self-confidence at any age.



BETTER BRAIN FUNCTION

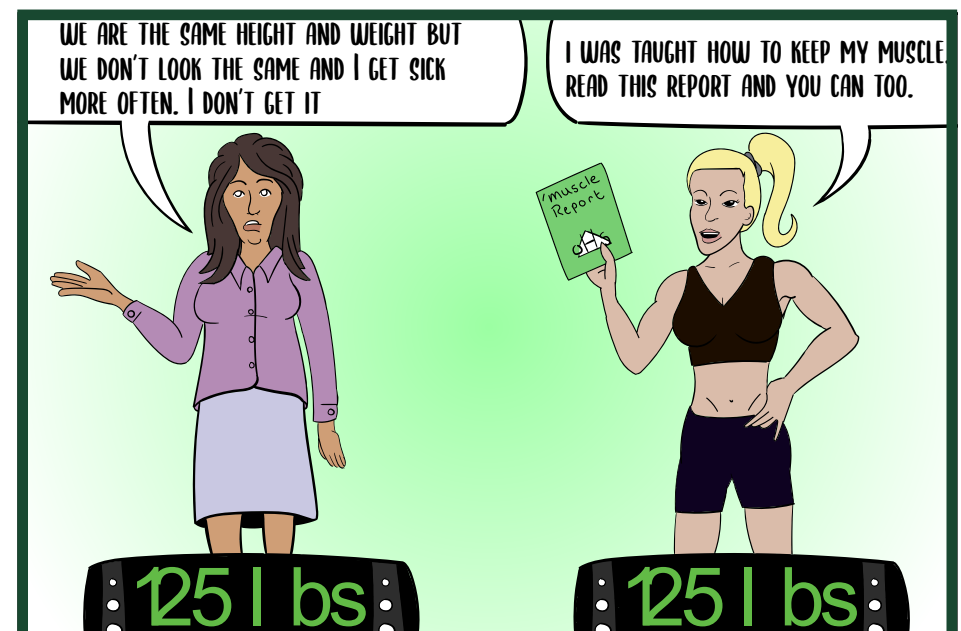
Strong, healthy muscles keep our brains active by sending electrical signals on a more consistent basis. Muscle gives your brain a greater blood supply through exercise. Research shows this shields the brain's gray matter from damage.

IMPROVED POSTURE AND MOVEMENT

Posture and the ability to perform basic movements, such as getting in and out of bed, doesn't necessarily decrease with age. It is the muscle mass and strength we allow to slip away that causes instability and inability to move.

INCREASED LONGEVITY

People who exercise and maintain their muscles have enjoy a longer lifespan. They are half as likely as sedentary people to die earlier in life.



OTHER FACTORS THAT CAUSE MUSCLE LOSS

SEDENTARY LIVES AND AGING AREN'T THE ONLY REASONS WE LOSE MUSCLE. THERE ARE FOUR OTHER FACTORS THAT MUST BE ADDRESSED IN ORDER TO ENSURE WE KEEP OUR MUSCLE MASS AT OPTIMUM LEVELS.

SURGERY

Research shows that we often lose muscle after surgical procedures. This happens due to the actual cutting of muscle and/or the use of anesthesia and drugs that increase cortisol levels, which in turn decrease muscle tissue.

HIGH-PROTEIN DIETS

Believe it or not, high protein diets, like Atkins, cause muscle breakdown (catabolism). If we eliminate too many carbs, our bodies become accustomed to using protein as energy, and not for muscle. This causes catabolism, which means the body is eating itself! Catabolism can result from too few calories, too little protein intake, or too much. Balance is key.

ILLNESS

When we get sick, our bodies often break down muscle in order to supply needed energy, particularly if there is sufficient nutrient intake.

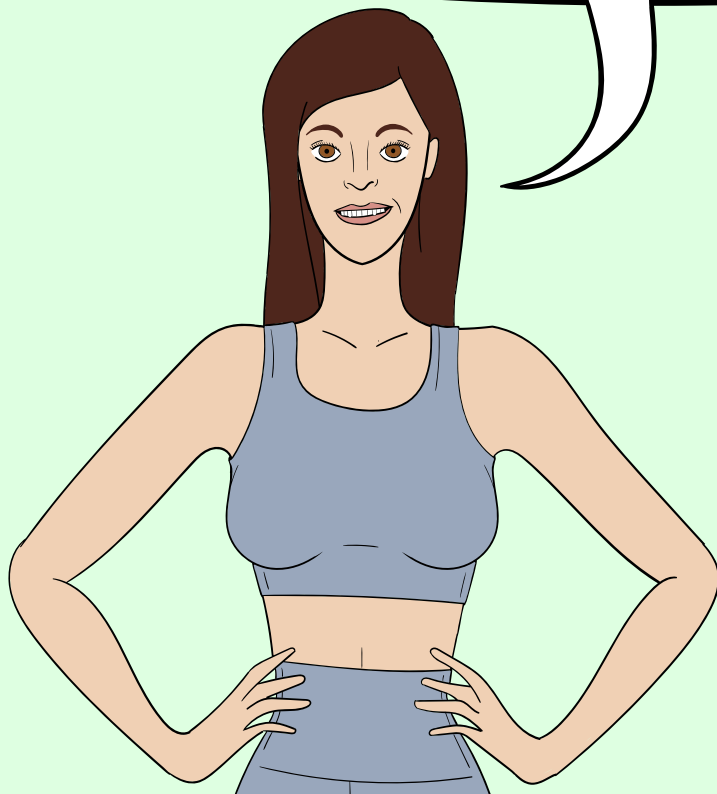
LOW-CALORIE DIETS

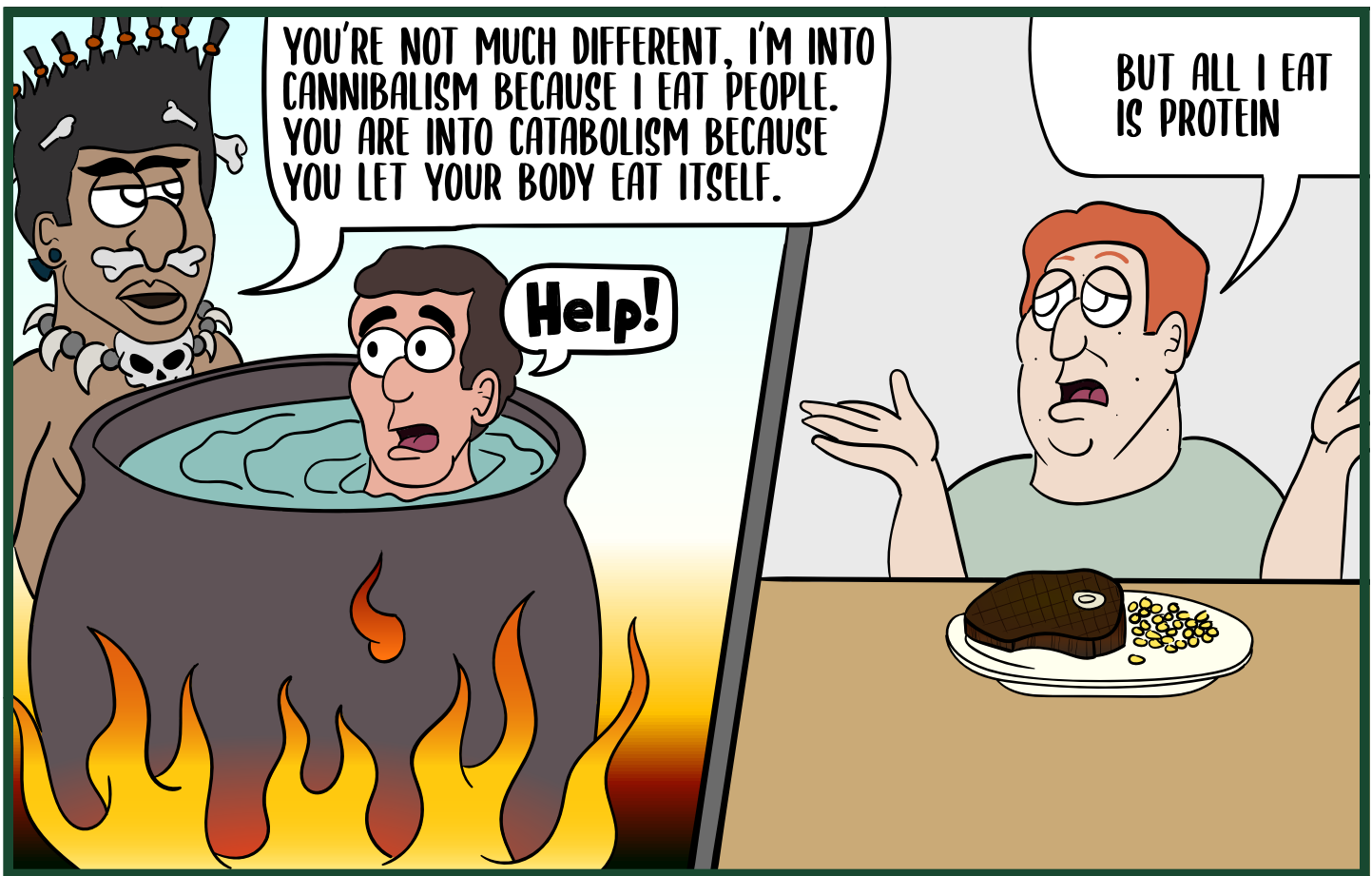
DiETING the wrong way is one of the biggest culprits of muscle loss. Diets of less than 1,200 calories per day do NOT create fat loss. The body actually holds on to fat because it is the densest form of energy (9 calories per gram versus 4 for proteins). The body will break down muscle instead. Low-calorie diets create a vicious cycle. The more muscle we lose, the lower our metabolism, which means we have to restrict our intake even more to stay slim.

I WENT ON A 900 CALORIE DIET. I LOST A LOT OF WEIGHT, BUT I GAIN WEIGHT VERY EASILY



YOUR METABOLISM LOWERED BECAUSE YOU LOST MUSCLE NOT FAT. I EAT 1800 CALORIES A DAY & I FEEL GREAT



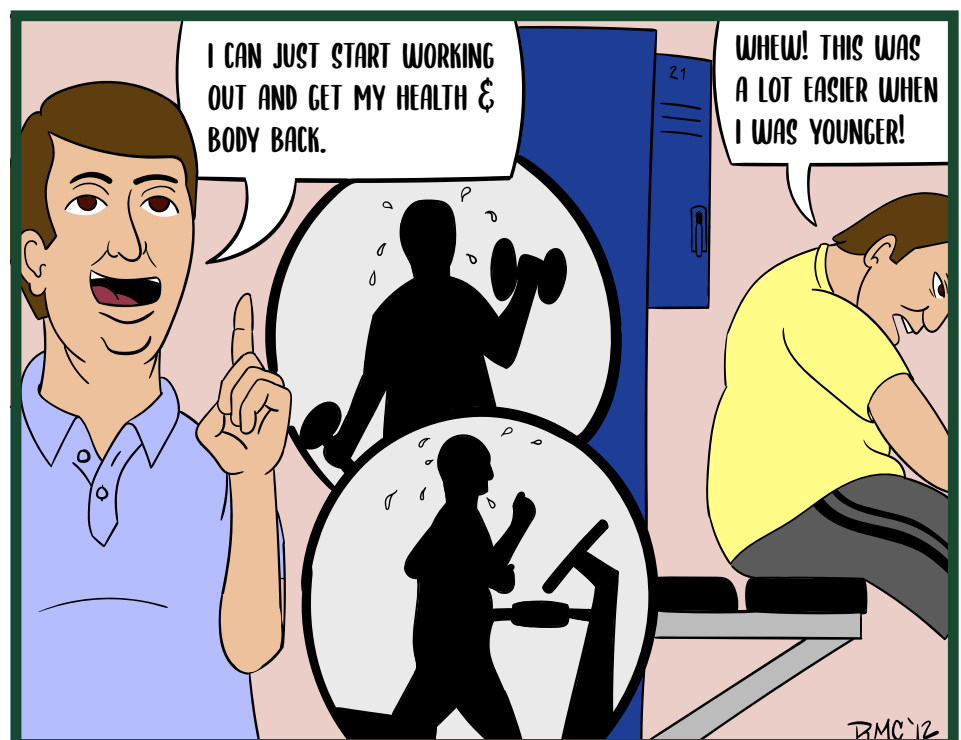


THE SILENT MUSCLE STEALER

There is a silent culprit that plays a major role in muscle loss. After age 25, both males and females stop secreting certain anabolic (muscle growth) hormones that enable you to easily create muscle.

Most people don't realize that this "silent stealer" hits at so young an age. You might improve your diet and begin an exercise program, and expect to get the results you want quickly. Then comes the grim realizing that you're getting older and your body isn't the metabolic powerhouse it used to be. You get discouraged and may have quit. Your anabolic hormones are the cause.

However, read on for good news!



THE FIX: 4 STEPS TO BUILDING AND SUSTAINING MUSCLE

1

RESISTANCE EXERCISE

Perform a resistance exercise routine three times per week. Muscle becomes stronger and burns more calories when it is used. There must be a resistance exercise routine so the body is given the signal to prioritize sending nutrients out to build muscle.

If you are new to resistance training or have joint problems, our Optimal F.I.T.N.E.S.S. Program is for you. It is a safe, posture-perfect exercise program that can be done at home. Ask for a free copy of this routine, or ask your health professional for a routine that meets your needs.

Note: University-proven techniques are available for advanced resistance program for building muscle. These can help even the most avid lifter. For the type of muscle that is most metabolically active, here are a few pointers from the world's top professional strength coaches:

1. Do a full-body routine; not a body part a day
2. Train heavy every other day so your body can recover and get stronger
3. Perform super-sets. This means do one localized exercise, like bench press, and then immediately switch to another exercise, like pull-ups. You don't rest until both exercises are completed. There are many different super-set programs you can look up or design yourself.
4. Do slow, controlled movements with weights
5. Do explosive movements, like sprints or jumping, without weights

The above tips are only for advanced individuals who are in the right fitness condition to focus on packing on considerable muscle. Our Optimal FITNESS routine is more than enough for most people. A full advanced program, called Opti-Mass, is also available.

2

BALANCED DIET

Eat a balanced diet that eliminates most processed foods. Research is abundantly conclusive that our bodies require a balance of nutrient-dense carbohydrates (whole grains, fruits and vegetables), proteins (lean meats, beans and legumes), and healthy fats (cold-pressed oils, avocado, flax seed, coconut, etc.).

If all your macronutrient needs are met, it is far easier to sustain and/or build muscle. Top athletes and bodybuilders who take in extra protein also increase their complex carbs to keep dietary balance. The most proven ratio of macronutrients is 60% carbs, 20% protein, and 20% fats. Optimal F.I.T.N.E.S.S. offers a great diet plan that uses these ratios.

3

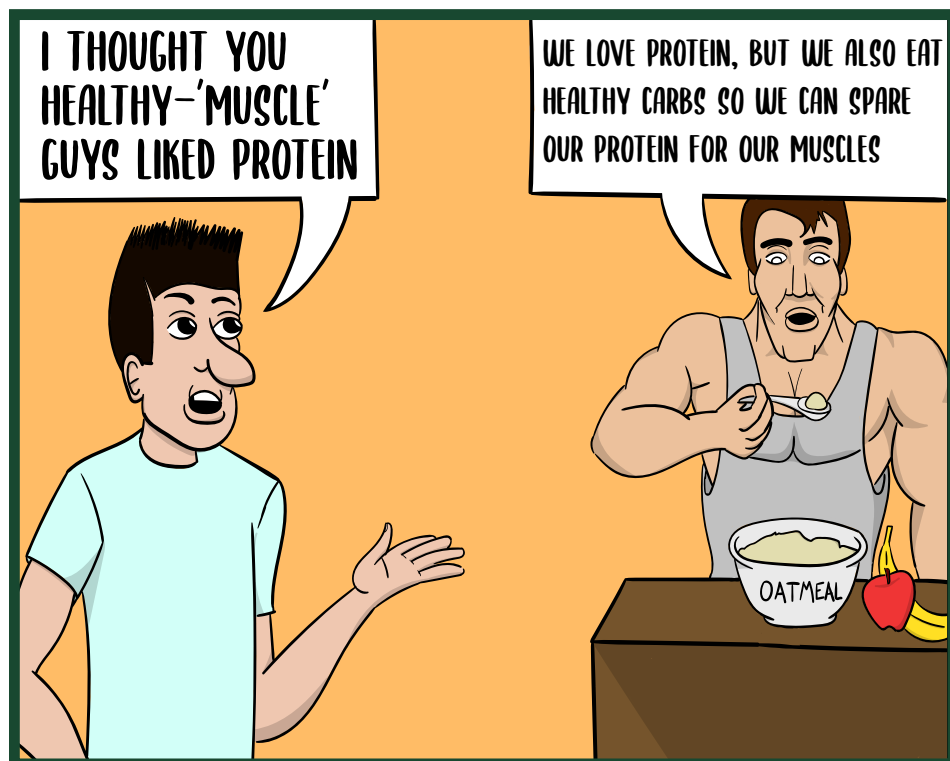
PROPER SLEEPING HABITS

Exercise stresses muscle fibers. Getting adequate is a huge part of helping muscles maintain and increase their strength and health benefits.

Our bodies enter repair mode only when we're in a deep restful sleep. Lying down with your eyes closed isn't enough. You have to be deep into your sleep cycles for your body to get the okay signal to go into repair mode.

If you feel tired during the day, have memory problems, or simply know you aren't getting 7-8 hours of quality sleep each night, you need to make changes if you want to slim down and sustain a healthy amount of muscle. If you'd appreciate some guidance, ask for the free Special Health Report #102: Sleep Disorders. It contains research and a step-by-step plan to improve sleep naturally.

Note: we cannot stress enough that prescription sleep aids only exacerbate sleep troubles.



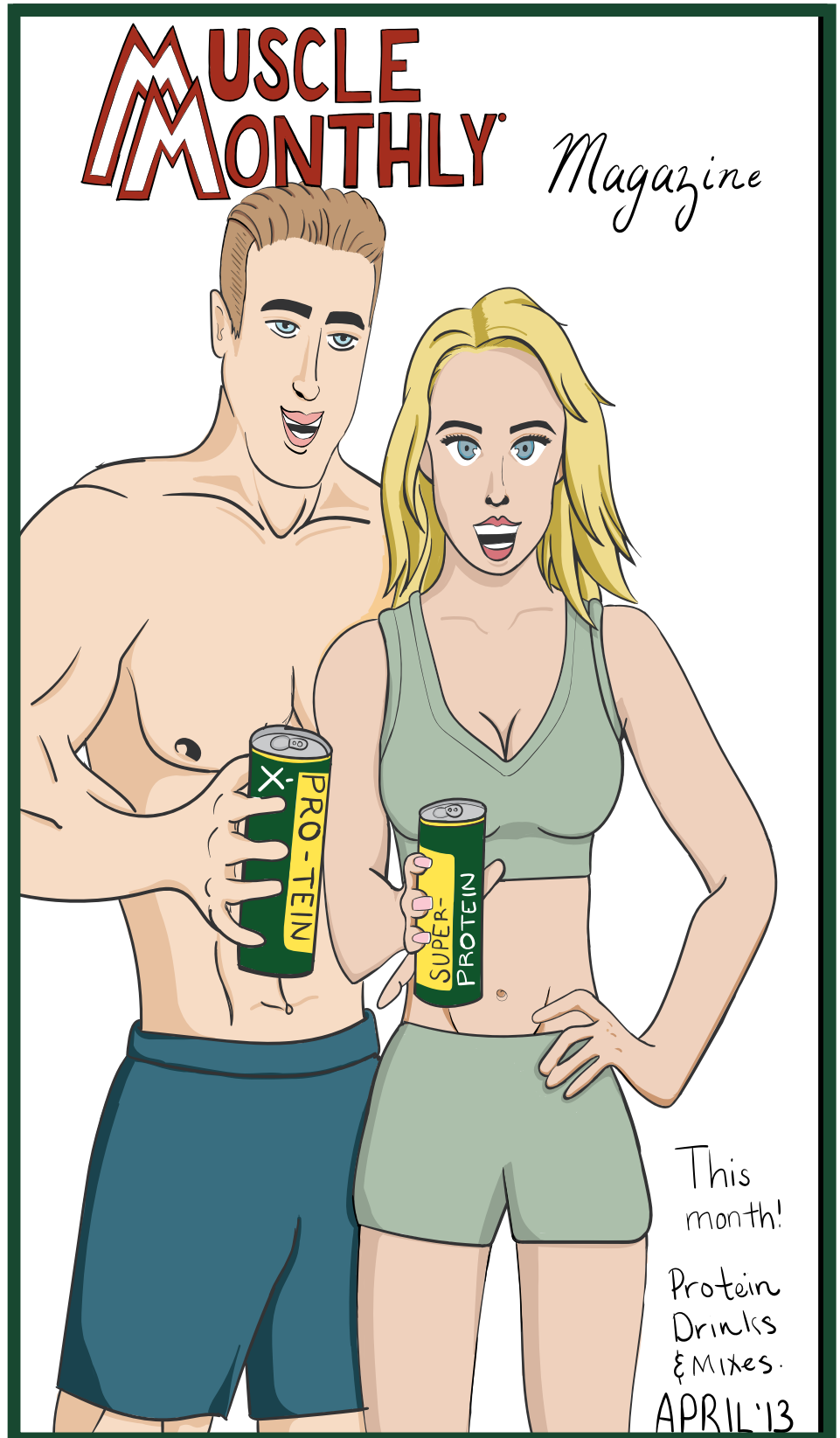
4 MUSCLE-BUILDING NUTRIENTS

Certain nutrients promote muscle growth. Taking the right nutrients at the right time can dramatically speed up muscle growth when paired with the first three steps.

There is extensive research on nutrients that help increase anabolic hormones to where they used to be before age 25. The problem is that the industry has used this information to promote inadequate forms, which has led to a sticky web of hype, misinformation and scams. The fitness industry is a trillion-dollar industry. Grocery stores and the likes carry numerous magazines overflowing with expensive ads promoting more equipment and “muscle-building” formulas than can reasonably fit into the average house.

It's challenging to determine who or what to believe when it comes to taking care of your body. One way to simplify it is by taking a look at the research for yourself, product patents and its safety and nutritional value, along with motivating yourself to exercise and balance your health with the right supplements. All of this will save you money--and your health. You will finally gain lean muscle, thus enjoy a longer life with far fewer medical bills.

We have one product recommendation that we're more than happy to be completely transparent about with you. We've supplied the facts, references, patents and research on the following pages.



THERE ARE FIVE KEY NUTRIENTS THAT KEEP YOUR BODY ANABOLIC:

1. Patented Creatine (magnesium creatine chelate and creatine mono hydrate)
2. Branch Chain Amino Acids (BCAAs; leucine, isoleucine and valine delivered an an enzyme protein matrix)
3. Patented Magnesium (amino acid chelated)
4. Chromium (two forms: amino acid chelated and polynicotinate)
5. Patented Glutamine (stabilized magnesium glycyl glutamine)

If you check the reference section at the very end of this report, you will notice a few prestigious universities studied our formula. ALL of them confirmed the listed nutrients' ability to build and sustain muscle.

The big problem is that the rest of the industry uses various inferior forms of the same nutrients and pushes you to take extremely high amounts to offset that. Not only is the high dosage needed to be effective, the companies also earn greater profits because you have to buy more.

Anabolic steroids are, unfortunately, floating around in the industry. These are prescription drugs that create an anabolic environment. That much is good. However, what's not so good are the potentially severe side effects that come with them. Anabolism-promoting nutrients derived from whole foods lack such a gamble with your health.

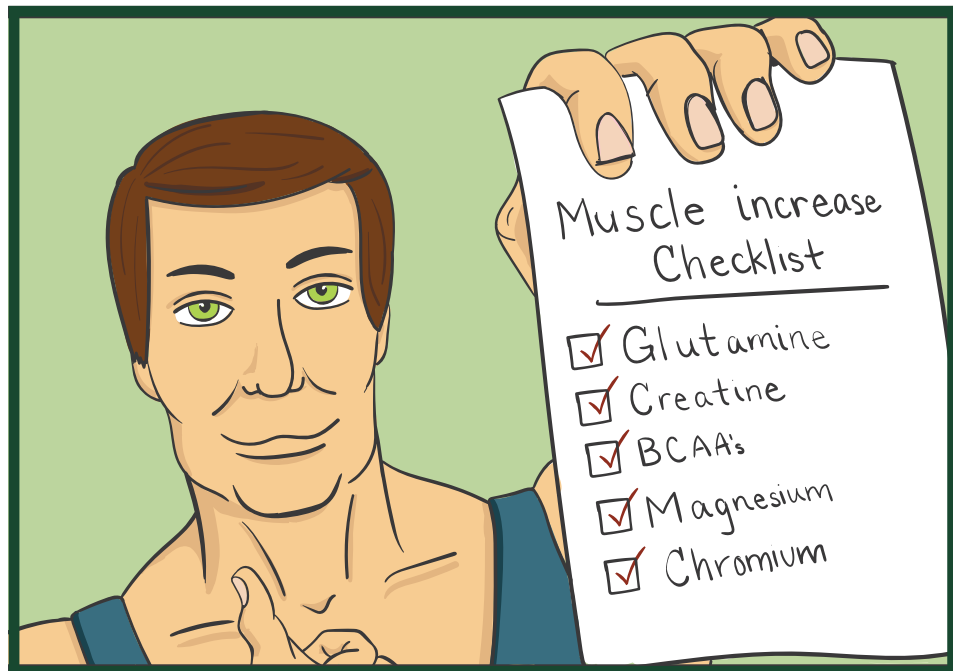
We have provided such nutrients exclusively to physicians' patients, Olympic and professional athletes for over two decades. All of our athletes are drug tested and must be both drug- and steroid-free. This report gives you access to the research and patents surrounding this product.

A U.S. patent was issued to our formulation team, showing that a specific form of creatine, BCAAs, magnesium, chromium and glutamine help sustain and build muscle better than any prescription anabolic steroids.

This is an incredibly bold statement from a small company that doesn't spend money on high-priced ads and marketing. The only way to cut through the hype was to go through the painstaking process of conclusively proving to the U.S. Patent Office that our whole food formula Optimal Muscle Rx™ could truly help people build and sustain muscle better than steroids.

The whole process involved our formula used in double-blind studies designed to either prove or refute its effectiveness. Scientific studies were completed comparing our patented nutrients to prescription anabolic steroids. On top of all that, additional studies tested the specific forms of the five nutrients, along with varying doses to specify the most effective dosages.

Years of research and documentation ensued. Studies were completed with both male and female subjects, conclusively proving under U.S. Government scrutiny that Optimal Muscle Rx (formerly known as Opti-Mass) out-performs prescription steroids--especially testosterone--at building strong, healthy muscles.



Patent number 5,888,553 was obtained only after a thorough check to make sure no other person or entity had ever proven this result. The entire patent can be found at:

www.ohsmusclerx.com

The
United
States
of
America



United States Patent

Number: 5,888,553

NON-STEROIDAL ANABOLIC COMPOSITION

ABSTRACT

A non-steroid containing anabolic nutrient formulation for the building and sustaining of muscle mass in humans or other warm blooded animals that enables the body to synthesize and maintain muscle at a mass and in a manner optimally suited to the genetic makeup of that person or animal.

Background of the invention:

It is well-known that both negative energy balance and muscle catabolism are consequences of physiological stress that often accompanies protein calorie malnutrition, strenuous physical exercise, physical trauma, burn injury, surgical trauma, malnutrition, maldigestion, malabsorption, hyperthyroidism, chemotherapy, radiation therapy, anorexia, cachexia, short bowel syndrome, old age, sepsis and other conditions. It is also known that maintaining a positive metabolic energy balance can help to alleviate such problems.

Athletes in particular, have a need to maintain and/or build muscle mass compatible with their genetic makeup to optimize their strength, body tone and physical abilities. Ideally, this would be accomplished using the body's own resources rather than prescription anabolic steroids with their risk of negative side effects.

Objects and brief summary of the invention:

It is the object of the present invention to provide an anabolic nutrient formulation for the building and sustaining of muscle mass in humans or other warm-blooded animals which enables the body to synthesize and maintain muscle at a mass and in a manner optimally suited to the genetic makeup of that person or animal.

Other objects of this invention include (1) provide a nutrient formulation that disperses anabolic nutrients at a cellular level to promote maximum muscle growth, size and balance consistent with the natural genetic processes and systems of the body, (2) to provide a nutrient formulation that contains, at a minimum, the nutrients chromium, magnesium and glutamine in a bioavailable form. These must be in amounts sufficient to elicit an anabolic response in the body to promote the growth of muscle mass that can be effectively supported by the organs of the body, (3) to optimize mass muscle development and maintenance at amounts that can be supported by the natural genetic makeup of an individual while maintaining reduced but sufficient cortisol levels balanced with endogenous (produced from within) anabolic steroids.

An 'effective amount' shall mean the amount of each nutrient required to bring about the desired anabolic response, and may vary considerably according to the individual and his or her genetic makeup, size, weight and environment. The ranges contained herein are adequate to allow one skilled in the art to determine the formulation to be prepared for any given individual.

Energy nutrition as a balanced formula of carbohydrates, protein and fats will preferably be consumed to provide caloric intake on a daily basis, based on body weight. Additionally, digestive enzymes, metabolic aids, antioxidants and an appropriate balance of vitamins and minerals are also helpful. Finally, an adequate exercise protocol rounds out the daily routine for optimal results.

Example one:

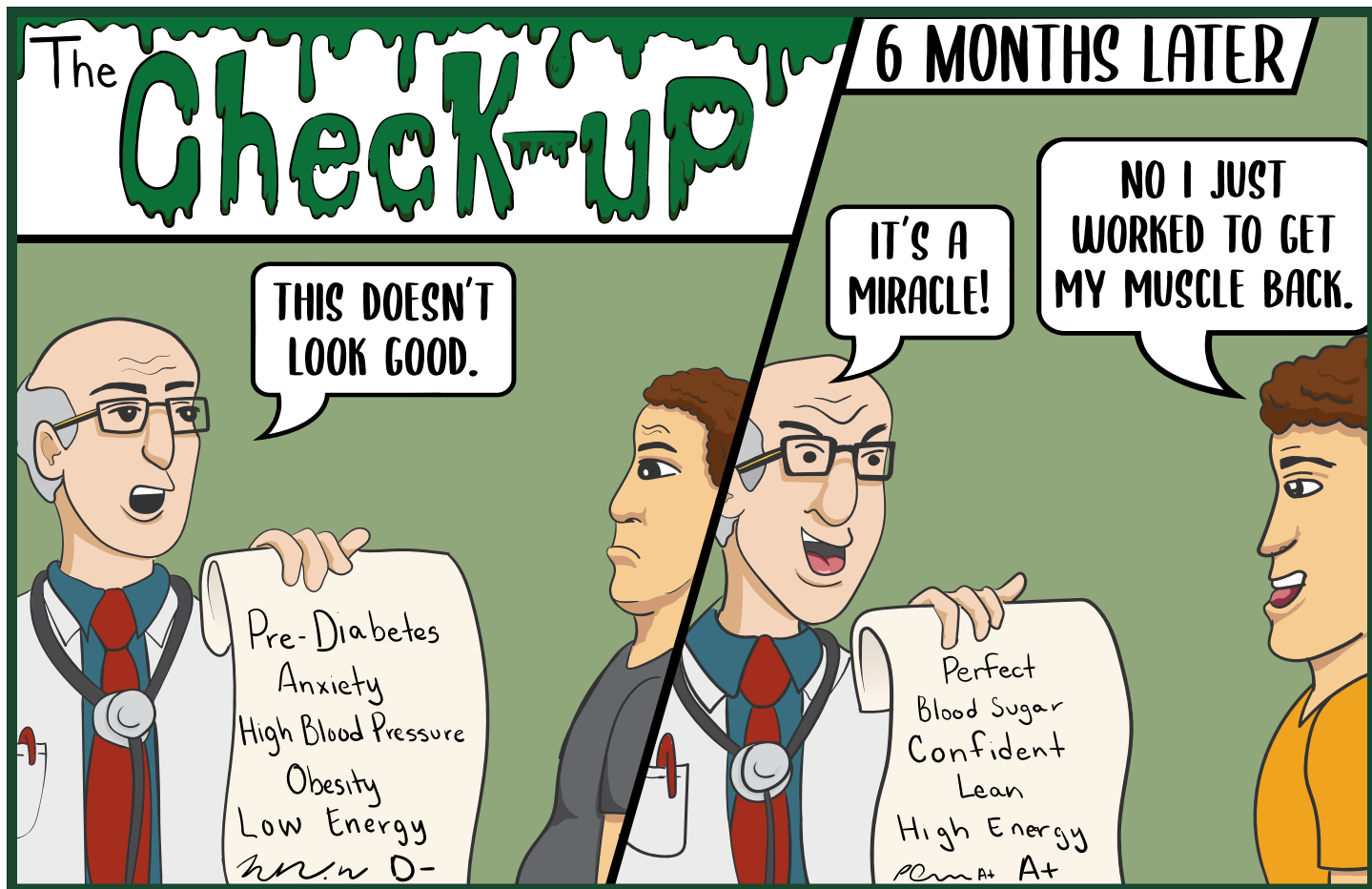
A mixture was formulated containing 400 mg of stabilized MgGlyxGln Chelate (x and $y=1$); 100×10^{-3} mgs of chromium amino acid chelate (about 20% w. chromium), 2000 mg of creatine monohydrate, 2,000 mg of branched-chain amino acids and 15 mg each of calcium and magnesium amino acid chelates. This mixture was administered daily to participants during an eight week study.

Three other groups of participants were administered 2,000 mg of the anabolic steroid testosterone instead of the above formulation.

The purpose of the study was to compare the effectiveness of a non-steroid anabolic supplement with anabolic steroids in a muscle mass and body building program. At the end of the eight-week study the participants taking the non-steroidal composition gained an average of 3.2 kg of lean body mass during the eight-week study, which was over a pound more than the steroid group.

No detrimental effects of cardiovascular risk factors as measured by blood pressure, total cholesterol, HDL cholesterol and triglycerides were noted with the group taking the non-steroidal composition.





OPTIMAL MUSCLE RX™ USES AND DOSAGES (300 bottle)

It is important to note that the amounts used in the double-blind studies are what is recommended under the following conditions:

Sustain Muscle: Take 5 capsules before resistance workouts and 5 after. On non-workout days, take 5 before bedtime.

Build Muscle: Take 5 capsules before workouts and 5 after. Take 5 capsules both in the morning and at night on rest days.

Surgery: (with doctor's approval) Take 3 capsules three times daily with meals one week before surgery to minimize muscle loss post-surgery. Take five capsules both morning and night for two weeks immediately following surgery.

Illness: Take 3 capsules three times daily with meals for the duration of the illness, plus an additional two weeks after major symptoms have subsided.

Intimacy: Take 8 capsules 1-2 hours before intimacy. Optimal Muscle Rx™ naturally increases anabolic and sexual hormone levels in young adults in their 20's. Many people use this formula solely for this purpose!

Animals: 3-5 capsules per day, depending on the size of the animal. This greatly helps muscle and strength maintenance in aging animals. 30 lbs. and under: 3 capsules. 40 lbs. and over: 5.

CONCLUSION

Muscle decline is one of the biggest reason metabolism slows, which leads to obesity, poor posture, joint pain, and lack of energy. The drop in anabolic hormones after age 25 inhibits us from sustaining and building lean, calorie-building strong muscle. Eating well on a whole food nutrition program paired with regular resistance exercise is very important for muscle health.

Optimal Muscle Rx™ paired with diet and exercise can sustain and increase your muscles better than anabolic steroids, is 100% safe, and conforms to all drug testing protocols.

OPTIMAL MUSCLE RX™ USES AND DOSAGES (300 bottle) *cont.*

Optimal Muscle Rx is used for building and sustaining muscle, recovering from illness, surgery, and helping elevate sexual hormones. U.S. patent #5,888,553 substantiates the formula's claims, something the competition can't do. Our formula is not only patented, but also contained patented nutrients.

Stronger muscles that take up to 20% less space than fat, boost metabolism, support your skeleton and posture, increase energy and promote longevity are all waiting for you. With this formula, you no longer have to work exponentially harder than you did in your youth to get the same results.

Optimal Muscle Rx™ is available ONLY through your health professional.



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These statements have not been evaluated by the Food and Drug Administration and are not intended to diagnose, treat, cure or prevent any disease.