

E-CAPS' TECHNICAL ADVISORY PANEL

During the past 10 years that I have been formulating and developing E-CAPS' products for endurance athletes like you, I have received invaluable input and advice from a group of highly skilled athletes who possess not only book knowledge, but practical knowledge as well. I have decided to formalize our association by convening a "Blue Ribbon" advisory panel with the intention of making the extensive knowledge and practical experience of these "experts" available to you. These men and women will continue to play a vital role in assisting me with the development of new products, but you will now have access to this resource in addressing your own questions and barriers to achieving optimum physical performance and health.

Once you see the credentials, both academic and athletic, of this panel, I think you will agree that having personal access to these experts would be worth a significant amount of money. However, I do not plan to charge you a fee for consulting with them. It is just another FREE service that I am providing to my customers. My goal is to do more than just sell you products. I want you to better understand how your body works and how to get the most from my products so that you can reach your goals successfully.

You can direct your questions to any member of the advisory panel in care of Endurance News. I will also be setting up e-mail access to members of the panel who are on-line through my web site.

To meet our first expert, please refer to the accompanying biographical article on Bill Misner, Ph.D. We will be introducing several more experts in the next issue of *Endurance News*. ■

PHYTO-MAX UPDATE

In the last issue of Endurance News, we introduced you to Phyto-Max, E-CAPS' newest product. You should have also received a special mailer describing the benefits of this excellent "green" nutritional supplement as well. However, as is usually the case, numerous customers have called with good questions about the Phyto-Max that were not addressed in either correspondence. For any readers who might have missed that information, here is a brief review: Phyto-Max is a rooted algae named *Hydrilla Verticillata*, which grows underwater in virgin aquatic farm beds. It is a superior source of phytonutrients, B vitamins and minerals.

In case you are wondering, the feedback from our customers who have already began using the Phyto-Max has been extremely positive. We have had numerous athletes call to say how happy they are with the product and that it really seems to be making a difference in their overall energy levels and feeling of "wellness". Another recurring comment is about needing less sleep at night and/or waking up more easily, feeling rested and refreshed.

Most questions centered around whether an athlete still needs to take a multi-vitamin if they begin using Phyto-Max and how it fits into the usual E-CAPS supplement routine (Race CAPS, Enduro CAPS, etc.). In addition to answering these questions, I wanted to elaborate on the origins of this unique algae and the time spent in selecting this particular "Phytonutrient" supplement over many other more trendy and pricey ones.

Although Phyto-Max is an excellent source of Beta Carotene, B vitamins and all the major minerals, it is by no means a replacement for a comprehen-

sive multi-vitamin formula. The absence of important anti-oxidant vitamins A, C, E and several others eliminates Phyto-Max from consideration as a complete multi-vitamin supplement. If you were able to find a vitamin formula that contains all the important vitamins but no minerals, you could use the Phyto-Max as a multi mineral supplement. However, I am not aware of such a vitamin formula which leaves you with the choice of taking individual supplements to get each vitamin nutrient. This is neither cost effective nor convenient. If you are currently using a reasonably priced multi-vitamin formula such as E-CAPS' Insurance CAPS, the overlap with minerals is not excessive and you still get all of the other vitamins and amino acids in a single package.

Aside from the Insurance CAPS, which is only partially duplicated, Phyto-Max does not duplicate or conflict with any of the other E-CAPS products that you may be taking. In fact, I consider it entirely complementary, even synergistic, to the rest of the E-CAPS products. It definitely could not be considered a

(continued on page 7)





INTRODUCING DR. WILLIAM MISNER, Ph.D.

OUR FIRST EXPERT AND
HONORARY CHAIRMAN OF THE
E-CAPS' TECHNICAL ADVISORY BOARD

Bill Misner graduated from Indiana University in 1962 with a degree in physical education (athletic training) and English. After college, he spent 5 years in the United States Marine Corps, during which time he was named to the USMC wrestling team and was chosen for the U.S.A. Modern Military Pentathlon trials for the World Championships in 1962. Shortly after his military service, Bill was sent to Philadelphia to IHP, a clinical school which trains therapists to work with brain damaged children and adults. He graduated from IHP with a certificate as a Cybernetic Development Therapist. Bill has been employed at a private physical therapy clinic for the past 12 years assisting several professional and college level athletes in their pursuit of a better performance.

In 1982, Bill became interested in long distance running. During the next 10 years, he twice qualified for and finished the Boston Marathon, set 8 masters course records, two American age group records, won the Masters National 50 Mile Run Championships and the National Championship for the 4X800 Meter Relay in track and field. While doing some bicycle racing during a time of injury from running, Bill developed an interest from his quick success and won the Washington State Masters Road Race Titles in 1994 and 1995, as well as the state

hill climb Time Trial in 1996. However, his best effort in cycling may have been his 1995 USCF Regional Masters Championship win. Bill finished 9th in this year's Masters National Championships in the TT only weeks after suffering a broken scapula during a training crash (dog assisted).

Bill has been associated with E-CAPS almost since day one. He started out as a customer in late 1987, became a sponsored athlete in 1990 and eventually became part of the E-CAPS R&D team. In fact, Bill deserves the majority of the credit for developing our energy drink, Energy Surge. During this time Bill consumed volumes of data on training, diet and nutrition. He also completed both his masters and doctorate degrees in Holistic Nutrition. In May of this year, he received his Ph.D. from the American Holistic College of Nutrition. Bill is quick to point out that "If I had known it (the doctoral program) was going to be that hard, I'd never have attempted it!". Nevertheless, Bill breezed through his post graduate work with straight A's, due mainly to his hard work, discipline and pre-existing knowledge of the subject matter.

This 5'6", 135 lb athlete is no stranger to 350 mile cycling weeks or 100 mile running weeks, and juggling work and family in be-

tween. Bill is married to Celia, whom he helped raise 4 children and is now assisting with 2 grandchildren. Bill is not shy about mentioning his focus and source of strength. "Jesus Christ is everything to me, He has never failed me and never will... I cannot count the times when He has put me in the zone physically!"

Before Dr. Misner began working with me on Energy Surge and other E-CAPS products, he studied nutrition without any formal education for 7 years. It was at this time that he found himself running into a wall. He continually encountered "experts", Ph.D.'s and nutritionists who were unable to answer his questions about improving physical performance by dietary factors and training techniques. It was then that Bill decided it was time for him to go back to school.

His passion to help others find their limits, then go beyond those limits into the "zone" is what Bill Misner, Ph.D., can offer you. With an expert like this at your disposal, you have no need to be uninformed as to how or why our products work, or how to overcome training plateaus, bonking, or failure to achieve a personal best.

You may direct your questions to Dr. Bill c/o *Endurance News*, P.O. BOX 4070, Whitefish, MT 59937. ■



DR. BILL ON

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**WHAT KIND,
HOW AND WHEN
TO FUEL
YOUR WORKOUT
FOR A PR**

Few realize that for every liter of air we breathe during exercise our body is able to selectively burn 5% more energy from carbohydrates than amino's or fatty acids. This translates to 200 liters or 1000% more energy within a 1 minute time span! Most of us (between 8-20% of body fat) have enough fat stores to run between 900-1000 miles at 1/2 speed, as fatty acid oxidation will barely support activities at 50% VO2 max.

Dr. David Costill, a noted physiologist from Ball State University, has shown that an athlete will almost fully replenish wet muscle glycogen stores following a 2 hour depletion workout (or more) within 24 hours if 625 grams of carbohydrates are ingested. 150 grams of carbohydrates are the maximum hourly dose to be consumed at one time and should be eaten from 1-2 hours following the depletion phase to within 3 hours before the next workout. It may be good to insert here that the average energy bar contains 45-50 grams carbohydrates, while 2 servings (6 scoops) of Energy Surge contain 146 grams of complex, easily digested carbs! However these carbs can also be derived from normal dietary foods as well. Once a person ingests more than 150 grams of complex carbohydrates at one time, their body secretes insulin enough to begin making fat out of the excess carbs not converted to wet muscle glycogen. The same is true of any simple sugars such as dextrose, sucrose, or too much fructose...the body stores each as body fat.

The timing of meals is critical to both workouts and competition. Make no mistake, a good training session contributes to a satisfying race result. There is a correlation between the size of the meal and increased postprandial cardiac output. Dr. Bagatell of Emory Univer-

sity has shown that medium (800K/cal) and large (1400K/cal) meals increase cardiac output 19.2% and 30.9% above resting cardiac output between 30 and 60 minutes at the earliest reading and continues 2 to 4 hours after meals. Pre-event meals should contain easily digested complex carbohydrates and proteins (to potentiate carbohydrates) such as Energy Surge (a fuel source combining both in ideal proportions), energy bars, pasta, breads, etc. 2 1/2-3 hours prior to workouts.

Endurance training enhances carbohydrate storing while conditioning the mitochondrial cells to burn ATP more efficiently, thus enhancing performance. It has also been suggested by a number of studies that carbohydrate, also referred to as Cho, feeding during workouts will aide the athlete by reducing lean muscle mass burning, while sparing carbohydrate stores and enhancing recovery. Training at 40-70% of VO2 max leads to higher stored levels of muscle glycogen, roughly double that of athletes not employing endurance training.

It has been shown that exercise that exceeds 60% VO2 max will deplete stored muscle glycogen levels even with the best trained athletes within 2 hours. With periods of rest and no more than 150 grams of carbohydrate taken within an hour time span, up to 625 grams total should nearly replenish an athlete within a 24 hour period. This should be a sudden note of caution to the cyclist, runner or strength trainer trying to get the "edge" by employing two training sessions per day.

Another precaution note is the sweet tooth approach of some athletes who like a pick-me-up during their workouts using candies or sweets. This includes most energy drinks, soda

(continued on page 4)

pop and such. Simple sugars sublingually transfer to the blood-brain barrier, as the brain becomes sugar deficient during the later stages of longer exercise sessions. Glucose or sucrose taken before or during exercise will tend to deplete muscle glycogen stores, leading to early "bonking". Fructose is less likely to generate the "bonk", but does noticeably increase the time needed to empty the stomach. This often causes stomach distress, hindering both the fuels and liq-

uids from reaching their destination in the stress of competition and hard training. Glucose polymers with a longer chain structure and the same calorific level and brain-blood barrier value do not hinder either absorption by the stomach or relief from the stress of fatigue. Lower dextrose equivalents are assigned to the better glucose polymers or maltodextrins. Those maltodextrins used in Energy Surge and Hammer Gel fit the above format with among the low-

est dextrose equivalents man can digest.

Dr. Snyder of Purdue found that 150 grams of glucose polymers (a 16 oz., 6 scoops, serving of Energy Surge or equivalent) given immediately prior to prolonged cycling at 60% VO2 max enabled cyclists to go at that rate 183 minutes versus 144 minutes when given a placebo. Blood glucose was higher throughout these cycling bouts, which probably also spared muscle glycogen.

FUEL LOAD SUGGESTIONS*

PRE-EVENT MEAL	3 hours prior	NO MEAT LITTLE FAT 75% EASILY DIGESTED CARBOHYDRATES 15% EASILY DIGESTED PROTEINS
PRE-EVENT DRINK	1 hour prior	8 OZS. ENERGY SURGE
DURING EVENT	Every 30 minutes	8 OZS. ENERGY SURGE 1 HAMMER GEL

*The author concluded after a 50 mile race he ran using only water and maltodextrins without amino acids (protein)....that protein actually potentiated the complex carbohydrates as found in Energy Surge. All athletes are therefore encouraged to use at least 15% protein to 85% carbohydrates during exercise. Most energy bars today carry an easily digested protein, which potentiate the Cho burn rate during exercise. ■



For further E-CAPS
information or to order products,
please visit our web site:
www.ecaps.com/supplements/



BTU STOKER ADDS ANOTHER FLAVOR

The folks at BTU Stoker have added a fourth flavor to their energy bars: Peanut Butter Crunch. We have sampled several of the new bars and everyone agrees that they taste great. Now, when you want to get stoked, you can choose between the original cocoa, apple-oat, cranberry-orange (so-so taste) and the quite delicious peanut butter crunch. Of course, if you are not a fan of peanut butter or nuts in general, this new flavor will be of little interest.

In case you are not familiar with the BTU Stoker's main selling points or just can't keep the differences between the plethora of energy bars straight, here is a quick overview. The BTU Stoker bars are very close in texture and consistency to Powerbars, but are made with natural brown rice syrup instead of high fructose corn syrup. Remember, fructose and high fructose corn syrup are some of the least desirable sugars that an athlete can use as a fuel source. Fructose is not metabolized well, with 33% or more being converted to triglycerides. Nutrition facts are pretty common with 260 calories, 12 grams protein, 47 grams carbohydrates and 3 grams fat. You can purchase BTU Stokers, including the new peanut butter crunch flavor, from E-CAPS @ 800 336-1977 for \$1.39 each or \$1.15 each by the dozen. ■

WHAT'S A D.E.?

One of the least understood aspects of carbohydrate fuels is the meaning of the term dextrose equivalent (D.E.). All carbohydrates are not alike and much of the difference is related to their respective dextrose equivalent. So, to get the low down, we asked the chairman of our new Technical Advisory Board, Bill Misner, Ph.D., to explain D.E.'s.

The Food and Drug Administration (FDA) defines maltodextrins as nonsweet nutritive saccharide polymers that consist of D-Glucose units linked primarily by Alpha 1-4 bonds, having a dextrose equivalent (D.E.) of less than 20. Dextrose equivalence is a quantitative measure of the degree of starch polymer hydrolysis. It is a measure of reducing power compared to a dextrose standard of 100.

The higher the D.E., the greater the extent of starch hydrolysis. As the product is further hydrolyzed (higher D.E.) the average molecular weight decreases and the carbohydrate profile changes accordingly. Corn syrup solids are defined as a dried glucose sugar in which the reducing sugar content is 20 D.E. or higher. The sweetness, solubility, and osmolality increase as D.E. numbers increase. Viscosity decreases as the D.E. increases. Fructose has a sweetness factor of 175, sucrose has a sweetness factor of 100, corn syrups solids have a sweetness of between 20 and 45, maltodextrins have a sweetness of between 5-20...all depending on which one you choose.

Solution viscosity decreases with an increase in D.E. The lower the D.E. the more of that substance

may be mixed with fluids and still pass through the stomach at the same rate as body fluids. Similarly, the higher the D.E., the longer time is necessary to pass through the stomach to the bloodstream.

From Memory: Table sugar has a D.E. of= 100 and would take a long time to exit the stomach for tissue use, a potato has a D.E. of 60 and would take less time, but a carrot which is about 40 D.E. would take even less to exit small intestines. However, Energy Surge, which is around 12-13 D.E. is the fastest of all these I have mentioned, which is one of the reasons it works so well. Our competitors who use fructose which is between 117-175 D.E. senselessly hold the calories in the stomach while the subject athlete is starved in his quest for energy.

Dextrose equivalent is, therefore, the measure of the degree of starch polymer hydrolysis determined by quantitative analysis. It is defined as reducing sugar content, expressed as dextrose, and reported as a percentage of the dry substance.

The molecular weight goes down as D.E. values decrease (3600 for maltodextrin, 2,000,000 for starch molecular weight). Thus, the lower the D.E., the higher the % of carbohydrate solution you can run through the stomach and still not adversely affect osmolality. (i.e. a 3-5% solution with a D.E. of 175 (fructose) vs. a 35% solution with a D.E. of 12-13 (Energy Surge). Relative to sugars, maltodextrins with lower D.E. provide a higher caloric density without exceeding osmotic balance or stomach emptying time. ■

"DEAD DOCTORS DON'T LIE" ANOTHER MLM TO WATCH OUT FOR

The latest product to come down the Multi Level Marketing pipe is colloidal minerals. Many of you have probably been given the audio cassette tape "Dead doctors don't lie" by Dr. Joel Wallach, hyping the health benefits of colloidal minerals. In a matter of months, the company that he is associated with only through marriage has become the one of the hottest and fastest growing MLM's in the country. Dr. Wallach and Soaring Eagle are using the classic MLM approach: Hype, outrageous testimonials, promises of big money and more hype to rake in the profits. As with most MLM's, the supplement they are selling is not bogus, just terribly over priced. My reason for telling you about this particular MLM product is that a superior colloidal mineral supplement is available from another source, and now through E-CAPS too, at a mere fraction of the price.

Dr. Wallach is a great story teller and does a masterful job of making it seem like every human ailment, and even the aging process itself, is caused by a mineral deficiency. However, he does not sell the colloidal minerals himself, so he can make any and every claim he wants. His wife operates the actual MLM company called Soaring Eagle which sells the colloidal mineral product under the name of Mineral Toddy. Of course, what he and the distributors won't tell you is that his wife's company is not the only source of colloidal minerals. There is a company in Oklahoma that has been mining colloidal minerals at its own mine in Utah for well over a decade.

According to Wallach, every medical condition from arthritis to osteoporosis to heart disease to Alzheimer's disease and lesser problems such as hair loss, graying and liver spots, to name but a few, is caused by a mineral deficiency. He makes every health claim imaginable and essentially argues that anybody who takes colloidal minerals can live to 120 or 130 years of age. As evidence he discusses several foreign cultures that have diets high in colloidal minerals and whose people live well into the 100's. It's really quite ingenious. He makes the claims, she sells the product, thus eliminating any

concerns over truth in labeling laws or liability from making medical claims.

Are colloidal minerals really the panacea that Dr. Wallach and the distributors of these products have us believe? Probably not, but we'll have to wait 40 or 50 years to find out if all of these people who have started taking colloidal minerals live to 120-130. Are colloidal minerals beneficial and worth taking? Definitely. As with green products like E-CAPS' Phyto-Max, you may be wondering if taking a colloidal mineral supplement can replace your other supplements. Besides a multi mineral supplement, the answer is no. The real value of this product is as a source of 70 or so trace minerals which would normally be absent from your diet or any other mineral supplement. Other than gold, titanium and a few others, you have probably never even heard of most of these trace minerals. Nevertheless, they are needed in the body and a colloidal solution is one of the best ways to get them.

To quote from Rockland's literature: "The Body Booster Minerals are nontoxic, from prehistoric plants, colloidal because of their small size, and more easily assimilated than the few more commonly recognized metallic minerals which come from clay, ancient sea beds or ground up rock and soil. Body Booster, with its 77 minerals (7 major and 70 trace) is the most concentrated and most result producing mineral in the world. It will help supplement your daily mineral needs."

A one month supply jug, about 32 ounces, of Mineral Toddy from Soaring Eagle sells for \$35.00. However, you can purchase The Rockland Company's "Body Booster" colloidal mineral supplement from E-CAPS for only \$17.50. So, if you have been interested in colloidal minerals, or are already using them, but don't want to pay MLM prices or get involved as a distributor, now you have another source.

Call E-CAPS @ 1-800-336-1977 to order your colloidal minerals at 1/2 the price of MLM colloidal mineral supplements. ■



CONGRATULATIONS!

Everyone at E-CAPS joins in congratulating the following athletes on their accomplishments. Although all of these athletes have benefited from their use of various E-CAPS products, we can't forget that it was their motivation, dedication, training and hard work which allowed them to achieve these goals.

DANNY CHEW - 1996 Race Across America Winner! He covered the 2,905 mile distance from Irvine, CA to Savannah, GA in eight days, seven hours and 14 minutes - taking Training CAPS and Enduro CAPS the whole way.

THOMAS HAYLES - Repeating as Veteran National NORMA Champion

CINDY GOODMAN - 2 National Championship and 3 World Championship titles in 1996. Awesome! USCF Masters National Road Race Champion, 2nd Criterium. USCF Masters National Track Champion: Kilo. UCI World Masters Track Champion: 500 meter Time Trial, Match Sprints and 200 Meter Pursuit. Cindy also place 4th at the UCI World Masters Road Race Championships in Austria even though she had to race in the 30+ category.

JIM KARVER - A member of Team Mako, won USCF District 5 Road Race Championships at Fort Ord in the 55-59 age group.

RAY KELLNER - Also of Team Mako, won USCF District 5 Road Race the 60-64 age group.

(continued on page 8)

replacement for any products like Race CAPS or Enduro CAPS. Instead of categorizing Phyto-Max in your mind as a vitamin supplement, it is more accurate to think of it as a food concentrate, a serving of vegetables in a capsule.

Since you probably don't come close to averaging 5-6 servings of fruits and vegetables a day, a "green" supplement is an ideal way to provide the vegetable nutrition your body desperately needs to stay healthy and function properly. If you do eat that much fruit and vegetables in your daily diet, you are an exception and should be highly commended. However, unless you grow your own fruits and vegetables, commercially available produce only contains a fraction of the nutrients that they should. Soil depletion and large scale commercial farming has relegated most vegetables to little more than roughage. The cooking process also robs our vegetables of up to 93% of their nutrient content. For the rest of us who don't get our 5-6 servings of veggies each day, the need for a phytonutrient supplement is a given, so the only question remaining is which one you should use.

To decide which "green" supplement is the most beneficial, I have spent much time over the past 2 1/2 years evaluating research and testing various sources of phytonutrients on myself and several other athletes. They included alfalfa, barley grass, wheat grass, spirulina, blue-green algae, manapol and hydrilla verticillata. The hydrilla beat out all of the grasses because its nutrients are so much more concentrated. With grass products, you will need to take 10-20 grams a day or more, compared to 1-2 grams of hydrilla.

Hydrilla also compares very favorably to the popular and expensive blue green

algae products being sold through MLMs. Blue green algae is an unrooted surface algae and as a result, its mineral content is only a fraction of that found in the same amount of hydrilla. In addition, a recent article in the August 1995, Vegetarian Times reported that there are real concerns about the water quality in Klamath Lake where the blue green algae is harvested. The article states that the lake is being adversely affected by agricultural runoff



and that there are certain types of blue green algae found in Klamath lake which contain a liver toxin that affects mammals. It is also a popular destination for fishing and recreational enthusiasts. According to the article, distributors of Cell Tech Super Blue Green algae, the largest company harvesting in Klamath Lake, acknowledge that users can experience nausea, vomiting, tingling and flatulence, but say that these are signs of the "body ridding itself of toxins". While Cell Tech and its distributors are quick

to counter these concerns, the questions raised about the safety of blue green algae and the condition of the water it grows in cannot be ignored.

On the other hand, hydrilla verticillata is a submerged, rooted algae which grows in remote areas of the Florida Everglades. The fact that this is a rooted plant accounts for its amazing mineral content and nutrient density. These waters are not exposed to recreational use or agricultural runoff. In fact, about the only human exposure to the area is during the brief periods of harvesting. Hydrilla has no toxic strains and does not cause side effects, even during the initial de-tox period. This aquatic herb has also been the subject of study at the University of Florida for nearly 20 years. Research has been conducted in just about every area conceivable, including affects on poultry, livestock and sportfish populations. The results of much of this body of research suggest that hydrilla is a superior source of minerals and certain vitamins for both humans and animals.

The harvesting process is also an area of concern. In much the same way that nutritional content is destroyed in the cooking of vegetables, the way in which algae is processed can also affect its nutrient values. The exclusive non-cooking (temperatures never exceed 88 degrees), non-freezing processing method ensures that the delicate plant cell structures are not damaged. This locks in all of the vitamins and minerals so that the body can absorb in the same manner as raw vegetables.

If you did not receive our new brochure on Phyto-Max (hydrilla verticillata), have any questions or would like to order a bottle, call E-CAPS @ 1 800 336-1977. ■

CONGRATULATIONS!

continued from page 6

JOHN RICKARD - Overall Winner of the California Cup Series. This win came only weeks after upgrading to category 1.

JULIE KAPLAN - California State Champion in 40K Time Trial, 2nd place 40K Time Trial, National Record Challenge, beating the old record by 90 seconds in the process.

BILL LEACH - 1996 USA Triathlon National Champion and ITU World Champion. A great comeback for a man who spent two years with a serious injury that threatened to stop him from running all together.

We are sorry if we missed your championship or other significant accomplishment. Please let us know about it and we will include it in the next issue of Endurance News. ■

Endurance News Mission Statement

The objective of Endurance News is to provide you, the serious endurance athlete, with a valuable resource that you will find to be informative, educational, thought provoking and helpful in your ongoing pursuit of optimum performance and health.

Endurance News features insightful articles on diet, nutrition, training and other topics of interest to endurance athletes - Written by myself as well as professional and elite amateur athletes, and other experts in the area of nutrition and exercise. In addition, EN will include articles highlighting new and existing E-CAPS products and how to get the maximum benefits from them.

In reading this and future issues, please remember that the views expressed in this publication will always be biased in favor of a healthy diet, hard training that emphasizes quality over quantity, and prudent supplementation to improve health and performance. But above all, we at Endurance News believe there are no short cuts, and success can only come from hard work.

Brian Frank
Editor

Legal disclaimer: The contents of Endurance News are not intended to provide medical advice to individuals. For medical advice, please consult a licensed physician. ■

Page 12

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IN THIS ISSUE:

- E-CAPS Technical Advisory Panel
- Phyto-Max Update
- Introducing Dr. William Misner, Ph.D.
- Dr. Bill on Carbohydrates
What Kind, How & When to Fuel
Your Workout for a PR
- BTU Stoker Adds a New Flavor
- What's a D.E.?
- Dead Doctors Don't Lie -
Another MLM to Watch Out For
- Congratulations!