

by Susan Boegman, Dietitian, Canadian Sport Centre Pacific

February 2008

Athletes train up to three times a day, seven days a week. They travel to the ends of the earth to prove themselves against the best. They come home with world titles, personal bests and sometimes disappointments, only to do it all over again day in and day out, month after month.

Training at this level will take its toll on an athlete's health and performance. To improve the odds, athletes looking for a competitive edge often turn to supplements. The Canadian Centre for Ethics in Sport (CCES) advises athletes against the use of supplements as it is impossible to guarantee they are free from prohibited substances, yet athletes continue to ask for, and risk using, supplements.

With this in mind Canadian Sport Centre Pacific (CSCP) developed a partnership with INFINIT Nutrition Canada a provider of high quality, custom designed sport beverages. The primary goal of this partnership is to provide athletes with "as safe a supplement choice as possible". In consult with CSCP experts, a variety of ingredients were purchased.

These

ingredients were then tested by HFL Ltd. in England and determined to be free from banned substances. Using these dedicated ingredients and a controlled manufacturing process, twelve Custom Fuel Products have been specifically designed to meet the strenuous training needs of Canada's high performance athletes. The products are convenient, high quality, easily digested and tasty. They allow athletes to maximize their nutrition during all types of training, in the critical recovery period, when on the go and while traveling.

### The Products

All of the products were created with the uniqueness of the athlete's training demands, their size and body mass goals in mind.

#### *Recovery Products*

There are three different formulations designed for the critical post workout period. These recovery products make it easy for the athlete to fuel when it matters most. The products replenish fuel stores, build and repair muscle and protect the immune system post-workout.

#### *Carbohydrate and Electrolyte Solutions*

There are five sport drink formulations to ensure fluid and fuel replacement during anything from a prolonged endurance workout to a short intense race and even a product designed specifically for exercise in the heat.

#### *Shakes and Proteins*

There are two coffee or plain flavoured blends that may be used to boost nutrient intakes when healthy food is just not an option. These drinks can be used as a pre or post workout snack, to fuel a jittery stomach prior to a big event or to help an athlete gain important lean mass. Athletes can also purchase whey protein or amino acids to enhance their strength training results or to create their own nutritious smoothies.

One of the most innovative and exciting aspects of this program is that the INFINIT/CSCP team will be able to create new, custom products from the tested ingredients. This means that if the sport's nutritional needs change, the product can be customized to meet the new requirements. The Custom Fuel Program: safe and effective, science and athlete driven. Helping athletes win medals for Canada.



For more information or to place an order, please visit our website or email [customfuel@cscpacific.ca](mailto:customfuel@cscpacific.ca).

## Powering Sport Performance

The Canadian Sport Centre Pacific, in partnership with the network of Canadian Sport Centres and PacificSport Centres, delivers sport performance programs to help athletes and coaches win medals for Canada. Working in support of our national and provincial sport partners, the Canadian Sport Centre Pacific is creating a stronger system for the development of athletes, coaches, performance enhancement teams and sport performance facilities. [www.cscpacific.ca](http://www.cscpacific.ca)