



**“Training is just the beginning. All the good stuff happens in recovery.
Recover better with ENHANCED RECOVERY™ with its one-of-a-kind blend of
proven ingredients.
Don’t just recover, recover smarter with ER.”**

Prof. Stuart Phillips,
Professor of Kinesiology, McMaster University, Co-
author IOC Consensus Statement on Nutrition

ENHANCED RECOVERY™ is a new totally innovative sports recovery drink which sits right on the cutting-edge of sports science – it has been specifically formulated to stimulate a faster and more complete recovery while providing a platform which supports improved athletic performance and overall health and wellbeing.

It’s Time to Rethink Recovery - ENHANCED RECOVERY™

Every runner and athlete, regardless of personal ability, standard or level of activity is, or should be, aware that to achieve their goals they need to allow their body to rest, repair and properly recover after hard training sessions or events.

Without adequate rest, recovery and nutrition - athletic performance and overall health will suffer.

The science behind sporting performance and recovery has been the subject of intense interest and research for decades and the majority of athletes are generally aware – with or without having a detailed understanding of the underlying physiological or metabolic reasons – that consuming protein and carbohydrates are standard parts of many recovery regimes.

Knowledgeable and interested coaches, nutritionists and athletes have been looking for ways to enhance and provide a more complete recovery process – one which will proactively support the processes required to improve outcomes and performances while enhancing the general wellbeing and health of athletes.

ENHANCED RECOVERY™ is the scientific breakthrough which uniquely combines the proven benefits of the highest quality stabilised fresh Omega-3 with Whey Protein, Carbs, Vitamins and Antioxidants in a ready to drink, great tasting fruit juice flavoured drink.

Each ingredient, in this patent pending formulation, has been included because they work separately and synergistically to immediately stimulate and support the metabolic processes required for muscle recovery and repair – **the addition of Omega-3 takes ENHANCED RECOVERY™ beyond the normal and adds a whole new level of support for those wishing to achieve a more complete recovery.**

IT’S TIME TO RETHINK RECOVERY.



WHAT ARE REAL RUNNERS SAYING ABOUT ENHANCED RECOVERY™:



NATASHA COCKRAM: Welsh National Record Holder – Marathon & 5th Ranked British Marathoner in 2019. British Champion – London Marathon 2020.

“Enhanced Recovery is great! I can honestly say I have nothing but good feedback. They taste great and have everything I need/want after a hard workout and it is very convenient having them in the cartons rather than needing to mix powder etc. like I had to with products I’ve previously used.”



JAMIE CROWE: 2020 Scottish National Cross Country Champion (2020) & 2nd Bath 1/2 Marathon (2020).

“Enhanced Recovery tastes great. It is the perfect post training / racing recovery drink, with everything you need to be fully recovered for the next hard session.”



SCOTT OVERALL: GB Olympic Marathon 2012, 3 x British Champion – 5,000, half Marathon and Marathon & 4 x GB World Team member.

“Tried this recovery drink today after the long run – Surprisingly tasty! Good work @ersportsdrink.”

“The recovery game just stepped up another notch.”



CATHERINE WHORISKEY: Silver Medallist - Northern Ireland & Ulster Cross Country Championships (2020), Silver Medal - All Ireland Half Marathon Championships (2016), 3 x Northern Ireland & Ulster Champion - 5000m (twice) and 10,000m.

“Didn’t take ER for one day and noticed a massive drop in my energy levels – staying on top of my recovery whilst on the go”.

“I am loving the ER drinks great taste and noticeably better recovery - I always found it hard on my previous post session fuel -these are GENIUS.”

“Last month was great for me - my training has shown noticeable improvement and I’m pretty sure that’s it is because I’m now using Enhanced Recovery.



VERITY OCKENDEN: All-Time 3rd fastest British Indoor 5,000m (15:34), Silver Medallist -British Indoor 3000m (2020) & 4th place at 2017 & 2019 World Championships Trial/British Championships

“I’ve been particularly enjoying the naturally fruity and smooth Enhanced Recovery drinks as a part of my ‘second breakfast’ following a morning workout. They are such a fast and easy way to make the most of the adaptations my body is making on those hard 10 mile days.’

“As a chef, I’m always looking for ways to be creative with my nutrition so I love the versatility of this yogurt-like blend. I drink them immediately after a run or (if I can resist) I add them to a breakfast bowl or smoothie – they are a great motivation to run home fast!”

WHAT IS IN ENHANCED RECOVERY™?

The unique combination of ingredients in ENHANCED RECOVERY™ stimulates the metabolic processes which help reduce muscle damage and soreness and supports a healthy anti-inflammatory and antioxidant response to training.

It provides the perfect framework for recovery, repair, refuelling, and the adaptations needed to support your optimum athletic performance and good general health.

Only the highest quality and purest form of each ingredient makes it into our drinks:

- **OMEGA-3** – Our fresh, stabilised, non-oxidised Omega-3 has potent anti-inflammatory properties, which help to reduce muscle damage and soreness while improving muscle strength and the ability to recover from injury.

Omega-3 also provides a myriad of other health benefits – ranging from helping to reduce the risk of cardiovascular disease, improving circulation, reducing blood pressure and even improving cognitive performance.

Omega-3 fatty acids are one of Nature's most impressive gifts: they improve the health and energy level of every cell in your body.

- **PROTEIN** - It is widely accepted that Whey protein is the premier protein for recovery. The blend of Whey protein, with a high Leucine content and collagen peptides in ENHANCED RECOVERY™ is widely considered to be the ideal protein mix for sporting performance, recovery and reduced muscle damage and soreness. It helps to initiate and stimulate Muscle Protein Synthesis the metabolic process responsible for the **repair, maintenance and growth of lean muscle tissue.**
- **CARBOHYDRATES** - the blend of natural fruit juices in ENHANCED RECOVERY™ provide readily digestible carbohydrates which quickly kick-start the process of **replenishing essential glycogen stores** which are depleted during exercise and **getting muscles started on the road to full recovery.**
- **CARNITINE** – transports essential fatty acids directly to the energy-producing mitochondria of muscle cells which supports energy metabolism and reduces cellular damage while contributing to the reduction in muscular soreness, thereby **improving both the speed and quality of recovery.**
- **ANTIOXIDANTS AND VITAMINS** - can **help prevent cellular damage** from free-radicals created as a by-product of the body's metabolism. Fruit polyphenols contribute to the body's anti-inflammatory response and also **support a healthy immune system.**

ENHANCED RECOVERY™ is the ideal addition to any training regime and can help you to achieve your health and fitness goals – whether you're looking to shave a few seconds off a personal best, training for a big event or simply hoping to improve your overall health.

ENHANCED RECOVERY™ is fully compliant with and certified by Informed-Sports.

ENHANCED RECOVERY™ is different to the normal recovery products - its unique combination of ingredients provides a more complete recovery while supporting your body – it truly is time to be RETHINKING RECOVERY.

FOR FURTHER INFORMATION:

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Registered for our Club Support Programme – gb@ersportsdrink.com

*All data from ER Performance Trial – 17th July - 9th November 2020.
Responses obtained from 211 athlete, runners, cyclists and triathletes.
The trial is ongoing with additional athletes due to submit survey responses.