

CeraSport® Hydration

Health News From Cera Products, Inc.

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Cera Products Inc. is proud to introduce **Terry Kerrigan**, as a guest writer. He is an elite athlete having an 11,000 hours/300-400 race career in cycling, and a duathlete/triathlete with a sub 9-hour Ironman PR. Terry is now the President of **Aperion for Life Inc.** and a World Champion-Record Coach. Terry's coaching combines his skills and education in sports science, physiology, strength and conditioning, Metabolic Typing Nutrition Diagnostics, Biohealth/Functional Health Lab Testing, Muscular Therapy-ART, Circadian Rhythm Knowledge, Ericksonian Hypnosis, spiritual philosophy and philosophy. This unique combination, along with his passion for health makes him incomparable in the fitness industry.

Better Running By Terry Kerrigan

Kenyan's are small by nature and are born at a much higher altitude than most of us. Their genetic predisposition to high VO₂ max with a relatively small frame makes them capable of running fast and efficiently. Quite simply, the engine is big but the frame is light and strong. Western folks that aren't born with similar genetics have to overcome 2 major road blocks that affect their ability to run fast and efficiently.

Lower Body Mass: VO₂ Max Ratio is critical. The power: kg ratio is applicable to running due to its 100% weight bearing demands. Running off the bike is even more difficult because the weight bearing demands are the same but there is a concentric/isometric pre fatigue element on the bike prior to the run. So, your approach to training seems more important now huh. Now, you see the importance of strength-power-endurance: body mass, nutrition, restoration and training methods affect your overall performance. The idea is to shed excess body mass by teaching your body beta oxidation fat, and training it to lose excess overall muscle weight that won't compromise your recovery, strength, development and immune system. Beta Oxidation-Fat utilization is

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What is the Difference?

There are many different hydration products on the market. The question is what separates **CeraSport** and **CeraSport EX1** from the other products?

The major difference is that **CeraSport** and **CeraSport EX1** are the only products on the market that are made from rice-based carbohydrates. The rice syrup blend or rice syrup solids used in Cera's products are unique due to a patented process, which provides short, medium, long and very long chains of carbohydrates. As the body systematically breaks down the rice-based carbohydrate, **CeraSport** provides both quick and sustained hydration over time. Common sports drinks contain only simple sugars. Additionally, the rice-based

carbohydrate is easily absorbed, has a low peak glucose impact and a less aggressive insulin response compared to sugar based sports drinks. These factors help to avert abdominal cramping, nausea and vomiting.

The purpose of rehydrating is to replace what the body has lost. When **CeraSport** and **CeraSport EX1** are appropriately mixed with water they contain carbohydrates, electrolytes and fluid. This is exactly what the body needs for proper hydration before, during and after physical activity.

CeraSport versus CeraSport EX1

The following is a quick and easy guideline on when and why to use **CeraSport** versus **CeraSport EX1**. In summary, **CeraSport** is best used for endurance events and training regimens where carbohydrate consumption before, during and after activity is essential in order to help maintain blood sugar,

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Coach Terry Kerrigan,
World Pro-Triathlete Coach and
Health Coach, Aperion for Life

Better Running

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a function of several metabolic factors.

Nutrition: Metabolic Typing teaches-A variation in key vitamins, minerals, fatty acids, and amino acids are needed in each person to stimulate beta oxidation. Kenyans eat basic indigenous foods, we tend to eat too many non local, non organic, non heritage and processed foods that have no connection to our genetic predisposition. Metabolic Typing gets you back to basics that enhance health and optimizes body size.

Training: it has been proven that training at high intensities near and above VO2 max stimulates fatty acid mobilization, as well as glycogen utilization. This may confuse many because we've been told to train slowly to use fat for fuel, but remember that training slow to enhance beta oxidation is true to a certain degree because it spares glycogen. The bigger the engine gets the more easily it will be able to convert fat to glycerol that can be used as a "sugar" fuel source. Engine development is the hearts capacity to pump more blood and vascular-capillary density growing.

By Terry Kerrigan

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David Bradshaw, Adventure Team Enduring Freedom

What is the Difference

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and thus prevent fatigue. **CeraSport EX1** is best used for shorter events or bouts of physical activity in hot and humid environments. In these environmental conditions sweat rate increases, and a stronger

electrolyte replacement is needed. Both products contain Cera's patented rice-based carbohydrates, sodium, potassium, chloride and citrate to help maintain proper hydration and promote optimal health. Both products also contain natural and artificial flavors. The difference is the amount of nutrients in each product varies. **CeraSport EX1** contains half of the rice carbohydrate, and double the amount of sodium and potassium that is found in **CeraSport**. More specifically, see the nutrition facts below:



Jake North Photography

Sebastian Blanco,
Pro-Triathlete from Argentina

CeraSport Nutrition Facts		CeraSport EX1 Nutrition Facts	
Serving Size	10g/8 oz.	Serving Size	6g/8 oz.
Calories	40	Calories	20
Fat	0g	Fat	0g
Sodium Chloride	100mg	Sodium Chloride	200mg
Potassium Chloride	37.5mg	Potassium Chloride	100mg
Total Carbs	10g	Total Carbs	5g
Sugars	2g	Sugars	1g
Protein	0g	Protein	0g
Osmolarity	<115 mOsm/L	Osmolarity	<150 mOsm/L

	CeraSport	CeraSport EX1
When do I use it?	Before, during and after physical activity.	Before, during and after physical activity.
	Throughout the yearly training cycle.	Throughout the yearly training cycle.
	When taking part in endurance events.	In extremely hot and humid weather conditions.
	When training for multiple hours/day.	When sweating profusely and losing large amount of electrolytes.
	When you need larger amounts of carbohydrate in order to help maintain blood sugar, and prevent fatigue.	When you need higher electrolyte replacement, but fewer carbohydrates in order to meet your physiological needs.
Why do I use it?	Maintain proper hydration	Maintain proper hydration
	Helps to maintain serum plasma levels	Helps to maintain serum plasma levels
	Helps to maintain electrolyte balance	Helps to maintain electrolyte balance
	Promotes peak performance	Promotes peak performance
	Improves endurance	Improves endurance
	Corrects acidosis	Corrects acidosis
	Promotes recovery	Promotes recovery