



Put Out That Flame!

The Performance Page

Featuring Calvin Buhler, Human Performance Expert

Ask a hundred doctors or scientists about the causes of heart disease and the one thing the vast majority will agree on is that it's a disease of inflammation.

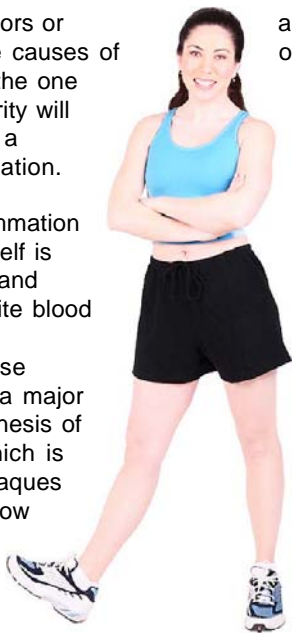
One way this inflammation can characterize itself is by the proliferation and congregation of white blood cells known as macrophages. These macrophages play a major role in the pathogenesis of atherosclerosis, which is characterized by plaques that reduce blood flow and cause further damage to blood vessels and the heart.

Asthma too, like heart disease, is also a disease characterized by inflammation. In fact, a litany of chronic ailments that affect Americans are caused by inflammation.

Inflammation and You

Think you're immune? Have you ever experienced tendonitis? That's simply chronic inflammation. What about muscle soreness? Normal everyday activities cause micro-damage to muscles. As a result, muscles get inflamed. Inflammation promotes more damage – the more damage, the more inflammation. It's a vicious cycle.

These problems and the body's inability to combat them effectively and efficiently can be linked directly to the typical North-American diet. Humans originally consumed a natural diet ratio of 1 to 1 of omega-6 fatty acids to omega-3 fatty acids. Unfortunately, because of extreme food processing, raising cattle on corn instead of grass, avoidance of fish in the diet, and plain old greed



and ignorance, the modern ratio of omega-6 to omega-3 is more like 20 or 30 to 1.

At its most basic level, the problem lies with our primitive, rudimentary hormones called eicosanoids. These hormones are involved in pretty much everything our body does and if

we ingest a lot of omega-6 fatty acids, we get more eicosanoids made from those omega-6 fatty acids. Omega-6 eicosanoids are troublesome as they cause all sorts of inflammatory responses in the body.

The body also makes eicosanoids from omega-3 fatty acids. Fortunately, omega-3 eicosanoids have very little, if any, inflammatory affect on the body and some research even purports they can have an anti-inflammatory benefit. As such, balancing out the ratio between these two fatty acids can do remarkable things for your health and performance.

Are Your Omega Oils Helping?

In recent years, the media has reported on the benefits of fatty acid supplementation. These recent reports have persuaded some people to strongly consider adding a fatty acid supplement to their daily diet. Unfortunately, most fatty acid supplements are underpowered, ill thought-out, prohibitively expensive, and are revolting to the taste. Besides, they don't offer any other nutritional benefits by way of vitamins, minerals, amino acids, etc. Needless-to-say, there is a lot of room for improvement.

Enter AlpineV

AlpineV is the end result of countless hours of research, consulting with experts, and tedious experiments to finalize the right combination of taste and nutrition. Consequently, it's by far the premier liquid supplement on the market that offers all of the health and performance benefits one could desire.

Alpine Sandthorn Berry provides Omegas 3, 6, 7 & 9

AlpineV has 25 grams of Alpine Sandthorn Berry per 2-oz. serving

The Golden Ratio

The four super-fruits used in the drink are of the highest quality and are very concentrated. Combined, these ingredients provide you with a broad spectrum of essential vitamins, minerals, amino acids, and fatty acids. The primary ingredient, Alpine Sandthorn Berry, is the central source for the healthy essential fatty acids. Its seed oil naturally provides the golden 1 to 1 ratio of omega-3 to omega-6 fatty acid that restores and maintains health and performance.

AlpineV was designed, among other things, to take advantage of this golden ratio and fight inflammation – inflammation in the heart, lungs, tendons, muscles, and anywhere else in the body.

Suffice it to say, AlpineV is the first and only liquid supplement in the market today that provides this golden ratio with enough Alpine Sandthorn Berry to assist the body in reducing inflammation. But it doesn't stop there. There are oh-so many other benefits of a powerful liquid supplement like AlpineV.

Stay tuned for more.