

# WINFORCE®

 Swiss Premium Nutrition



Dario Cologna Olympiasieger 2010

Kjøpes på nett: [www.winforce.no](http://www.winforce.no)

# WINFORCE

1. References
2. Advantages of WINFORCE products

## 2. References

- overall 50 athletes in Vancouver 2010
- Dario Cologna
- whole Swiss cross country ski team
- whole Swiss ski jumping team
- Many athletes of Swiss ski alpine team (Janka, Zurbriggen, Berthod, etc.)
- Dani Wyss (Race Across America Champion 2006, 2009)
- Martin Elmiger, Matthias Frank (Cycling professionals)
- Mountainbike Swiss national team
- and many more (Euro 08, Fussball-Bundesliga, Super League, Peking 08)

### 3. Advantages of WINFORCE products

Developing of the liquid nutrition system:

→ very good digestibility → during performance

→ fast recovery → after performance

...this system is based on only 3 products....

# RAAM – Race Across America

The toughest sport event in the world!

A cyclist is riding on a long, straight asphalt road that stretches into the distance through a vast, arid desert landscape. The terrain is characterized by reddish-brown soil and sparse, dry vegetation. The sky is clear and blue. The cyclist is wearing a white and yellow jersey and blue shorts, and is riding a road bike. The road has a white line on the right side and a yellow dashed line on the left side.

**DANY WYSS.**

3 ganger verdensmester i ultrasykling.  
Vinner av "Race Across America (RAAM)" i 2006 og 2009.

"Flytende sportsnæring fra Winforce var en av de viktigste faktorene på veien til mine RAAM-seiere!"

4.932 kilometers

over 30'000 meters of altitude

Race time 9 days

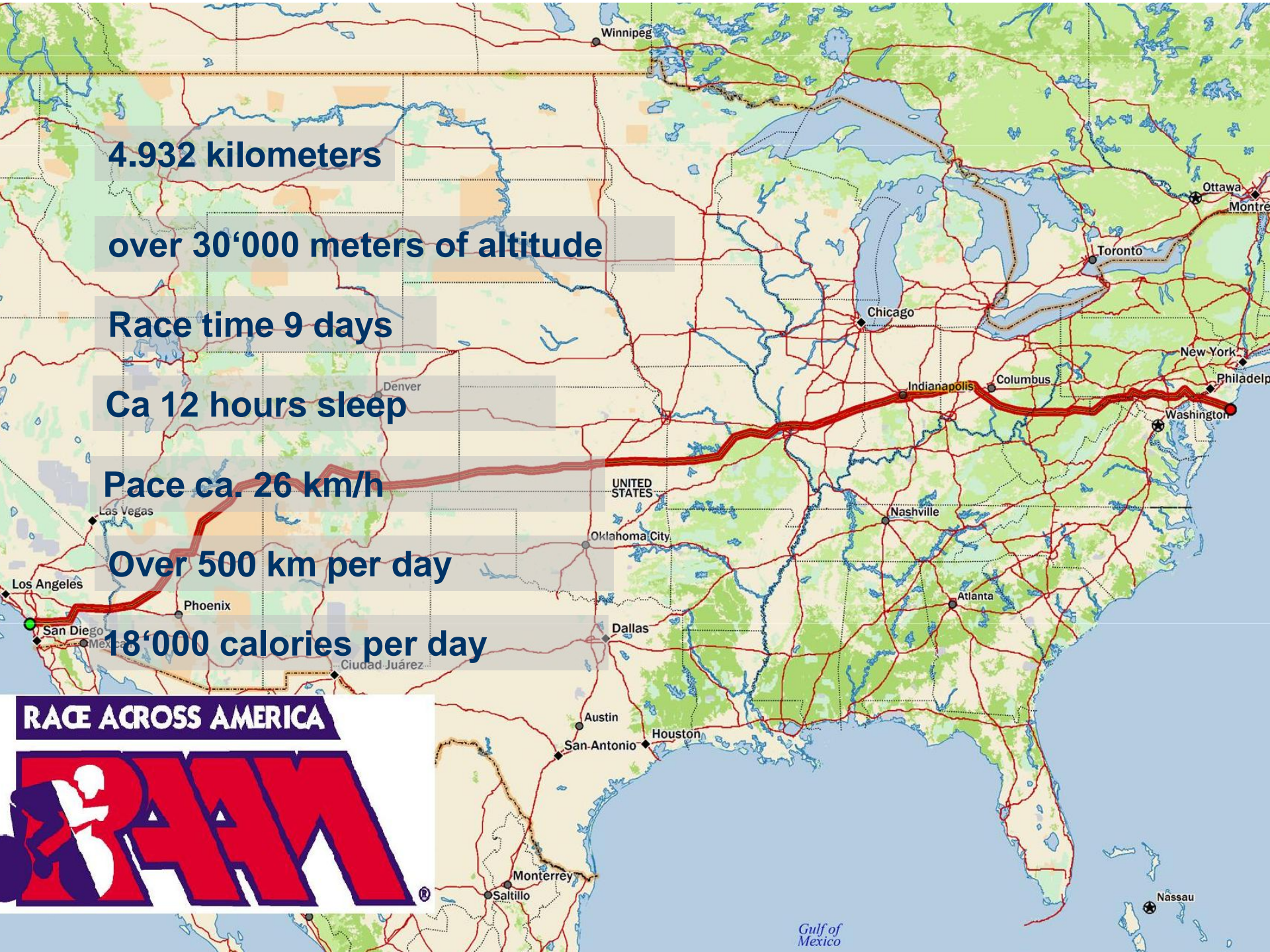
Ca 12 hours sleep

Pace ca. 26 km/h

Over 500 km per day

18'000 calories per day

**RACE ACROSS AMERICA**



# Products: Liquid Nutrition for Endurance

---

## CARBO BASIC PLUS



### Sportsdrink powder with carbohydrates and electrolytes

- with long-chain, complex carbohydrates
- ideal for highly intense and sustained exertions
- very good digestibility

**Usage:** 60g in 750ml water per hour during exertion

## ULTRA ENERGY COMPLEX



### Energy concentrate with carbohydrates, fatty acids and L-Carnitine

- Supplies energy for sustained physical exertions
- sequential energy release through carbohydrates and oil
- optimal digestibility at high energy density
- 25g L-Carnitine per portion

**Usage:** 1-2 packets per hour during exertions exceeding 2 hrs.

## POWER PRO



### Protein sportsdrink powder

- supports muscle recovery after intense physical exertion
- with 4 important natural protein sources
- the protein amino acids are released and absorbed sequentially

**Usage:** 35g in 350ml water 30 min. before, and 35g in skim milk 5 min. after exertion

# Winner of RAAM 2006 – Dani Wyss

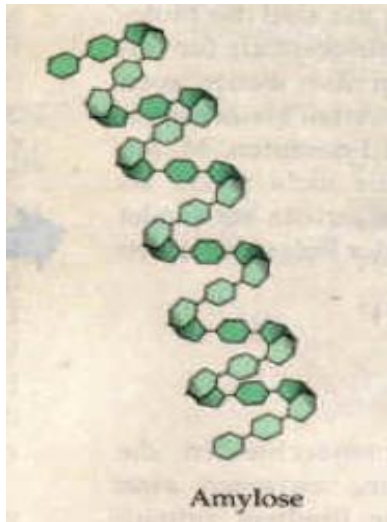


# WINFORCE compared to other sports supplements:

## Carbohydrates

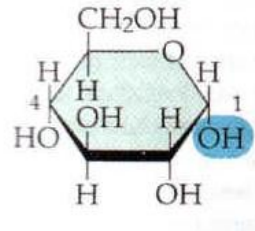
### WINFORCE Carbo Basic Plus:

**Starch** = long-chain carbohydrate  
(Built of x thousand Glucoses)



### Regular sportsdrink:

**Glucose** = short-chain carbohydrate



### Note:

The larger the carbohydrate, the quicker the passage through the stomach where the intestines can emit the energy into the blood stream. This is called osmolarity. The lower the osmolarity, the quicker the passage through the stomach (see table).

**Osmolarity** = number of soluted particles per kg

### Concentration 10%

Table Osmolarity:	Osmolarity(mOs m)
Water	10
Starch	15
Maltodextrine DE 24	60
Sucrose	540
Glucose	620

Hypton: < 280 mOsm

Isotone: 280 to 320 mOsm

Hyperton: > 320 mOsm

Kjøpes på nett: [www.winforce.no](http://www.winforce.no)

## Osmolarity values of various sports drinks

Sportgetränk	Form	KH g/L	Osmo mmol/kg	pH
<b>Winforce Carbo Basic +</b>	<b>Pulver</b>	<b>8.0</b>	<b>190</b>	<b>5.0</b>
Isostar Fast Hydration	Flüssig	6.7	301	3.9
Isostar Hydrate+Perform Citron	Flüssig	6.7	322	3.8
Isostar Hydrate+Perform	Pulver	7.0	271	3.8
Isostar Long Energy	Pulver	15.1	260	3.4
M-Isodrink	Pulver	8.2	289	3.0
PowerBar PowerGel (verdünnt 1:4)	Gel	12.8	340	3.7
PowerBar Performance Sports Drink Orange	Flüssig	4.9	302	3.7
PowerBar Performance Sports Drink Orange	Pulver	6.6	295	3.8
Powerade Mountain Blast	Flüssig	8.2	391	3.5
Powerade Orange	Flüssig	8.2	346	3.5
Rivi Marathon	Pulver	5.0	210	3.2
Sponser Hypotonic	Pulver	5.0	238	3.5
Sponser Isotonic Red orange	Pulver	7.0	312	3.1
Sponser Liquid Energy (verdünnt 1:4)	Gel	15.0	533	6.2
Sportvital Energy Formula	Pulver	4.1	214	4.4
Sportvital Quick Energy (verdünnt 1:4)	Gel	12.0	291	3.9
Verofit Isotonic Tropical	Pulver	5.2	263	3.4
Vittel Action	Flüssig	5.5	294	4.0

Hypoton: < 280  
 Isoton: 280 bis 320  
 Hyperton: > 320

# WINFORCE compared to other sports supplements:

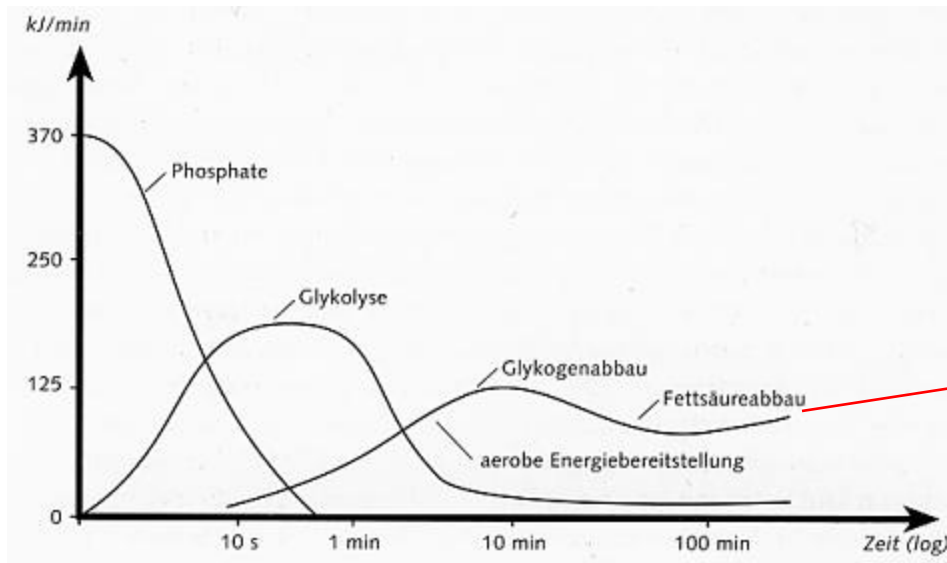
## Energy Concentrate

### WINFORCE Ultra Energy Complex:

- Sucrose (short chain)
- Maltodextrine (middle chain)
- Vegetable oil
- L-Carnitine

### Regular energy concentrate:

- Maltodextrine
- Fructose



### Note:

Fatty acids contain 9 kcal per gram;  
carbohydrates contain only 4,5 kcal per gram.

→ Fatty acids source

## Benefits of fatty acids

Support and maximize the energy production (ATP's) in the body

→ Synergy with carbohydrates

High quality of fatty acids (omega 3 and omega 6)

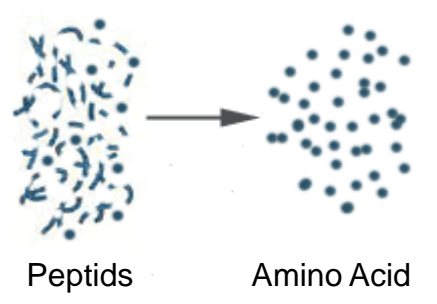
→ Anti-inflammatory

# WINFORCE compared to other sports supplements:

## Protein - Recovery

Digestive process in human organism:

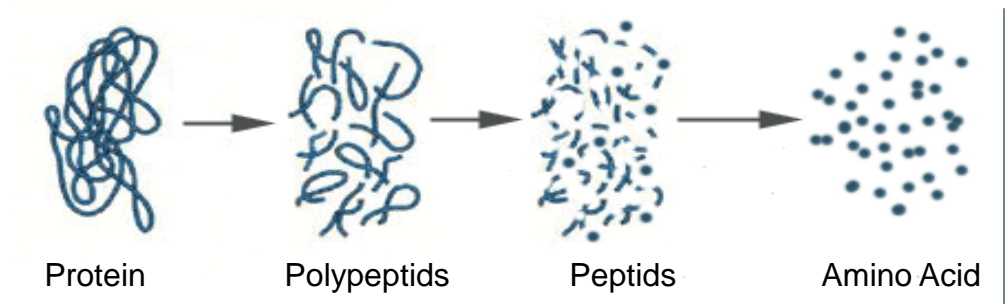
### WINFORCE Power Pro:



The body quickly absorbs important amino acids **in less than 30 minutes.**

 **Fast Recovery**

### Usual Protein Supplement:



It takes a lot of time (2-4h) and a lot of energy in order for the body to absorb the important amino acids.

 **Slow Recovery**

# Daily balance of protein

Import of amino acids  
from protein



Export of protein



Recommend daily allowance (RDA) of WHO for human:

→ 0.8g protein / kg body weight

Recommend daily allowance (RDA) for athletes:

→ 1.5 – 2.2g protein / kg body weight

### 3. Benefit of protein, amino acids

- Support your recovery
- Support your vitality
- Very important:
  - Improve your medical condition:
  - Less virus infection and physical muscle injuries
- now, it's the beginning of a new era.....