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Journal:	<i>BMJ Open</i>
Manuscript ID:	bmjopen-2012-001702
Article Type:	Research
Date Submitted by the Author:	19-Jun-2012
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<b>Primary Subject Heading</b>:	Sports and exercise medicine
Secondary Subject Heading:	Evidence based practice, Nutrition and metabolism, Sports and exercise medicine
Keywords:	SPORTS MEDICINE, PRIMARY CARE, EPIDEMIOLOGY

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**Sports Adverts****The evidence underpinning sports performance products: a systematic assessment**

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**Abstract 288**

**Word count 2,781**

## Abstract

## Background

Claims regarding improved sports performance made by advertisers of a broad range of sports related products, and the quality of the evidence on which these claims are based is not well understood.

## Methods

We analysed magazine adverts and associated websites of a broad range of sports products. We searched for references supporting the performance and/or recovery claims of these products. We critically appraised the methods in the retrieved references by assessing the level of evidence and the risk of bias. We also collected information on the included participants; adverse events; study limitations; the primary outcome of interest and whether the intervention had been retested.

## Results

We viewed 1,035 web pages and identified 431 performance enhancing claims for 104 different products. We found 146 references that underpinned these claims. More than half (52.8%) of the websites that made performance claims did not provide any references, and we were unable to perform critical appraisal for approximately half (72/146) of the identified references. None of the references referred to systematic reviews (level 1 evidence). Of the critically appraised studies, 84% were judged to be at high risk of bias. Randomization was used in just over half of the studies (58.1%), allocation concealment was only clear in five (6.8%) studies; and blinding of the investigators, outcome assessors, or participants was only clearly reported as used in 20 (27.0%) studies. Only three of the 74 (2.7%) studies were judged to be of high quality and at low risk of bias.

## Conclusion

The current evidence is not of sufficient quality to inform the public about the benefits and harms of sports products. There is a need to improve the quality and reporting of research a move towards using systematic review evidence to inform decisions.

## Introduction

Exercise is important for improving overall health across a variety of conditions. [1] The promotion of exercise is therefore an important public health priority, particularly for the 'economically and socially disadvantaged'. [2]

Currently, the public are faced with a large number of adverts that make claims about enhanced performance and recovery for a wide range of products including drinks, supplements, clothing and footwear. Regulators require that marketing communications containing health claims must be supported by documentary evidence and 'must not mislead consumers by exaggerating the capability or performance of a product'. [3] In spite of this, some adverts for sports drinks have previously been shown to mislead the public into incorrectly concluding that the drinks contained no carbohydrates or additives. [4] In addition, whilst some supplements have been shown to potentially improve performance, many have no proven benefits and may cause serious side effects. [5] The marketing of sports products has become a multibillion dollar industry, [6] and the consumption of so called energy drinks is increasing year on year [7] but research in this area has previously been labelled as methodologically poor. [8]

The current confusion as to which products are actually beneficial for sports performance is highlighted by the European Food Safety Authority (EFSA) decision to approve certain products, such as carbohydrate-electrolyte drinks to enhance water absorption during exercising and maintain endurance performance, whilst not approving a variety of other products; including L-carnitine, glutamine or tyrosine which claim to aid muscle recovery. [9] We therefore aimed to assess the extent and nature of claims regarding improved sports performance made by advertisers of a broad range of sports related products, and the quality of the evidence on which these claims are based.

## Methods

In order to obtain a representative sample of adverts applicable to the general population, we searched the top 100 general magazines and the top 10 sport and fitness magazines in the UK and US for the month of March 2012 according to the Magazine Audit Bureau of Circulations (ABCs). This selection of magazines is distributed to over 30 million customers in the UK alone. We excluded magazines specifically aimed at body building. One reviewer (RD) examined each page of included magazines to identify adverts. All adverts were then assessed by second

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3 reviewers (AW, CH, MT, RD) as either relevant to sports or not. A third round of reviews (CH, RD)  
4 assessed adverts that included specific performance enhancing claims.  
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### 7 8 **Inclusion and exclusion criteria**

9 We included oral sports drinks, oral supplements, footwear, and clothing or devices (such as  
10 wristbands). To be included, adverts had to make a claim related to sports performance (defined  
11 as improvement in strength, speed, endurance etc.), or enhanced recovery related to sports  
12 (e.g., reduced muscle fatigue). We excluded adverts related to purely weight loss, skin or beauty  
13 products, sports equipment (e.g. bicycles), and classified adverts. We therefore only included  
14 adverts from the actual manufacturer of products rather than suppliers  
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20 We then analysed the websites of any products making enhanced performance or recovery  
21 claims. A data extraction template (MS Word) was used to extract data from each web page, and  
22 five reviewers (BON, CH, DL, MT, PG) inserted page number, url and screen shots of all web  
23 pages viewed with the associated claims. To reduce errors we directly cut and paste any claims  
24 and searched the web pages for any references related to these claims. We compiled a database  
25 of all retrieved references and then two reviewers (AS, GJ) emailed all manufacturers with the  
26 claims and the associated references asking them 1) to confirm whether our list of claims and  
27 retrieved references was complete; 2) whether other data existed to support the claims; 3) If  
28 additional data was published could they provide us with the relevant references, and 4) If the  
29 research was unpublished, could they supply us with a copy of the report.  
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### 38 **Data extraction:**

39 We extracted the following data (from both the magazine and the websites) of included sports  
40 products into Microsoft Excel: product category (i.e. sports drinks, supplements, footwear,  
41 clothing or devices); website; number of pages viewed; number and type of enhanced  
42 performance claim(s); references cited for the claims; qualifiers related to the claim (e.g., such as  
43 'should be used in conjunction with a healthy diet and training programme'); and whether the  
44 product was endorsed/backed by a sports person or team. One reviewer (JH) acted as custodian  
45 of the data and checked all entries for consistency.  
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### 53 **Quality assessment**

54 We obtained full text copies of all cited references and assessed them using the CEBM Levels of  
55 Evidence. [10] For treatment benefits the highest level of evidence for claim is a systematic  
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3 review of randomized controlled trials or an n-of-1-trial (Level 1) followed by randomized trials  
4 (Level 2) and non-randomized studies (level 3). The lowest level of evidence is mechanistic  
5 reasoning, which includes expert opinion and animal studies (Level 5).  
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9 We assessed whether a study was appropriate for critical appraisal (recording the reasons if it  
10 was not appropriate). Six reviewers (BON, CH, DL, JH, MT, PG) then recorded the presence or  
11 absence of the following elements of critical appraisal: a clear hypothesis, control group, power  
12 calculation, randomization, allocation concealment, intention to treat, blinding (investigator  
13 and/or subjects), and sports outcome (subjective or objective) that demonstrates improved  
14 performance or recovery. Extracted data was checked independently by a second reviewer. One  
15 reviewer (CH) then assessed included studies using the Cochrane method for risk of bias,  
16 assessing studies as high, unclear or at low risk of bias, which was checked by a second reviewer  
17 (JH). [11] Discrepancies were resolved by consultation with other reviewers.  
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25 We also collected information on the participants involved in the included trials (categorised as  
26 'regular people' who do not exercise or compete seriously in sport; amateur athletes including  
27 'regular people' who exercise seriously, and sports professionals); adverse events; whether study  
28 limitations were discussed; the primary outcome of interest and whether the intervention had  
29 been retested in a subsequent trial or test group.  
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35 We summarised data by raw counts and continuous data with medians and ranges, and for  
36 dichotomous data we presented percentage and associated 95% Confidence intervals. We  
37 analysed data using Microsoft Excel.  
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## 41 **Results**

42 We examined 92 magazines containing 1,807 adverts, of which 615 (34%) advertised sports  
43 products (Figure 1). After excluding 380 adverts which were not product specific (i.e. individual  
44 shop adverts) we included the remaining 235 advertised sports products in the analysis. From  
45 these, 54 (23%) different products made 113 enhanced performance or recovery claims. Of these,  
46 we found only 3 (2.7%) references for one product (ACCELERADE) to back up these claims which  
47 were appropriate for critical appraisal, and 22 (42%) products which were endorsed by athletes.  
48 Six (12%) products made direct comparisons to other products in their advertised claims and three  
49 provided disclaimers. All of the latter were US based products, and cited the US Food and Drug  
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Administration (FDA) in disclaimers: 'these statements have not been evaluated by the FDA. This product is not intended to diagnose treat, or cure disease.'

We then assessed products' websites for claims (one product on reassessment was designated a dietary product) and viewed a total of 1,035 web pages (Web Appendix 1). From these we identified 431 (median 7, range 0 to 65) performance enhancing claims for 104 different products, and a total of 146 references (range 0 to 46) associated with these claims (Figure 1). More than half (52.8%) of the sites that made claims did not provide any references. One site ([www.poweradegb.com/](http://www.poweradegb.com/)) provided approximately 1/3<sup>rd</sup> (46) of the references found, of which 24 (52%) were appropriate for critical appraisal.

We contacted 42 companies and received responses from 16, of which two were unwilling to share their research [Panache and New Balance], one provided a video of the product in use and said this was "sufficient" [Nike], one pointed to the work of one researcher but did not answer whether the company had any research on its actual product [Merrell]), one responded they would get back but didn't, one declined due to staff absence and one directed us back to their website (Web Appendix 1). In total we received additional referenced material from nine companies; obtaining two published [12, 13], one in press [14] and two unpublished studies that we included in the analysis. [15, 16] We also received four bibliographies: one of these was a comprehensive bibliography of Lucozade associated research (Web Appendix 2), which arrived outside of the time lock, and due to its size, we analysed separately in an associated article. [cross ref BMJ analysis piece]

We were unable to perform critical appraisal for approximately half (72) of the references identified (Figure 1). Of note, five references could not be identified despite extensive searching involving an information specialist, and eight were animal studies [17-24] including a comparative study of different diets on rat metabolism published in 1930. [21] None of the 74 studies which were critically appraised were systematic reviews (level 1 evidence), and approximately half of the studies were categorized as level 3 evidence (non- randomised studies). As a result, 84% of the critically appraised studies were judged to be at high risk of bias. The presence of this level of bias means the conclusions are likely to change based on future (high quality) research. [11]

Table 1 shows in the 74 studies the total number of participants was 2,031 (median 15): two thirds (1,310 65%) were male. Two studies provided a quarter of the participants (n= 505). [25, 26] Excluding these two the average number of participants per study was 16 (range 5 to 69). Nearly

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3 half (48.6%) were classified as 'regular people' who exercise and 39.2% as endurance/serious  
4 athletes and 10.8% professional sports people (in one study it was unclear who the participants  
5 were. Nearly three times (423:146) as many sportspersons or teams endorsed products than  
6 evidence was made available.  
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11 Randomization was used in just over half of the studies (43/74, 58.1%), allocation concealment  
12 was only clear in five (6.8%) studies; and blinding of the investigators, outcome assessors, or  
13 participants was only clearly reported as used in 20 (27.0%) studies. The majority of studies (83%,  
14 95% CI 73 to 92%) used a surrogate outcome (rather than a direct outcome of sports performance  
15 or recovery) and only two studies (2.7%, 95% CI 0 to 25%) repeated the intervention in the study  
16 protocol. [27, 28] Overall the majority of studies reported a clear hypothesis; but only four studies  
17 reported they used a power calculation (5%, 95% CI 0 to 28%), and very few studies (11%, 95% CI 0 to  
18 33%) discussed limitations of their studies.  
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26 We were unable to perform meta-analysis of individual outcomes across specific products due to  
27 the heterogeneity, poor reporting and the sheer number of outcomes reported across the  
28 studies.  
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32 Three of the 74 (4.1%) studies were judged to be of high quality and at low risk of bias. [29-31] In  
33 the first of these, Berven et al, [29] the methods of blinding were clearly reported: 'capsules had  
34 the same size and appearance and were indistinguishable from the active capsules'. In addition,  
35 the study clearly reports intention to treat: 'clinical and laboratory data were analysed in all  
36 included subjects (based on "intention to treat")'. In addition, a per-protocol analysis was  
37 performed'. In the second study, Roffe et al [31] clearly report the randomisation procedure:  
38 'randomisation was performed in blocks of 10...The randomisation code was not known to the  
39 investigators who gave out the sachets. The code remained concealed from everyone except the  
40 pharmacist who prepared the sachets...' The third was one of the few studies to report a power  
41 calculation: 'A priori power analysis revealed power values of 0.14, 0.71, and 0.99 for small (0.25),  
42 moderate (0.75), and large effect sizes (1.25), respectively, for the n size used in the study. These  
43 findings indicate that the n size used in the present study was sufficient to detect significant  
44 differences among groups.' [30] Of note, all three of these studies reported no significant effects  
45 of the intervention.  
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## 55 56 Discussion 57 58 59 60



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3 There is a striking lack of evidence to support the vast majority of sports related products which  
4 make claims related to enhanced performance or recovery, including drinks, supplements and  
5 footwear. Half of all websites for these products provided no evidence for their claims, and of  
6 those that do, half of the evidence is not suitable for critical appraisal. No systematic reviews  
7 were found and overall the evidence base was judged to be at high risk of bias. Half of the trials  
8 were not randomised and only 7% reported adequate allocation concealment. We found only  
9 three trials that were reported with sufficient details to be judged high quality and free from bias.  
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16 The absence of high quality evidence is worrying. For instance, investigations have shown that in  
17 trials which did not use allocation concealment (compared to those that did) the effect estimates  
18 were 40% larger, [32] and results fluctuate widely above and below the estimates. [33] In terms  
19 of blinding it is well known 'psychological effects could arise from participants' knowing that they  
20 have received a "promising" new treatment;' [34] in terms of assessors not being blinded this  
21 also presents substantial room for bias: 'outcome assessors with inclinations for or against any of  
22 the interventions being compared may make biased assessments.' [34] The placebo effect of  
23 carbohydrate drinks, which has been shown previously, makes blinding especially important. [35]  
24 Competitive endurance cyclists told they were receiving a carbohydrate sports drink, when in fact  
25 it was water, performed 2% better than when they were told the truth. In addition, in a study that  
26 tested the effect of carbohydrate ingestion in male trained volunteers, increased time to  
27 exhaustion was significantly improved when participants and researchers knew the capsule  
28 content, but not in the double blind condition. [36]  
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39 Combining these problems with the fact no systematic reviews were found means it is virtually  
40 impossible for the public to make informed choice about the benefits and harms of advertised  
41 sports products based on the available evidence. Yet, a simple search of PubMed  
42 (<http://www.ncbi.nlm.nih.gov/pubmed/>) reveals a number of systematic reviews that could be  
43 used to better inform the public: a meta-analysis by Vandenberg, included 88 randomized  
44 crossover studies of carbohydrate supplements with or without protein before and/or during  
45 exercise provided 155 estimates for performance effects. [37] Of concern is this study reports a  
46 funnel plot which shows 'asymmetrical scatter is very likely the result of a publication trend  
47 towards positive effects'. [37] Systematic review may come to conclusions that are different to  
48 those of individual studies. For instance, a systematic review of the effect of exercise-induced  
49 dehydration on time-trial performance concludes that relying in thirst sensation to gauge the  
50 need for fluid replacement maximises cycling time trial performance. [38]  
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4 We found that very few trials (2.7%) repeated the interventions under study conditions. In  
5 treatment trials repeating the intervention allow estimation of the individual responses takes  
6 account of regression to the mean and assesses the reliability of the effect measure. [39] The lack  
7 of power calculations in studies is also concerning, the sample should be large enough to be able  
8 to detect a statistically significant effect; however, the exact size of the study to detect a  
9 meaningful effect was seemingly left to chance in most studies. Moreover, many studies used a  
10 surrogate outcome of performance or recovery, and undertook studies within laboratory  
11 settings which limits the validity of the studies as “laboratory studies assessing the impact of  
12 certain interventions on athletic performance can produce results that have no relevance to the  
13 real athletic world.” [40]  
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22 Some limitations of the present study are worth discussing. We attempted to identify a  
23 representative sample of products, but it is possible the products we analysed are at the worst  
24 end of the spectrum. To avoid ‘cherry picking,’ we undertook a search for a broad range of  
25 products. The number of adverts and the webpages we assessed required a number of reviewers  
26 for this task. We did not give the manufacturers much time to respond to requests for  
27 information, given more time a number may have provided more references. Our assessment of  
28 whether a claim was actually performance enhancing was subjective. Yet no manufacturer  
29 responded that any of the claims were incorrectly identified for their products. We also did not  
30 investigate heterogeneity of effects or publication bias as the number of outcomes and the  
31 substantial variation in these outcomes means it was not possible to combine or undertake such  
32 analyses  
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42 We therefore conclude that the current evidence is not of sufficient quality to inform the public  
43 about the benefits and harms of sports products. There is a need to improve the quality of the  
44 research conducted in this area and its reporting, and a move towards using systematic review  
45 evidence across the board for decision making.  
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#### 49 **Acknowledgements**

50 We would like to acknowledge the BMA library for their help in obtaining full text papers and  
51 Mary Hodgkinson for help in compiling the databases of retrieved references.  
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#### 55 **Conflicts of interest**

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"All authors have completed the Unified Competing Interest form at [www.icmje.org/coi\\_disclosure.pdf](http://www.icmje.org/coi_disclosure.pdf) (available on request from the corresponding author) and declare: no support from any organisation for the submitted work; no financial relationships with any organisations that might have an interest in the submitted work in the previous 3 years; no other relationships or activities that could appear to have influenced the submitted work.

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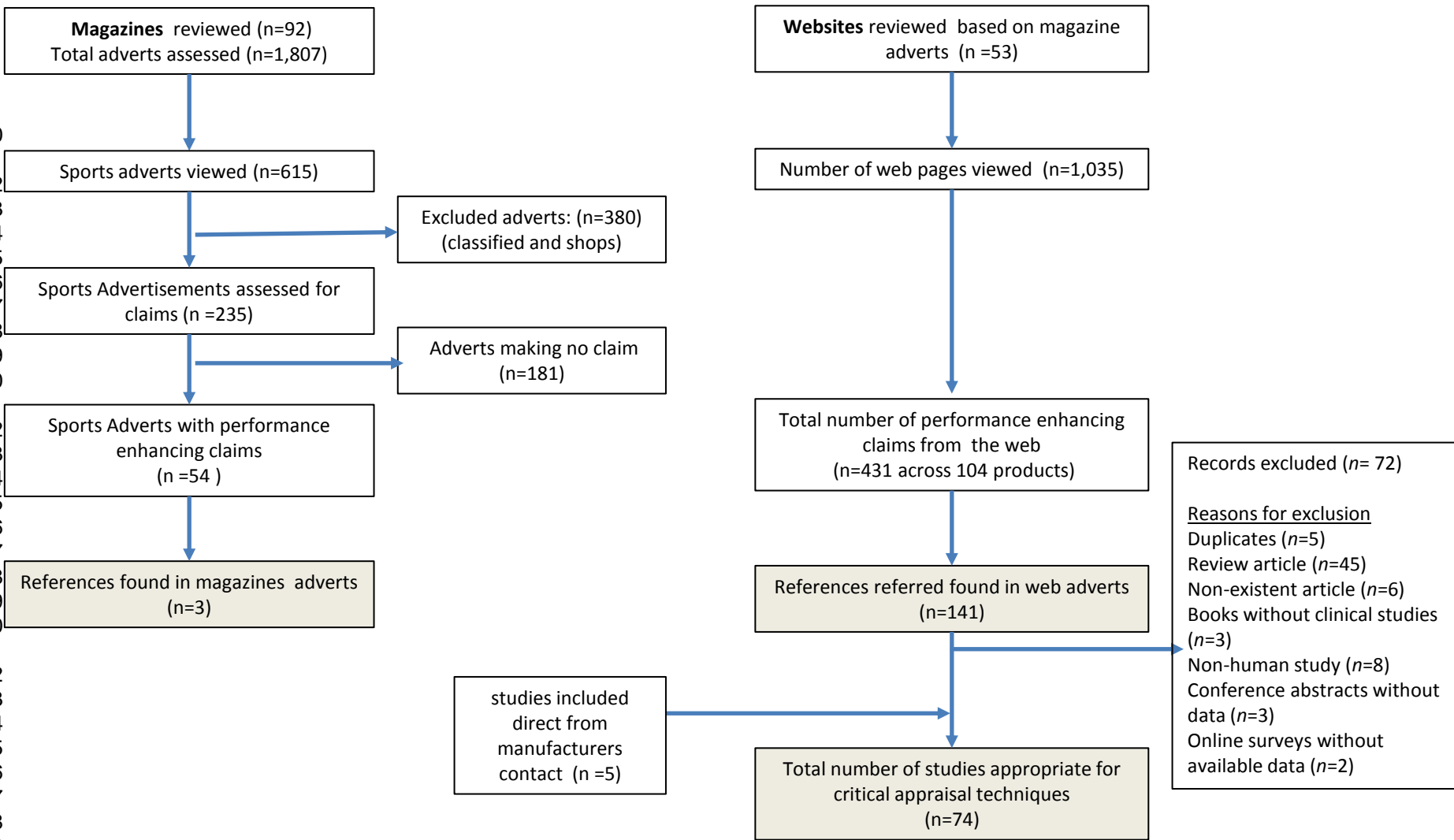
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6  
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8  
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For peer review only

Figure 2: Flow chart

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**Table 1 Sports adverts study quality**

Study component	N =74	% (95% CI)
Number of participants	2031 (Median 15)	Range (5 to 387)
Number of males	1310	64.5 (61.9 to 67.1)
<b>Study quality</b>		
Control Group	55	74.3 (62.8 to 85.9)
Randomization	43	58.1 (43.4 to 72.9)
Allocation Concealment	5	6.8 (0 to 28.8)
Intention to treat	22	29.7 (10.8 to 48.8)
Blinding (investigators, outcome assessors, or participants)	20	27.0 (7.6 to 46.5)
Surrogate sports outcome	61	82.4 (72.9 to 92.0)
Repeat of the intervention	2	2.7 (0 to 25.2)
<b>Reporting</b>		
Clear Hypothesis	66	89.2 (81.7 to 96.7)
Power Calculation	4	5.4 (0 to 27.6)
Adverse events reported	6	6.8 (0 to 32.3)
Study limitations discussed	8	10.8 (0 to 32.3)
<b>Level of Evidence</b>		
1	0	0
2	32	42.1 (25.0 to 59.2)
3	33	43.4 (26.5 to 60.3)
4 or 5	9	11.8 (0 to 33.0)

## Web Appendix 1: Web products reviewed and website addresses

Product	Number of products (total 104)	Website
Vega Sport: Prepare: Pre---workout Energizer Sustain: Electrolyte Hydrator, Endurance Bar, Endurance Gel Recover: Performance Protein, Protein Bar, Recovery Accelerator	7	vegasport.com/
T-100 Testo Booster	1	en.olimp---supplements.com/
Scott Race Rocker and Grip 2 Shoes	2	www.scott---sports.com/global/en/
Reflex Nutrition Diet Protein	1	www.reflex---nutrition.com/
Reebok Zig Activate shoe	1	www.finishline.com/reebok---shoes
Panache Sports Bra	2	www.panache---lingerie.com/sports/
Nike Lunar Eclipse shoes: LunarEclipse+2; LunarEclipse Shield	2	nikerunning.nike.com/nikeos/p/nikeplus/lang uage_tunnel/
Merrell Barefoot: Run, Train, Water, Life, Kids	5	www.merrell.com/UK/en/Barefoot
Maxifuel: Viperactive ,Recovermax, Powerboost <b>Focus system:</b> Viper Boost, Viper Boost Bar, Viper Boost Capsules, Viper Boost Gel <b>Energy system:</b> Viper Active, Viper Active Capsules, Viper Active Gel, Viper Active Bars, Viper Active Sachets, Creatamax Capsules, Electro Tabs <b>Recovery system:</b> Protrient, Ache Free, BCAAs, Immune Support, Recovermax, Sports Vitamins	17	www.maxifuel.com www.maxifuel.com/maxifuelranges/focus www.maxifuel.com/maxifuelranges/energy www.maxifuel.com/maxifuelranges/recovery
GNC Ultra Mega Women's Vitapak: Women's Ultra Mega Active; Ultra Mega 50 Plus; Ultra Mega Menopause; Ultra Mega® Green Women's Vitapak; Ultra Mega® Joint; Ultra Mega™ Wellness Vitapak®; Ultra Mega® Energy; Ultra Mega® Heart; Ultra Mega® Green Vegetarian Vitapak®	9	www.gnc.com/home/index.jsp
Compressport Full Socks	1	compressport.uk.com/blog/
PureProtein	1	www.myprotein.com/uk/
Accelerade advanced sports drink & Hydro	2	www.pacifichealthlabs.com
Gatorade G series Pro (3 products) 01 PRIME, 02 PERFORM, 03 RECOVER	3	www.gatorade.co.uk/
K-SWISS Blade Max series training shoes	1	www.kswiss.com
Kinetica Protein shake	1	www.kinetica-sports.com
Run Sure Wave Inspire 8 Mizuno	1	www.mizuno.co.uk
Powerade: Powerade ION 4, Powerade zero, Powerade energy	3	www.poweradegb.com/
ProPeptide Advanced protein supplement	1	www.cnpprofessional.co.uk/
PWXcompression clothing 2XU	1	www.2xu.com/uk
SixStar Whey protein elite series	1	www.sixstarpronutrition.com/
Sports Jelly Beans	1	
Zoot Ultra TT 5.0	1	www.zootsports.com
ZV7 Energy gels	1	zipvitsports.com
Vitabiotics: Mass gainer, Ultra whey protein, Ultra rehydration recovery	3	<a href="http://www.vitabiotics.com/Wellman/">www.vitabiotics.com/Wellman/</a>
USN Body & Lifestyle (12 week new body starter pack)	1	www.usn.co.uk/
Premium 8 h Casein	1	www.usn.co.uk/
Predator Nutrition: Triazole, Triazole/Activate Extreme, Anabeta, CRAZE	4	www.predatornutrition.com/
Product Platinum Hydrobuilder	1	www.onacademy.eo.uk/
New Balance	1	www.newbalance.co.uk/
Myoprotein	1	www.myprotein.com/uk
MET- Rx Mass Gainer	1	www.metrx.eo.uk/
Lucozade: Lucozade Sport, Sport Lite, Sport Pro Muscle protein bar, Sport jelly Beans, Sport Body Fuel Powder, Sport Body Fuel Gel	6	www.lucozade.com/
ASICS Gel Volt 33	1	www.intersport.co.uk/
SMARTTEC XcelR8	1	www.smarttecnutrition.com/
ZEROHIGH 5	1	www.highfive.co.uk/zero_INT.php#tested



1			
2			
3	Reebok Realflex shoes	1	<a href="http://www.reebok.com">www.reebok.com</a>
4	MAXITONE Sculptress	1	<a href="http://www.maxitone.com/sculptresscapsules">www.maxitone.com/sculptresscapsules</a>
5	Vitabiotics well woman sports and fitness	1	<a href="http://www.vitabiotics.com/wellwoman/">www.vitabiotics.com/wellwoman/</a>
6	MAXIMUSCLE	1	<a href="http://www.maximuscle.com/">www.maximuscle.com/</a>
7			<a href="http://www.maximuscle.com/cyclone">http://www.maximuscle.com/cyclone</a>
8	Aqua Sphere Energize compression	1	<a href="http://www.aquasphereswim.com/uk/">www.aquasphereswim.com/uk/</a>
9	TRIONZ Bracelets	1	<a href="http://www.trionz.co.uk">www.trionz.co.uk</a>
10	FASS PUMA	1	<a href="http://www.runnersworld.co.uk/puma">www.runnersworld.co.uk/puma</a>
11	BodyleanCLA plus	1	<a href="http://www.healthaid.co.uk">www.healthaid.co.uk</a>
12	Reflex Instant Whey	1	<a href="http://www.reflex-nutrition.com">www.reflex-nutrition.com</a>
13	Powerbar	3	<a href="http://www.powerbar.co.uk">www.powerbar.co.uk</a>
14	All in One, Whey isolate, Muscle up & Charger		
15	Sci-Max (Omni MX Hardcore)	1	<a href="http://www.sci-mx.co.uk/">www.sci-mx.co.uk/</a>
16	Pharma Blend 6HR	1	<a href="http://www.phd-supplements.com">www.phd-supplements.com</a>
17	SuperPump Max Supplement	1	<a href="http://www.gasparinutrition.co.uk/">www.gasparinutrition.co.uk/</a>
18	Warrior Blaze Supplement	1	<a href="http://www.bodybuildingwarehouse.co.uk/">www.bodybuildingwarehouse.co.uk/</a>
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## Web Appendix 1 - sports company correspondence

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  - d. [Compressport](#)
  - e. [Pacific Health Labs](#)
  - f. [PE Science](#)
  - g. [New Balance](#)
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  - i. [Nike](#)
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  - k. [GNC](#)
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  - m. [Zip Vit Sport](#)
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  - o. [Body Building Warehouse](#)
  - p. [DS](#)
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  - r. [TrionZ Bracelets](#)
  - s. [Zero High 5](#)
  - t. [2XU PWX compression tights](#)
  - u. [Gatorade G Series Pro](#)
  - v. [K-Swiss](#)
  - w. [ProPeptide Advance](#)
  - x. [Sports Jelly Beans](#)
  - y. [Asics Gel Volt 33](#)
  - z. [Aqua Sphere Energize compression-wear](#)
  - aa. [Powerade](#)

### Summary

Companies contacted: 42

Replied: 27

Number providing references: 9

Number providing references for actual product(s) enquired about: 6

## Original enquiry email

Dear xxx,

I am writing on behalf of a team of researchers from the BMJ (British Medical Journal) and the Centre of Evidence Based Medicine at Oxford University. In the run up to the 2012 Olympics we are undertaking a piece of research analysing the evidence for sports health products. This will appear in the BMJ. Since we are on a very tight deadline we would appreciate your answers by the end of the week (18th May). So far, we have used pieces of published research where possible. But we are aware that this might be the complete picture.

On your website you have listed the following references to scientific articles as evidence for

[Product names here]

Because we are trying to evaluate the evidence base across a range of products fairly, we would like to be sure that this represents a complete list of scientific articles that you have used to demonstrate how these products work.

[Found references here]

Do you think you could tell us:

- a. If this is a complete list?
- b. If not, what other data you have used to support your claims?
- c. Is this published or unpublished?
- d. If the research is published could you provide us with the relevant references?
- e. If your research is unpublished, would you be willing to share it with us so we can fairly evaluate how your product works?

Please note, we are aiming to capture everything as accurately and fairly as we can. If you are unable to provide us with further information we will also note this in our research.

Don't hesitate to contact us for further information, but we would appreciate a prompt response.

Kind regards

**Company correspondence****a. GSK****Products**

Lucozade Sport

Lucozade Sport Lite

Lucozade Sport Pro Muscle protein bar

Lucozade Sport jelly Beans

Lucozade Sport Body Fuel Powder

Lucozade Sport Body Fuel Gel

MAXITONE SCULPTRESS

Maximuscle

Cyclone Maximuscle

“Focus system”: Viper Boost, Viper Boost Bar, Viper Boost Capsules, Viper Boost Gel (4 products)

“Energy system”: Viper Active, Viper Active Capsules, Viper Active Gel, Viper Active Bars, Viper Active Sachets, Creatamax Capsules, Electro Tabs (7 products)

“Recovery system”: Protrient, Ache Free, BCAAs, Immune Support, Recovermax, Sports Vitamins (6 products)

MAXIFUEL Viper Active and Recovermax

**Contact**

Maria Potter

[maria.a.potter@gsk.com](mailto:maria.a.potter@gsk.com)

**Correspondence**

To: "ASmith@bmj.com" <ASmith@bmj.com>

From: Maria Potter <maria.a.potter@gsk.com>

Date: 05/31/2012 5:36PM

Subject: BMJ Research

Dear Adam

I am working through your questions. I will get back to you next week.

Kind regards,

Maria

From: Adam Smith/BMJ

Cc: Maria Potter &lt;maria.a.potter@gsk.com>

Subject: Re: BMJ Research

Dear Maria,

Thank you for your help in sending over the references for your products. As you can imagine, asking a library to collate all these papers will take quite some time. I imagine you have PDFs all of these as a dossier already.

1  
2  
3  
4 Do you think you could send them over? If you don't have them, we would also be  
5 grateful if you could send summaries.  
6

7  
8 We were also wondering what kind of methods you have employed to check the  
9 quality of the studies. Do you think you could share that information with us?  
10

11 And lastly, do you think you could tell us which of these studies actually use your  
12 products (rather than just the active ingredient)?  
13

14  
15 If none of them do, which use the active ingredient in the same doses as  
16 contained within your products?  
17

18 We would be grateful for some guidance on this.  
19

20  
21 Thanks for your help,  
22

23 Adam  
24

25 To: Maria Potter <maria.a.potter@gsk.com>  
26 From: Adam Smith/BMJ  
27 Date: 05/23/2012 08:44PM  
28 Subject: Re: BMJ Research  
29  
30

31 Dear Maria,  
32

33  
34 Thanks for the info. If I need anything else, I'll be in touch once my colleagues and  
35 I have taken a look through.  
36

37 Many thanks,  
38

39 Adam Smith  
40 BMJ Research  
41 asmith@bmj.com  
42 07816125827  
43  
44

45 To: "ASmith@bmj.com" <ASmith@bmj.com>  
46 From: Maria Potter <maria.a.potter@gsk.com>  
47 Date: 05/23/2012 11:41AM  
48 Subject: BMJ Research  
49  
50

51 Dear Adam,  
52

53  
54 Further to our conversation please find attached the information that you  
55 requested. I hope that the following information helps you with your enquiry.  
56  
57  
58  
59  
60

1  
2  
3 All the Maxifuel and Lucozade Sport products mentioned in the attached are  
4 based on well researched ingredients and the references listed on the website  
5 provide an example for the consumer. The main ingredients in this range are  
6 carbohydrates, caffeine and protein all of which have approved EFSA health  
7 claims and a large amount of research papers to support the benefit for fuelling,  
8 focus and recovery. Attached is a more comprehensive list of references that  
9 apply to each product in turn based on the ingredients found in the formulation.  
10  
11

12  
13 As mentioned on the phone please come back to me if you require comment or  
14 further details. In addition, I would appreciate it if you could let me know once  
15 you are aware of the publication date.  
16

17 Kind regards  
18 Maria  
19

20  
21 **Maria Potter**

22 Communications Director, Consumer Healthcare Great Britain & Ireland  
23 GSK Consumer Healthcare  
24

25 **GlaxoSmithKline** GSK House, 980 Great West Road Brentford Middlesex TW8  
26 9GS

27  
28 T +44 (0)208 047 5479 M +44 (0)7920 568781

29 [www.gsk.com](http://www.gsk.com) | [GSKvision on YouTube](#) | [Follow us on Twitter](#)  
30  
31  
32

33  
34 **b. Vegasport**  
35

36 **Products**

37 Pre-Workout energizer  
38 Electrolyte Hydrator  
39 Endurance Bar  
40 Endurance Gel  
41 Performance Protein  
42 Protein Bar  
43 Recovery Accelerator  
44  
45

46 **Contact**

47 Jessica Malach  
48 Public Relations Manager  
49 C 604 653-5350  
50 T 604 945-3133 x 366 | T 1 866 839 8863 | F 604 945 3233  
51 E [ejessica.malach@myvega.com](mailto:ejessica.malach@myvega.com) | [myvega.com](http://myvega.com)  
52  
53  
54

55 **Correspondence**  
56  
57  
58  
59  
60

1  
2  
3 To: Jessica Malach &lt, Jessica.Malach@myvega.com>  
4 From: Adam Smith/BMJ  
5 Date: 05/25/2012 05:22PM  
6 Subject: RE: BMJ research deadline for information  
7  
8

9 Hi Jessica,

10  
11 Thanks for the help. The absolute deadline will be end of the day on Thursday  
12 (your time). Hope to hear from you before then.  
13

14 Kind regards  
15 Adam Smith  
16 BMJ Researcher  
17 asmith@bmj.com  
18 07816125827  
19  
20

21  
22 -----Jessica Malach <Jessica.Malach@myvega.com> wrote: -----  
23 To: Adam Smith <ASmith@bmj.com>  
24 From: Jessica Malach <Jessica.Malach@myvega.com>  
25 Date: 05/22/2012 10:31PM  
26 Subject: RE: BMJ research deadline for information  
27  
28

29 Hi Adam.

30  
31 Thanks for sending the study information over. Before I go any further, I need  
32 approval from senior management. What is your absolute latest for receiving the  
33 information if it is approved?  
34

35  
36 Thank you,  
37 Jessica  
38  
39

40  
41 -----Forwarded by Adam Smith/BMJ on 05/31/2012 05:00PM -----  
42 To: Adam Smith/BMJ@BMJ  
43 From: Adam Smith/BMJ  
44 Date: 05/25/2012 05:22PM  
45 Cc: Jessica Malach &lt, Jessica.Malach@myvega.com>, Krystal LaFrance &lt,  
46 krystal@myvega.com>  
47 Subject: RE: BMJ research  
48  
49

50 (See attached file: CEBM research.doc)  
51 (See attached file: CEBM research protocol.doc)  
52

53  
54 Hi Jessica and Krystal,

55  
56 Thanks for agreeing to provide the info.  
57  
58  
59  
60

Please find attached a letter and full research protocol, as requested.

Kind regards  
Adam Smith  
BMJ Researcher  
asmith@bmj.com  
07816125827

-----Adam Smith/BMJ wrote: -----  
To: Jessica Malach <Jessica.Malach@myvega.com>  
From: Adam Smith/BMJ  
Date: 05/18/2012 06:59AM  
Cc: Krystal LaFrance <krystal@myvega.com>  
Subject: RE: BMJ research

Hi Krystal,

I'm waiting on my colleagues and will get back to you on this. Should be today.

Many thanks,

Adam

-----Jessica Malach <Jessica.Malach@myvega.com> wrote: -----  
To: "asmith@bmj.com" <asmith@bmj.com>  
From: Jessica Malach <Jessica.Malach@myvega.com>  
Date: 05/16/2012 09:29PM  
Cc: Krystal LaFrance <krystal@myvega.com>  
Subject: RE: BMJ research

Hi Adam,

I'm the Public Relations Manager for Vega and this request has just come to me. I've confirmed with our QA team that it would be possible for us to provide more information to your questions below; however, before we do so, I would like a copy of your research proposal, including the credentials of the researchers involved, name of your supervisor and a formal letter from the BMJ requesting this information with a summary of how it will be presented should it be included in the article. Depending on the nature of how this information will be published, we may require a non-disclosure agreement to be signed.

I appreciate your deadline for information is May 18; however, asking us to submit this information in four days is not feasible unless we can obtain the information above from you. Furthermore, I would like to express now that it would not be fair nor representative to suggest we are unable to provide further information as noted in your final sentence from the email below, if you cannot help meet our needs for information expressed above or extend your deadline: "Please note, we



1  
2  
3 are aiming to capture everything as accurately and fairly as we can. If you are  
4 unable to provide us with further information we will also note this in our  
5 research. Don't hesitate to contact us for further information, but we would  
6 appreciate a prompt response."  
7

8  
9 The timing and nature of your request is unusual compared to other requests  
10 we've had from medical journals which typically come by way of formal letter, and  
11 thus we may need more time and information from you to help out.  
12

13  
14 Vega has great respect for the British Medical Journal and we look forward to  
15 assisting you with your research as best we can!  
16

17 Thank you,  
18 Jessica  
19

### 20 21 c. Panache

#### 22 23 Panache Sports Bra

#### 24 25 Contact

26 Jonathan Kirkby  
27 instinct pr ltd  
28 d: +44 20 7401 0479  
29 t: +44 20 7401 0478  
30 m: +44 7843255917  
31 e: jonathan.kirkby@instinct-pr.com  
32  
33

#### 34 35 Correspondence

36  
37 To: Jonathan Kirkby - Instinct PR &lt; jonathan.kirkby@instinct-pr.com>  
38 From: Adam Smith/BMJ  
39 Date: 05/25/2012 05:22PM  
40 Subject: Re: BMJ research  
41  
42

43  
44 Hi Jonathan,  
45

46  
47 Thanks for the extra info. Just a couple of more Qs to make sure I'm being  
48 thorough.  
49

50  
51 Could you explain a little more the rationale behind not publishing the research?  
52

53  
54 As you know, publishing research is standard practice in the science world, so are  
55 there specific aspects of this product or market sector besides its competitive  
56 nature that inform the decision not to publish?  
57

58  
59 Thanks for the continued help.  
60

1  
2  
3  
4 Adam

5  
6 To: Adam Smith <ASmith@bmj.com>  
7 From: Jonathan Kirkby - Instinct PR <jonathan.kirkby@instinct-pr.com>  
8 Date: 05/18/2012 11:37AM  
9 Subject: Re: BMJ research  
10

11  
12 Hi Adam,  
13

14  
15 I can confirm that the research that was conducted by Progressive Sports based  
16 in Loughborough is not published.  
17

18 Thanks,  
19

20  
21 Jonathan  
22 Jonathan Kirkby  
23 Founder & Director  
24

25 instinct pr ltd  
26 Unit 232  
27 Great Guildford Business Square  
28 30 Great Guildford Street  
29 London  
30 SE1 0HS  
31 d: +44 20 7401 0479  
32 t: +44 20 7401 0478  
33 m: +44 7843255917  
34 e: jonathan.kirkby@instinct-pr.com  
35 w: www.instinct-pr.com  
36 twitter: @instinctpr  
37  
38  
39  
40

41  
42 On 18 May 2012, at 11:27, Adam Smith wrote:  
43

44 Hi Jonathan,  
45

46  
47 So, to confirm, the research is not published in any academic literature? Is it peer  
48 reviewed?  
49

50 Thanks,  
51

52 Adam  
53

54  
55 To: Adam Smith <ASmith@bmj.com>  
56 From: Jonathan Kirkby - Instinct PR <jonathan.kirkby@instinct-pr.com>  
57 Date: 05/18/2012 10:12AM  
58  
59  
60

1  
2  
3 Subject: Re: BMJ research  
4

5  
6 Hi Adam,  
7

8 Panache does have research they're just keen to keep it to themselves at the  
9 moment. As a market leader I'm sure you understand that they wish to remain  
10 there and not openly give their research out.  
11

12 Thanks,  
13

14  
15 Jonathan  
16 Jonathan Kirkby  
17 Founder & Director  
18

19  
20 instinct pr ltd  
21 Unit 232  
22 Great Guildford Business Square  
23 30 Great Guildford Street  
24 London  
25 SE1 0HS  
26  
27 d: +44 20 7401 0479  
28 t: +44 20 7401 0478  
29 m: +44 7843255917  
30 e: jonathan.kirkby@instinct-pr.com  
31 w: www.instinct-pr.com  
32 twitter: @instinctpr  
33  
34

35  
36 On 18 May 2012, at 06:53, Adam Smith wrote:  
37

38 Hi Jonathan,  
39

40 Could you confirm whether the company has research and just does not wish to  
41 share it, or whether there is no research?  
42

43  
44 Also, any reasons why they'd rather not share it would be helpful.  
45

46 Many thanks,  
47

48 Adam  
49

50  
51 -----Jonathan Kirkby - Instinct PR <jonathan.kirkby@instinct-pr.com> wrote: -----  
52 To: Adam Smith <ASmith@bmj.com>  
53 From: Jonathan Kirkby - Instinct PR <jonathan.kirkby@instinct-pr.com>  
54 Date: 05/17/2012 04:19PM  
55 Subject: Re: BMJ research  
56  
57  
58  
59  
60

1  
2  
3 Hi Adam,  
4

5 I've just heard back from the client to say that they don't want to share their  
6 research data at this stage.  
7

8  
9 Thank you for thinking of us.  
10

11 Jonathan  
12 Jonathan Kirkby  
13 Founder & Director  
14

15  
16 instinct pr ltd  
17 Unit 232  
18 Great Guildford Business Square  
19 30 Great Guildford Street  
20 London  
21 SE1 0HS  
22  
23 d: +44 20 7401 0479  
24 t: +44 20 7401 0478  
25 m: +44 7843255917  
26 e: jonathan.kirkby@instinct-pr.com  
27 w: www.instinct-pr.com  
28 twitter: @instinctpr  
29  
30  
31

#### 32 **d. Compressport**

33

##### 34 **Product**

35 Compressport Full Socks  
36  
37

##### 38 **Correspondence**

39

40  
41 To: COMPRESSPORT MEDIA &lt, media@compressport.com>  
42 From: Adam Smith/BMJ  
43 Date: 05/25/2012 05:22PM  
44 Subject: Re: BMJ research  
45

46 Dear Valerie,  
47

48  
49 Many thanks. Do you have research for Compressport Full Socks too? Specifically,  
50 research behind these claims:  
51

52 1) ensures venous return and recovery; 2) improve your performance; p3) protect  
53 muscles from oscillation and impact shock waves; 4) reduces muscle damage  
54

55  
56 Do you think you could tell us:  
57  
58  
59  
60

1  
2  
3 what data and research have you used to support your claims over Compressport  
4 Full Socks?

5 Is this published or unpublished?

6 If the research is published could you provide us with the relevant references?

7  
8 If your research is unpublished, would you be willing to share it with us so we can  
9 fairly evaluate how your product works?

10  
11 Kind regards

12  
13 Adam Smith  
14 BMJ Research  
15 asmith@bmj.com  
16 07816125827  
17  
18

19 From:

20 Date: 05/25/2012 05:22PM

21 Subject: Re: BMJ research  
22  
23

24 (See attached file: Etude Medicale CSI - English-2fev.pdf)

25 (See attached file: Etude Medicale CSI.pdf)

26 (See attached file: Compression Sleeves Increase Tissue Oxygen.pdf)  
27  
28

29 Dear Adam,  
30

31 In answer to your request please find attached :

- 32 - LEDUC study in French
  - 33 - LEDUC study in English (Summary)
  - 34 -MENETRIER study in English
- 35  
36

37 You could contact the authors if you want.  
38

39 - Olivier LEDUC = oleduc@skynet.be  
40  
41

42 - Arnaud MENETRIER :

43 Explorations Fonctionnelles Respiratoires, 2 Place Saint Jacques, 25030  
44 Besançon, France. T. : +33(0)3 81 21 87 50 – 06 31 46 18 33. E-mail :  
45 arnaud.menetrier@laposte.net  
46  
47  
48

49 Please be aware that these studies have been done with the R2 products.  
50

51 Let me know if you need more information.  
52

53 Regards.  
54

55 Valerie LAUR  
56  
57  
58  
59  
60

1  
2  
3  
4  
5 From:  
6 Date: 05/25/2012 05:22PM  
7 Subject: Re: BMJ research  
8  
9

10 Dear Adam,  
11

12 I don't understand why do you link the product Compressport Full Socks to the  
13 two studies done with the product Compressport R2 ?  
14 Could you please explain to me ?  
15  
16

17 Regards.  
18  
19

20 Valerie LAUR  
21

22 To: COMPRESSPORT MEDIA &lt; media@compressport.com>  
23 From: Adam Smith/BMJ  
24 Date: 05/25/2012 05:22PM  
25 Subject: Re: BMJ research  
26  
27

28 Thanks Valerie.  
29

30 Adam  
31

32 To: Adam Smith <ASmith@bmj.com>  
33 From: COMPRESSPORT MEDIA <media@compressport.com>  
34 Date: 05/20/2012 09:56PM  
35 Subject: Re: BMJ research  
36  
37

38 Dear Sir,  
39 I will be able to send you the info at the end of the week.  
40  
41

42 Regards.  
43 Valerie LAUR  
44  
45

46 Le 21 mai 2012 □ 00:35, Adam Smith a □crit :  
47  
48

49 Dear sir/madam,  
50

51 I haven't heard back from you regarding the below. When will you be able to send  
52 me the relevant info?  
53  
54

55 Kind regards  
56

57 Adam Smith  
58 BMJ Research  
59  
60

asmith@bmj.com  
07816125827

#### e. Pacific Health Labs

##### Products

Accelerade advanced sports drink & Hydro

##### Contact

Steve Kuchen

Vice President & CFO | PacificHealth Laboratories, Inc: We Power Your Passion.  
732-739-2900 X 603 | pacifichealthlabs.com | Twitter | Facebook | Youtube | Blog

##### Correspondence

To: "Adam Smith" <ASmith@bmj.com>

From: "Stephen P. Kuchen" <skuchen@pacifichealthlabs.com>

Date: 05/21/2012 02:36PM

Subject: RE: RE: BMJ research

Please see our website at [www.pacifichealthlabs.com](http://www.pacifichealthlabs.com).

Click on each product on the right side. On each product page, you will see a tab for Studies.

Hope this helps, please keep me informed and updated on your project.

Regards,

Steve Kuchen

Vice President & CFO | PacificHealth Laboratories, Inc: We Power Your Passion.  
732-739-2900 X 603 | pacifichealthlabs.com | Twitter | Facebook | Youtube | Blog

Steve Kuchen

Vice President & CFO | PacificHealth Laboratories, Inc: We Power Your Passion.  
732-739-2900 X 603 | pacifichealthlabs.com | Twitter | Facebook | Youtube | Blog

From: Adam Smith [mailto:ASmith@bmj.com]

Sent: Monday, May 21, 2012 6:44 AM

To: Stephen P. Kuchen

Subject: Re: RE: BMJ research

Hi Steve,

Do you have another colleague who could help? Or give me an idea of what, if any, research is published?

1  
2  
3  
4 Many thanks,  
5  
6

7 Adam  
8

9 -----"Stephen P. Kuchen" <skuchen@pacifichealthlabs.com> wrote: -----

10 To: "Adam Smith" <ASmith@bmj.com>

11 From: "Stephen P. Kuchen" <skuchen@pacifichealthlabs.com>

12 Date: 05/20/2012 07:16PM

13 Subject: RE: BMJ research

14 We will have to decline, I sent to our research team but he is out of the country  
15 for a few weeks.

16 Steve Kuchen

17 Vice President & CFO | PacificHealth Laboratories, Inc: We Power Your Passion.

18 732-739-2900 X 603 | [pacifichealthlabs.com](http://pacifichealthlabs.com) | [Twitter](#) | [Facebook](#) | [Youtube](#) | [Blog](#)  
19  
20  
21  
22

23 -----Original Message-----

24 From: Adam Smith [<mailto:ASmith@bmj.com>]

25 Sent: Sun 5/20/2012 10:36 AM

26 Cc: Stephen P. Kuchen

27 Subject: Re: BMJ research  
28  
29

30 Dear Stephen,  
31

32 I haven't heard back from you regarding the below. When will you be able to send  
33 me the relevant info?  
34

35 Kind regards  
36  
37

38 Adam Smith

39 BMJ Research

40 [asmith@bmj.com](mailto:asmith@bmj.com)

41 07816125827  
42  
43  
44

45 **f. PE Science**  
46  
47

48 **Product**

49 Anabeta  
50

51 **Contact**

52 Josh Poole

53 [support@pescience.com](mailto:support@pescience.com)  
54  
55  
56

57 **Correspondence**  
58  
59  
60



1  
2  
3  
4 To: Josh Poole &lt; josh@pescience.com >  
5 From: Adam Smith/BMJ  
6 Date: 05/25/2012 05:22PM  
7 Subject: Re: RE: British Medical Journal research  
8  
9

10 Many thanks, Josh.

11  
12 Adam

13  
14  
15 -----Josh Poole <josh@pescience.com> wrote: -----  
16 To: "asmith@bmj.com" <asmith@bmj.com>  
17 From: Josh Poole <josh@pescience.com>  
18 Date: 05/23/2012 11:55PM  
19 Subject: RE: British Medical Journal research  
20  
21

22 This website published an article on the extract today:

23  
24 <http://ergo-log.com/spanish-chamomile-t-booster.html>  
25  
26

27  
28 To: "asmith@bmj.com" <asmith@bmj.com>  
29 From: Josh Poole <josh@pescience.com>  
30 Date: 05/23/2012 08:26PM  
31 Subject: RE: British Medical Journal research  
32  
33

34 Hello Adam,

35  
36 Thank you for contacting us. I am well aware of BMJ, a major journal.

37  
38 The study sent this morning is a key study that you are missing from the list.

39  
40 <http://www.ncbi.nlm.nih.gov/pubmed/22473789>  
41  
42

43 We are changing our writeup to gauge this new research, which actually tests  
44 serum levels of testosterone changes in the animal model. Previous studies did  
45 not test serum testosterone levels, they just tested groups taking the extract  
46 compared to animals taking testosterone, and noted the anabolic effects with a  
47 testosterone-like effect.  
48

49  
50 The beauty of a supplement that can be anabolic without lowering, and in this  
51 case actually increasing testosterone is it gets rid of the major issue with synthetic  
52 anabolics -- HPTA suppression.  
53  
54

55 The most interesting thing about the research in the original animal studies is that  
56 in the extract group that gained an equal amount of weight compared to the  
57 testosterone group, the prostate weight gain was insignificant which is very  
58  
59  
60

1  
2  
3 important. Prostate weight gain is a key marker in determining how androgenic  
4 something is, whereas bodyweight gains is a key marker of how anabolic a  
5 substance can be.  
6

7  
8 This shows anacyclus may have abilities to gain body weight independent of  
9 testosterone increase. One theory is that it may increase muscle glycogen  
10 retention (or reduce muscle glycogen depletion), and it has been studied for its  
11 hyperglycemic effect in animals:  
12

13  
14 <http://www.idosi.org/ejbs/3%284%2911/4.pdf>

15  
16 [http://www.academicjournals.org/jmpr/PDF/pdf2012/30%20Apr/Selles%20et%20al.p  
17 df](http://www.academicjournals.org/jmpr/PDF/pdf2012/30%20Apr/Selles%20et%20al.pdf)  
18

19  
20 We have had hundreds of users come back to us saying that when they take 2-3  
21 capsules of AnaBeta with a high carbohydrate meal they will get hypoglycemic  
22 feeling that they do not normally get. So it may be possible this is one of its  
23 mechanism of action, perhaps through GLUT4, but it is something we will be  
24 looking into in the future.  
25

26  
27 There has been a number of new studies on this ingredient just in the past 9-12  
28 months, and we expect it to continue since we released the ingredient to the  
29 supplement market. If you have any questions regarding specific claims or need  
30 any specific info feel free to ask.  
31

32  
33 Also, in closing, here is one study that highlights the safety of the extract in the  
34 animal model:

35 <http://pharmacologyonline.silae.it/files/newsletter/2011/vol1/015.gautam.pdf>  
36

37  
38 If you would like me to send some bottles just for curiosities sake, let me know! I  
39 hope this email helps your research and did not create more work!

40  
41 -Josh  
42

### 43 **g. New Balance**

#### 44 45 **New Balance trainers**

#### 46 47 **Contact**

48 Jo Green, PR company  
49 [jo@sx-media.com](mailto:jo@sx-media.com)  
50  
51

#### 52 53 **Correspondence**

54  
55 To: &lt;Jo@sx-media.com>  
56 From: Adam Smith/BMJ  
57 Date: 05/25/2012 05:22PM  
58  
59  
60

1  
2  
3 Subject: RE: BMJ research  
4

5 Hi Jo,  
6

7 Thanks for letting me know. Could you provide more detail as to why?  
8

9 Specifically:  
10

11 Is there any scientific research behind "lighter lower to the ground ride without  
12 sacrificing cushioning"?  
13

14 If so, could you detail why New Balance can't provide it or point me to it online?  
15

16 Thanks,  
17

18 Adam  
19

20 -----"Jo Green" <Jo@sx-media.com> wrote: -----  
21 To: "Adam Smith" <ASmith@bmj.com>  
22 From: "Jo Green" <Jo@sx-media.com>  
23 Date: 05/28/2012 10:59AM  
24 Subject: RE: BMJ research  
25  
26  
27  
28

29 Hi Adam  
30

31 Further to our conversation I'm afraid New Balance are unable to provide the data  
32 you are looking for on this occasion.  
33

34 Please do let me know if we can help with anything else in the future.  
35

36 Good luck with your study.  
37

38 Kind regards  
39

40 Jo  
41

42 -----Adam Smith/BMJ wrote: -----  
43 To: jo@sx-media.com  
44 From: Adam Smith/BMJ  
45 Date: 05/15/2012 08:42AM  
46 Subject: Re: BMJ research  
47  
48  
49  
50

51 Dear Jo,  
52

53 Sorry I couldn't answer your query straight away yesterday, when I didn't have  
54 the right document to hand. The claim I'm referring to is:  
55 "lighter lower to the ground ride without sacrificing cushioning".  
56  
57  
58  
59  
60

1  
2  
3  
4 With this in mind, please could you send us:  
5 what data you have used to support your claims?  
6 Is this published or unpublished?  
7 If the research is published could you provide us with the relevant references?  
8 If your research is unpublished, would you be willing to share it with us so we can  
9 fairly evaluate how your product works?  
10  
11

12 Any other questions, please let me know.  
13

14 Thanks,  
15 Adam  
16  
17

#### 18 19 20 **h. Powerbar**

#### 21 22 **Powerbar All in One, Whey isolate, Muscle up & Charger**

#### 23 24 **Contact**

25 Corinne Mäder  
26 corinne.maeder@powerbar.de  
27 EU Sport Nutrition Science Specialist  
28 PowerBar Europe GmbH  
29 Zielstattstraße 42  
30 D-81379 München  
31 Phone: +49 (0)89 50 20 07 15  
32  
33

#### 34 35 **Correspondence**

36  
37 To: Corinne Mäder &lt;corinne.maeder@powerbar.de>  
38 From: Adam Smith/BMJ  
39 Date: 05/25/2012 05:22PM  
40 Cc: 'Selena Murray' &lt;selena.murray@powerbar.de>  
41 Subject: AW: Fw: BMJ research  
42  
43

44 Thanks Corinne. If I need anything else I'll be in touch.  
45

46 Adam  
47

48  
49 -----Corinne Mäder <corinne.maeder@powerbar.de> wrote: -----  
50 To: asmith@bmj.com  
51 From: Corinne Mäder <corinne.maeder@powerbar.de>  
52 Date: 05/21/2012 12:21PM  
53 Cc: 'Selena Murray' <selena.murray@powerbar.de>  
54 Subject: AW: Fw: BMJ research  
55  
56

57 Dear Adam,  
58  
59  
60

1  
2  
3  
4 Please find attached our literature overview and science background for the  
5 PowerBar Products ALL IN ONE, MUSCE UP, WHEY ISOLATE and CHARGER.  
6  
7

- 8 a. If not, what other data you have used to support your claims? Our Product  
9 claims are EFSA based  
10 b. Is this published or unpublished? For the 4 products we have used  
11 published papers  
12 c. If the research is published could you provide us with the relevant  
13 references? => Please find attached the lit overview  
14 d. If your research is unpublished, would you be willing to share it with us so  
15 we can fairly evaluate how your product works? Unfortunately we are not allowed  
16 to share unpublished data's  
17 If you need any further product or science information please do not hesitate to  
18 contact me- I will be happy to support you!  
19  
20  
21  
22

23 May I kindly ask you to send me the BMJ-publication afterwards?  
24  
25  
26

27 Kind regards,  
28 Corinne  
29

30 Corinne M□der  
31 EU Sport Nutrition Science Specialist  
32 PowerBar Europe GmbH  
33 Zielstattstra□e 42  
34 D-81379 M□nchen  
35 Phone: +49 (0)89 50 20 07 15  
36 Online: <http://www.powerbarstore.de>  
37 Facebook: <http://www.facebook.com/PowerBarEurope>  
38  
39  
40  
41

42 From: Adam Smith [mailto:ASmith@bmj.com]  
43 Sent: 20 May 2012 15:41  
44 Cc: selena.murray@powerbar.de  
45 Subject: Re: Fw: BMJ research  
46 Importance: High  
47  
48

49 Dear Selena,  
50

51 I haven't heard back from you regarding the below. When will you be able to send  
52 me the relevant info?  
53  
54

55 Kind regards  
56

57 Adam Smith  
58  
59  
60

1  
2  
3 BMJ Research  
4 asmith@bmj.com  
5 07816125827  
6  
7

8  
9 **i. Nike**

10  
11 **Products**

12 Nike LunarEclipse  
13 Nike LunarEclipse Shield  
14

15  
16 **Contact**

17 Ryan Greenwood  
18 Ryan.Greenwood@nike.com  
19 Head of PR & Communications, Nike UK & Ireland  
20 +44 (0)7919 927 502  
21  
22

23  
24 **Correspondence**

25  
26 To: <Ryan.Greenwood@nike.com>  
27 From: Adam Smith/BMJ  
28 Date: 05/25/2012 05:22PM  
29 Subject: Re: Nike enquiry re: Lunar Eclipse shoes  
30  
31

32 Dear Ryan,  
33

34  
35 Thanks for getting back to me. I just want to confirm something. There's no  
36 scientific research, published or unpublished, on which the claims and  
37 explanations draw?  
38

39 Thanks,  
40

41 Adam  
42

43  
44 From: Adam Smith <ASmith@bmj.com>  
45 To: Nike <ryan.greenwood@nike.com>  
46 Subject: Re: Nike enquiry re: Lunar Eclipse shoes  
47  
48

49 Dear Ryan,  
50

51 Thanks for getting back to me. I just want to confirm something. There's no  
52 scientific research, published or unpublished, on which the claims and  
53 explanations draw?  
54

55 Thanks,  
56  
57  
58  
59  
60

1  
2  
3 Adam

4  
5 -----"Greenwood, Ryan" <Ryan.Greenwood@nike.com> wrote: -----  
6 To: Adam Smith <ASmith@bmj.com>  
7 From: "Greenwood, Ryan" <Ryan.Greenwood@nike.com>  
8 Date: 05/28/2012 04:58PM  
9 Subject: Nike enquiry re: Lunar Eclipse shoes  
10  
11

12 Dear Adam

13  
14 Further to your recent enquiry, we believe that the explanation we have already  
15 provided sufficiently substantiates the claims you have questioned. I've copied  
16 our original response below.  
17  
18

19 The ride's perfect”

20  
21 In this context, “the ride’s perfect” refers to the sensation runners feel in the  
22 smooth Lunarlon cushioning and the stability provided by the dynamic fit system.  
23  
24

25 “Adapts to every stride”

26  
27 The use of “adapts to every ride” is a reference to the dynamic fit system, which is  
28 a Nike innovation. Featuring soft material that wraps the midfoot and arch from  
29 under the foot and connects to the laces, the fit system reduces the space  
30 between foot and shoe. It moves with the foot as you run, thereby providing a  
31 personal fit. This is in contrast with conventional shoe constructions that pull  
32 from the outside edge of the shoe’s sole unit.  
33  
34

35  
36 Attached is a video showing how the dynamic fit system moves with the motion  
37 of the foot. Watch the silver line drawn on the shoe in the video. It is marked on  
38 the fit system while the shoe is at rest. The exterior mesh panel has been cut away  
39 to expose the fit system. When the runner runs, that silver line pulls away from  
40 the sole unit bite line & shows how the fit system moves with the foot through  
41 the foot strike.  
42  
43

44 <<https://www.wetransfer.com/dl/oZ9zgM4J/1a7cf06fd42d161ea1f8fe7a883bee28162db3af3ce779937edf82a488560656082ed9fb3892587>>

45  
46  
47 <<https://www.wetransfer.com/dl/JTt5BM67/1ebe7e43a1d851acd721856f69c55e027ea4f2ba5005d1f060410021e879439fc6a2629738924fa>>  
48  
49  
50

51  
52 Ryan Greenwood  
53 Head of PR & Communications, Nike UK & Ireland  
54 +44 (0)7919 927 502  
55  
56  
57  
58  
59  
60

1  
2  
3  
4  
5  
6  
7 To: &lt, Ryan.Greenwood@nike.com>  
8 From: Adam Smith/BMJ  
9 Date: 05/25/2012 05:22PM  
10 Subject: Re: Nike questions  
11

12 Great, thanks Ryan.  
13

14 Any idea how come these wordings weren't in your PR materials?  
15

16 Adam  
17  
18  
19

20  
21 To: "ASmith@bmj.com" <ASmith@bmj.com>  
22 From: "Greenwood, Ryan" <Ryan.Greenwood@nike.com>  
23 Date: 05/22/2012 08:53PM  
24 Subject: BMJ/NIKE  
25

26 Hi Adam  
27

28  
29 Please see below for a further explanation of the terms referenced in the ad.  
30

31 Regards  
32

33 Ryan  
34

35  
36 “The ride's perfect”  
37

38 In this context, “the ride’s perfect” refers to the sensation runners feel in the  
39 smooth Lunarlon cushioning and the stability provided by the dynamic fit system.  
40

41  
42 “Adapts to every stride”  
43

44 The use of “adapts to every ride” is a reference to the dynamic fit system, which is  
45 a Nike innovation. Featuring soft material that wraps the midfoot and arch from  
46 under the foot and connects to the laces, the fit system reduces the space  
47 between foot and shoe. It moves with the foot as you run, thereby providing a  
48 personal fit. This is in contrast with conventional shoe constructions that pull  
49 from the outside edge of the shoe’s sole unit.  
50  
51

52 Attached is a video showing how the dynamic fit system moves with the motion  
53 of the foot. Watch the silver line drawn on the shoe in the video. It is marked on  
54 the fit system while the shoe is at rest. The exterior mesh panel has been cut away  
55 to expose the fit system. When the runner runs, that silver line pulls away from  
56  
57  
58  
59  
60



1  
2  
3 the sole unit bite line & shows how the fit system moves with the foot through  
4 the foot strike.  
5

6  
7 <<https://www.wetransfer.com/dl/oZ9zgM4J/1a7cf06fd42d161ea1f8fe7a883bee28162db3af3ce779937edf82a488560656082ed9fb3892587>>  
8  
9

10  
11 <<https://www.wetransfer.com/dl/JTt5BM67/1ebe7e43a1d851acd721856f69c55e027ea4f2ba5005d1f060410021e879439fc6a2629738924fa>>  
12  
13

14  
15 From:  
16 Date: 05/25/2012 05:22PM  
17 Subject: Re: Nike questions  
18

19  
20 Hi adam

21  
22 We will aim to have a response by Monday.  
23

24  
25 Ryan  
26

27  
28 Ryan Greenwood  
29 Head of PR & Communications, Nike UK & Ireland  
30 +44 (0)7919 927 502  
31

32  
33 -----"Greenwood, Ryan" <Ryan.Greenwood@nike.com> wrote: -----  
34 To: Adam Smith <ASmith@bmj.com>  
35 From: "Greenwood, Ryan" <Ryan.Greenwood@nike.com>  
36 Date: 05/21/2012 02:20PM  
37 Subject: Re: Nike questions  
38

39  
40 Hi Adam

41  
42 I'm hoping to have a response for you by this evening. Apologies for the delay.  
43

44  
45 Ryan  
46

47  
48 Ryan Greenwood  
49 Head of PR & Communications, Nike UK & Ireland  
50 +44 (0)7919 927 502  
51

52  
53 From: Adam Smith <ASmith@bmj.com>  
54 To: Nike <ryan.greenwood@nike.com>  
55 Subject: Re: Nike questions  
56  
57  
58  
59  
60

1  
2  
3 Hi Ryan,

4  
5 The ad text is available here, page 2:

6  
7 <http://issuu.com/larryeder1958/docs/ao-fall-winter-2011>

8  
9  
10 The bottom right hand corner states:

11  
12 Even the most innovative technology won't help much if your shoe doesn't fit. So  
13 for the ike LunarEclipse+, we combined the soft, smooth lunarlon cushioning  
14 runners lover with the pitch-perfect stability of dynamic support. Then wrapped it  
15 all up with the new dynamic fit system, which tailors the shoe perfectly to your  
16 foot and adapts to every stride. So the fit's personal, and the ride's perfect."

17  
18  
19 We're looking for the research behind these claims. Would you be able to get  
20 back to me today or early next week?

21  
22  
23 Many thanks,

24  
25  
26 Adam

27  
28 -----"Greenwood, Ryan" <Ryan.Greenwood@nike.com> wrote: -----

29 To: Adam Smith <ASmith@bmj.com>

30 From: "Greenwood, Ryan" <Ryan.Greenwood@nike.com>

31 Date: 05/18/2012 09:00AM

32 Subject: Re: Nike questions

33  
34  
35 No problem – thanks for the update.

36  
37 Ryan Greenwood

38 Head of PR & Communications, Nike UK & Ireland

39 +44 (0)7919 927 502

40  
41  
42  
43 From: Adam Smith <ASmith@bmj.com>

44 To: Nike <ryan.greenwood@nike.com>

45 Subject: Re: Nike questions

46  
47  
48 Ryan,

49  
50 Apologies for the delay - I'm waiting on colleagues and will get back to you on  
51 this. We can obviously give you a little more time, into next week. I hope to get  
52 back to you today.

53  
54  
55 Thanks,

56  
57  
58 Adam

1  
2  
3  
4 -----"Greenwood, Ryan" <Ryan.Greenwood@nike.com> wrote: -----  
5 To: "ASmith@bmj.com" <ASmith@bmj.com>  
6 From: "Greenwood, Ryan" <Ryan.Greenwood@nike.com>  
7 Date: 05/16/2012 07:05PM  
8 Subject: Re: Nike questions  
9

10  
11 Hi Adam  
12

13  
14 Apologies to chase you on this but it would be great to know where you saw  
15 these claims made as I can't see them in our PR materials.  
16

17 Ryan  
18

19 Ryan Greenwood  
20 Head of PR & Communications, Nike UK & Ireland  
21 +44 (0)7919 927 502  
22  
23

24  
25 From: <Greenwood>, Nike <ryan.greenwood@nike.com>  
26 To: "ASmith@bmj.com" <ASmith@bmj.com>  
27 Subject: Nike questions  
28  
29

30 Hi Adam  
31

32 Please can you let me know where you've seen the claims made that you  
33 referenced in yesterday's note-namely:  
34 the ride's perfect  
35 adapts to every stride  
36  
37

38 Ryan  
39

40 Sent via iPhone  
41  
42

43 **j. Merrell**  
44  
45

46 **Products**

47 Merrell Barefoot: "Run", "Train", "Water", "Life", "Kids"  
48  
49

50 **Contact**

51 Simon Vingoe  
52 Marketing Manager  
53 T +44 (0)207 860 0122  
54 M +44 (0)782 687 0690  
55 simon.vingoe@wwwinc.com  
56  
57  
58  
59  
60

1  
2  
3  
4 **Correspondence**  
5

6 Hi Adam,  
7

8  
9 I have spoken with the USA and they do not know of any published research on  
10 Barefoot trainers.  
11

12 Thanks  
13

14 Simon  
15

16  
17 From: Adam Smith [mailto:ASmith@bmj.com]  
18 Sent: 01 June 2012 12:44  
19 To: Vingoe, Simon  
20 Subject: RE: BMJ research  
21  
22

23 Thanks Simon. I got the attachment too. I'll be in touch if I need anything else.  
24

25 Adam  
26

27  
28 To: Adam Smith <ASmith@bmj.com>  
29 From: "Vingoe, Simon" <Simon.Vingoe@wwwinc.com>  
30 Date: 06/01/2012 08:59AM  
31 Subject: RE: BMJ research  
32 Hi Adam,  
33

34  
35 We do not have any proprietary research on the trainers which we can supply.  
36 I have attached some more of the Lieberman work if of use.  
37 I have asked the PD team in the US if there is any publicly available research on  
38 Barefoot trainers generally but I have to say I am not aware of any.  
39

40 Thanks  
41

42 Simon  
43

44  
45 To: Adam Smith <ASmith@bmj.com>  
46 From: "Vingoe, Simon" <Simon.Vingoe@wwwinc.com>  
47 Date: Wednesday, May 30, 2012 10:27PM  
48 Subject: RE: BMJ research  
49

50  
51 Hi Adam,  
52

53  
54 I am up in Scotland tomorrow and so OK if I come back to you on Friday?  
55

56 Cheers  
57  
58  
59  
60

1  
2  
3 Simon

4  
5 From: Adam Smith [mailto:ASmith@bmj.com]  
6 Sent: 30 May 2012 20:56  
7 To: Vingoe, Simon  
8 Subject: RE: BMJ research  
9

10  
11 Hi Simon,

12  
13 Thanks for this.

14  
15  
16 Has there been any research done on the actual trainers? If so, could you send me  
17 the relevant journal papers or point me in the right direction online?  
18

19  
20 Thanks,

21  
22 Adam

23  
24 To: Adam Smith <ASmith@bmj.com>  
25 From: "Vingoe, Simon" <Simon.Vingoe@wwwinc.com>  
26 Date: 05/28/2012 11:10PM  
27 Subject: RE: BMJ research  
28

29  
30 Hi Adam,

31  
32 Having checked with the States I can confirm that our claims were taken from the  
33 work of Daniel Lieberman at the Harvard Skeletal Biology Lab and his study into  
34 Biomechanics of Foot Strikes  
35 & Applications to Running Barefoot or in Minimal Footwear.  
36

37  
38 Please see <http://www.barefootrunning.fas.harvard.edu/index.html>  
39

40  
41 I am happy to assist further if you need any more information from me and so  
42 please do not hesitate to ask. I know from our conversation your timings are tight  
43 and so wanted to get back to you asap.  
44

45  
46 Regards

47  
48 Simon

49  
50 From: Adam Smith [mailto:ASmith@bmj.com]  
51 Sent: 28 May 2012 11:07  
52 To: Vingoe, Simon  
53 Subject: RE: BMJ research  
54

55  
56 OK, thanks Simon. Keep me posted.  
57  
58  
59  
60

1  
2  
3 Adam

4  
5 -----"Vingoe, Simon" <Simon.Vingoe@wwwinc.com> wrote: -----  
6 To: Adam Smith <ASmith@bmj.com>  
7 From: "Vingoe, Simon" <Simon.Vingoe@wwwinc.com>  
8 Date: 05/28/2012 10:57AM  
9 Subject: RE: BMJ research  
10 Hi Adam,  
11

12  
13  
14 Its a bank hol in the US today and so I will have to aim to get the info you need  
15 from them tomorrow.  
16

17 Thanks

18  
19 Simon

20  
21  
22 To: simon.vingoe@wwwinc.com  
23 From: Adam Smith/BMJ  
24 Date: 05/25/2012 05:22PM  
25 Subject: RE: BMJ research  
26

27  
28 Hi Simon,  
29

30 Thanks for the call just now. Original email and requests below. Specifically, the  
31 claims we're looking at research for are:  
32

- 33  
34 1) Helps you find the natural way you were born to run;  
35 2) forefoot plate and Vibrant sole provides traction and protection for a smoother  
36 ride.  
37

38 The relevant products are listed in the original email below.  
39

40 As discussed, I'd need a reply by the end of next Tuesday, either with or without  
41 the research I requested.  
42

43  
44 Thanks,  
45

46 Adam

47  
48  
49 From:  
50 Date: 05/25/2012 05:22PM  
51 Subject: FW: Medical research  
52

53  
54 Hi Adam,  
55

56 Nice to talk to you thought might be worthwhile dropping you my contact details.  
57  
58  
59  
60

1  
2  
3 Regards  
4

5 Simon  
6

7  
8 Simon Vingoe  
9 Marketing Manager  
10

11 -----  
12 T +44 (0)207 860 0122  
13 M +44 (0)782 687 0690  
14 simon.vingoe@wwwinc.com  
15 merrell.com  
16

17 -----  
18 Wolverine Europe Ltd  
19 Kings Place 90 York Way  
20 London N1 9AG  
21

22  
23 -----Adam Smith/BMJ wrote: -----  
24 From: Adam Smith/BMJ  
25 Date: 05/25/2012 04:43PM  
26 Cc: "Woolham, Vikki" <Vikki.Woolham@wwwinc.com>  
27 Subject: RE: BMJ research  
28

29  
30 Hi Vikki,  
31

32 Just to let you know, I still haven't heard from your colleagues.  
33

34  
35 I'd need a reply by the end of next Tuesday, either with or without the research I  
36 requested.  
37

38 Kind regards  
39

40 Adam Smith  
41 BMJ Research  
42 asmith@bmj.com  
43 07816125827  
44  
45

46  
47  
48 -----Adam Smith/BMJ wrote: -----  
49 To: "Woolham, Vikki" <Vikki.Woolham@wwwinc.com>  
50 From: Adam Smith/BMJ  
51 Date: 05/21/2012 11:54AM  
52 Subject: RE: BMJ research  
53

54  
55 OK Vikki. Thanks for the help.  
56

57 Adam  
58  
59  
60

1  
2  
3  
4 -----"Woolham, Vikki" <Vikki.Woolham@wwwinc.com> wrote: -----  
5 To: Adam Smith <ASmith@bmj.com>  
6 From: "Woolham, Vikki" <Vikki.Woolham@wwwinc.com>  
7 Date: 05/21/2012 11:49AM  
8 Subject: RE: BMJ research  
9

10  
11 Hi Adam

12  
13  
14 I have sent this to them they have just returned from conference so are quite busy  
15 I am sure they will read this email at some point.  
16

17 Kind Regards  
18 Vikki  
19

20  
21 Vikki Woolham . Receptionist Central Services  
22 Wolverine Europe Ltd . A Division of Wolverine Worldwide, Inc  
23 Kings Place . 90 York Way . London . N1 9AG  
24 P: +44 (0) 20 7860 0100 . F: +44 (0) 20 7860 0500  
25  
26

27  
28 From: Adam Smith [mailto:ASmith@bmj.com]  
29 Sent: 21 May 2012 11:47  
30 To: Woolham, Vikki  
31 Subject: RE: BMJ research  
32

33  
34 Thanks Vikki. Do you have an idea of when they'll be back and therefore when I  
35 might expect a reply? Sorry to press you on this, I'm just trying to check how soon  
36 I can pull everything together.  
37

38 Thanks for your help.  
39

40  
41 Adam  
42

43 -----"Woolham, Vikki" <Vikki.Woolham@wwwinc.com> wrote: -----  
44 To: Adam Smith <ASmith@bmj.com>  
45 From: "Woolham, Vikki" <Vikki.Woolham@wwwinc.com>  
46 Date: 05/21/2012 08:46AM  
47 Subject: RE: BMJ research  
48

49 Hi adam this has been sent our merrell marketing guys have been in the USA I am  
50 sure they will see it when they get back  
51

52  
53 Kind Regards  
54 Vikki  
55

56  
57 Vikki Woolham . Receptionist Central Services  
58 Wolverine Europe Ltd . A Division of Wolverine Worldwide, Inc  
59  
60



1  
2  
3 Kings Place . 90 York Way . London . N1 9AG  
4 P: +44 (0) 20 7860 0100 . F: +44 (0) 20 7860 0500  
5  
6

7 **k. GNC**  
8

9 **Products**

10 "GNC Ultra Mega Women's Vitapak; GNC Women's Ultra Mega Active; GNC  
11 Women's Ultra Mega 50 Plus; GNC Women's Ultra Mega Menopause; GNC Ultra  
12 Mega Green Women's Vitapak; GNC Women's Ultra Mega Joint; GNC Women's  
13 Ultra Mega Wellness Vitapak; GNC Women's Ultra Mega Energy; GNC Women's  
14 Ultra Mega Heart; GNC Ultra Mega Green Vegetarian Vitapak  
15 (9 products) "  
16  
17

18 **Contact**

19 Laura Brophy  
20 lbrophy@marketcompr.com  
21 Main: 212-537-5177 x2 | Mobile: 203-331-7618  
22 Greg Miller  
23 gmiller@marketcompr.com  
24  
25  
26  
27

28 **Correspondence**  
29

30 From: Adam Smith/BMJ  
31 Date: 05/25/2012 05:22PM  
32 Cc: Greg Miller &lt;gmiller@marketcompr.com>, Laura Brophy &lt;  
33 lbrophy@marketcompr.com>  
34 Subject: Re: BMJ research  
35  
36

37 Hi Laura and Greg,  
38

39 Further to our phone call, I haven't yet received any articles or a response  
40 regarding my request. The initial deadline has far passed. Would you be able to  
41 get this to me by the end of today?  
42  
43

44 Kind regards  
45

46 Adam Smith  
47 BMJ Research  
48 asmith@bmj.com  
49 07816125827  
50  
51

52 -----Adam Smith/BMJ wrote: -----

53 To: Laura Brophy <lbrophy@marketcompr.com>  
54 From: Adam Smith/BMJ  
55 Date: 05/15/2012 08:54AM  
56 Cc: Greg Miller <gmiller@marketcompr.com>  
57  
58  
59  
60

1  
2  
3 Subject: Re: BMJ research  
4

5 Hi Laura,  
6

7  
8 Feel free to give me a call today (Tuesday). I'm available 9am - 1pm EST on  
9 07816125827. Unfortunately I don't have any similar articles I could send you, so  
10 let's just discuss on the phone.  
11

12 Kind regards  
13

14  
15 Adam Smith  
16 BMJ Research  
17 asmith@bmj.com  
18 07816125827  
19

20  
21 -----Laura Brophy <lbrophy@marketcompr.com> wrote: -----  
22 To: Adam Smith <ASmith@bmj.com>  
23 From: Laura Brophy <lbrophy@marketcompr.com>  
24 Date: 05/14/2012 08:28PM  
25 Cc: Greg Miller <gmiller@marketcompr.com>  
26 Subject: Re: BMJ research  
27

28  
29 Adam,  
30 Please let me know a good time for us to chat on the phone regarding your  
31 request. Since you are ahead of our time, maybe tomorrow morning EST?  
32 Do you have example of of other articles that are similar in nature that you can  
33 email me ahead of a call? Also, when and where are your articles published?  
34 Thank you and best regards,  
35  
36 Laura  
37 LAURA BROPHY  
38 Director of Client Services and New Business Development  
39 marketcom pr | "Whatever your story is, we can help you tell it."  
40 lbrophy@marketcompr.com | Main: 212-537-5177 x2 | Mobile: 203-331-7618  
41 www.marketcompr.com | 36 East 23rd Street, Suite 602 New York, NY 10010  
42  
43  
44

## 45 I. Kinetica

### 46 47 48 **Product**

49 Kinetica Protein shake Supplement  
50

### 51 **Contact**

52 Hugo Youngman  
53 Brand Manager  
54 hyoungman@kinetica-sports.com  
55 M +44 (0) 7584 194831  
56 T +44 (0) 2031708591  
57  
58  
59  
60

## Correspondence

To: Hugo Youngman <hyoungman@kinetica-sports.com>  
From: Adam Smith/BMJ  
Date: 05/25/2012 05:22PM  
Subject: Re: Kinetica Sports

Hi Hugo,

Thanks for calling yesterday - sorry I couldn't get back to you there and then as I was out at a conference.

Specifically, we're looking for the research that supports these claims:

- 1) support and sustain lean muscle, before during or after workout
- 2) giving your body everything it needs to succeed

We've found the 7 references included below in my first email, so we'd be looking for all other data and research beyond these 7 papers, as per the questions in the original email below.

Hopefully this narrows down the scope somewhat. Could you say realistically whether you'd be able to get things to me - if not today, in the first half of next week?

Kind regards

Adam Smith  
BMJ Research  
asmith@bmj.com  
07816125827

-----Hugo Youngman <hyoungman@kinetica-sports.com> wrote:-----

To: Adam Smith <ASmith@bmj.com>  
From: Hugo Youngman <hyoungman@kinetica-sports.com>  
Date: 05/24/2012 03:45PM  
Subject: Kinetica Sports

Hi Adam,

Thanks for taking the call today. Just to confirm that you will revert with any more specific information that we can provide.

BR

Hugo Youngman

1  
2  
3 Brand Manager  
4

5 M +44 (0) 7584 194831

6 T +44 (0) 2031708591

7 S hugoyoungman  
8

9 ---  
10 Kinetica Sports  
11 One Lyric Square  
12 Hammersmith  
13 London W6 0NB  
14

15  
16 From: Adam Smith [mailto:ASmith@bmj.com]

17 Sent: 20 May 2012 15:37

18 Cc: Hugo Youngman

19 Subject: Re: BMJ research

20 Importance: High  
21

22  
23 Dear Hugo,  
24

25 I haven't heard back from you regarding the below. When will you be able to send  
26 me the relevant info?  
27

28  
29 Kind regards  
30

31 Adam Smith

32 BMJ Research

33 asmith@bmj.com

34 07816125827  
35  
36  
37

38 **m. Zip Vit Sport**  
39

40 **Product**

41 ZV7 Energy gels  
42  
43

44 **Contact**

45 Ben

46 media@zipvitsport.com  
47  
48

49 **Correspondence**  
50

51 To: Media &lt;media@zipvitsport.com>

52 From: Adam Smith/BMJ

53 Date: 05/25/2012 05:22PM

54 Subject: Re: BMJ research  
55  
56  
57  
58  
59  
60

1  
2  
3 Thanks Ben. Could you give me an idea of when I could expect to hear more from  
4 you? By mid-week this week is best.  
5

6  
7 Many thanks,  
8

9 Adam  
10

11 -----Media <media@zipvitsport.com> wrote: -----  
12 To: Adam Smith <ASmith@bmj.com>  
13 From: Media <media@zipvitsport.com>  
14 Date: 05/20/2012 04:08PM  
15 Subject: Re: BMJ research  
16  
17

18 Dear Adam,  
19

20 I will try to look at this for you next week  
21

22  
23 Best regards  
24

25 Ben  
26

27  
28 Sent from my iPhone  
29

30 On 20 May 2012, at 15:38, Adam Smith <ASmith@bmj.com> wrote:  
31

32 Dear sir/madam,  
33

34  
35 I haven't heard back from you regarding the below. When will you be able to send  
36 me the relevant info?  
37

38 Kind regards  
39

40 Adam Smith  
41 BMJ Research  
42 asmith@bmj.com  
43 07816125827  
44  
45

#### 46 47 **n. Sci-MX Nutrition**

##### 48 49 **Product**

50 Sci-Max (Omni MX hardcore)  
51

##### 52 53 **Contact**

54 Tim.Green@sci-mx.co.uk  
55

##### 56 57 **Correspondence** 58 59 60

1  
2  
3 To: Tim Green &lt;Tim.Green@sci-mx.co.uk>  
4 From: Adam Smith/BMJ  
5 Date: 05/25/2012 05:22PM  
6 Subject: Re: BMJ research  
7

8  
9 Thanks Tim. Hope to hear from you soon.

10  
11 Adam

12  
13 -----Tim Green <Tim.Green@sci-mx.co.uk> wrote: -----  
14 To: Adam Smith <ASmith@bmj.com>  
15 From: Tim Green <Tim.Green@sci-mx.co.uk>  
16 Date: 05/21/2012 03:42PM  
17 Subject: Re: BMJ research  
18  
19

20  
21 Hi

22  
23 I have passed this on internally. If we are able to assist someone will be in touch. I  
24 shall chase up again.  
25

26  
27 Thanks.

28  
29 Tim

30  
31 Sent from my iPhone

32  
33 On 20 May 2012, at 15:41, "Adam Smith" <ASmith@bmj.com> wrote:  
34

35  
36 Dear Tim,

37  
38 I haven't heard back from you regarding the below. When will you be able to send  
39 me the relevant info?  
40

41  
42 Kind regards

43  
44 Adam Smith  
45 BMJ Research  
46 asmith@bmj.com  
47 07816125827  
48  
49

50  
51  
52 **o. Body Building Warehouse**

53  
54  
55 **Product**

56 Warrior Blaze Supplement  
57  
58  
59  
60

**Contact**

Kieran Fisher  
Kieran@bodybuildingwarehouse.co.uk

**Correspondence**

To: Kieran Fisher &lt;Kieran@bodybuildingwarehouse.co.uk>  
From: Adam Smith/BMJ  
Date: 05/25/2012 05:22PM  
Cc: Kim McIntyre &lt;Kim.McIntyre@bodybuildingwarehouse.co.uk>  
Subject: RE: BMJ

Hi Kieran,

That should be fine. Can I expect it next Thurs/Fri?

Thanks,

Adam

-----Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk> wrote: -----  
To: Adam Smith <ASmith@bmj.com>  
From: Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk>  
Date: 05/17/2012 03:10PM  
Cc: Kim McIntyre <Kim.McIntyre@bodybuildingwarehouse.co.uk>  
Subject: RE: BMJ

Hi Adam,

Happy to help but I'll need till next week – it's a big expo this weekend, then next week I'm in Geneva for another expo. I will be back next Thursday.

Does that work for you? I'd like to help but I need more than a couple days notice as this is our first ever trade show, and we need it to go well.

All the best,

Kieran

Bodybuilding Warehouse  
www.BodybuildingWarehouse.co.uk  
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1  
2  
3 information. The content of this message, including any attachments to it, is the  
4 property of KBF Enterprises Ltd. unless otherwise specifically noted by an  
5 approved officer of KBF Enterprises Ltd.  
6

7  
8 From: Adam Smith [mailto:ASmith@bmj.com]  
9 Sent: 15 May 2012 16:54  
10 To: Kieran Fisher  
11 Cc: Kim McIntyre  
12 Subject: RE: BMJ  
13

14  
15 Hi Kieran,  
16

17 My research is for an article in the BMJ looking at the evidence for a number of  
18 sports health products. I can't say anything more than that because we don't  
19 know what the research will raise.  
20

21  
22 I don't think that any research you provide could be seen to oppress a consumer's  
23 freedom of choice. The point of research is to do the opposite, no?  
24

25 As mentioned previously, this is the relevant research we've found so far, and  
26 we're hoping you can help by pointing us to further research about, or of  
27 relevance to, the Warrior Blaze Supplement.  
28

29  
30 1. Westerterp-Plantenga MS. Green tea catechins, caffeine and body-weight  
31 regulation. *Physiol Behav.* 2010 Apr 26;100(1):42-6. Epub 2010 Feb13.  
32 <http://www.ncbi.nlm.nih.gov/pubmed/20156466>  
33

34  
35 Thanks,  
36

37 Adam  
38

39  
40 -----Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk> wrote: -----  
41 To: Adam Smith <ASmith@bmj.com>  
42 From: Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk>  
43 Date: 05/15/2012 01:12PM  
44 Cc: Kim McIntyre <Kim.McIntyre@bodybuildingwarehouse.co.uk>  
45 Subject: RE: BMJ  
46 Hi Adam,  
47

48  
49 What will the research be used for? How were the products selected? Can you  
50 give me a couple examples of other products you're reviewing? I'm aware that  
51 legislation is quite relaxed in the US and much less so in, perhaps, Norway.  
52 Obviously I'm in favour of freedom of choice and consumers having the right to  
53 do what they want with their own bodies, so I'm concerned any help I provide  
54 being misused to oppress this.  
55  
56  
57  
58  
59  
60



1  
2  
3 In terms of research, I can provide this as that product is a collection of very  
4 simple ingredients – anyone with access to the internet could do the same, and  
5 I'm happy to help if I can get a better idea of your goals.  
6

7  
8 Thanks,

9  
10 Kieran

11  
12 Bodybuilding Warehouse  
13 www.BodybuildingWarehouse.co.uk  
14 Great deals on Gaspari, BSN, CNP, Nutrisport, Applied Nutraceuticals & more!  
15

16  
17 The information contained in this E-Mail is intended for the named recipient(s). It  
18 may contain certain privileged and confidential information, or information  
19 which is otherwise protected from disclosure. If you are not the intended  
20 recipient, you must not copy, distribute or take any action in reliance on this  
21 information. The content of this message, including any attachments to it, is the  
22 property of KBF Enterprises Ltd. unless otherwise specifically noted by an  
23 approved officer of KBF Enterprises Ltd.  
24

25  
26 From: Adam Smith [mailto:ASmith@bmj.com]  
27 Sent: 15 May 2012 07:49  
28 To: Kieran Fisher  
29 Cc: Kim McIntyre  
30 Subject: RE: BMJ  
31  
32

33  
34 Hi Kieran,

35  
36 We're looking at a range of sports-related products from many companies. As  
37 mentioned in my original email, the research is for the BMJ and will be published  
38 in the same. Our work is in conjunction with the Centre of Evidence Based  
39 Medicine at Oxford University. The BMJ and the Centre are funding the research.  
40

41  
42 How will the research benefit the industry? That's hard to say until we've done the  
43 research and collected lots of references for lots of products. I wouldn't want to  
44 make conclusions about anything until we've done the research.  
45

46  
47 Can you send me the research you mention, or specific research on Warrior Blaze  
48 Supplement?  
49

50 Thanks,

51  
52 Adam  
53  
54

55  
56 -----Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk> wrote: -----  
57 To: "ASmith@bmj.com" <ASmith@bmj.com>  
58  
59  
60

1  
2  
3 From: Kieran Fisher <Kieran@bodybuildingwarehouse.co.uk>  
4 Date: 05/14/2012 06:37PM  
5 Cc: Kim McIntyre <Kim.McIntyre@bodybuildingwarehouse.co.uk>  
6 Subject: RE: BMJ  
7 Hi Adam,  
8  
9

10 What will the research be used for and how will the industry benefit?  
11

12 There's a lot of research out there which shows how effective use of sports  
13 supplementation can help individuals get into better shape safely, than with  
14 training and diet alone, however I've got to admit I've never thought the  
15 mainstream medical community a friend to our industry. In most cases the  
16 attitude seems to be "if it works, make it a medicine and restrict its sale".....which  
17 is exactly what has happened to Yohimbe (safe, effective, and now classed as a  
18 medicine), Milk Thistle (safe, effective, and now classed as a medicine), DHEA and  
19 more....  
20  
21  
22

23 Why are you interested in that specific product and what other products are you  
24 looking at? Who is the research for and what will it be used for? Who is paying for  
25 the research?  
26

27 Thanks,  
28

29  
30 Kieran  
31

32 Bodybuilding Warehouse  
33 www.BodybuildingWarehouse.co.uk  
34 Great deals on Gaspari, BSN, CNP, Nutrisport, Applied Nutraceuticals & more!  
35  
36

37 **p. DS**  
38

39 **Products**

40 Triazole  
41 Triazole/Activate Extreme  
42 CRAZE  
43  
44

45 **Contact**

46 Rob  
47 rob@getds.com  
48  
49

50 **Correspondence**  
51

52 To: <info@getds.com>  
53 From: Adam Smith/BMJ  
54 Date: 05/25/2012 05:22PM  
55 Subject: Re: Inquiry from GetDS.com  
56  
57  
58  
59  
60

1  
2  
3 Many thanks Rob.  
4

5 Adam  
6

7  
8 -----rob@getds.com wrote: -----  
9 To: Adam Smith <ASmith@bmj.com>  
10 From: "info@getds.com"  
11 Sent by: rob@getds.com  
12 Date: 05/23/2012 07:08PM  
13 Subject: Re: Inquiry from GetDS.com  
14

15  
16 Hi Adam,  
17

18 The references for our products are all clearly listed at the bottom of the FAQ  
19 pages.  
20

21  
22 The blood work charts shown for Triazole and Activate Xtreme were compiled in-  
23 house, using data provided by testers - many of whom are people not involved  
24 with the company.  
25

26  
27 We are currently in the process of working out a schedule for the next 12-18  
28 months for double-blind placebo controlled studies for our products with an  
29 outside research group. We have a completed (but unpublished) pilot-study on  
30 Triazole for safety and efficacy, and studies on Craze for both acute and long-term  
31 use are about to get underway. We are looking to get similar studies started for  
32 both Activate Xtreme and Lean Xtreme in the near future.  
33

34  
35 Hope this helps your research.  
36

37 Regards,  
38

39  
40 To: &lt;info@getds.com>  
41 From: Adam Smith/BMJ  
42 Date: 05/25/2012 05:22PM  
43 Subject: Re: Inquiry from GetDS.com  
44  
45

46 Dear DS,  
47

48  
49 Thanks for getting back to me - our dialogue shows exactly why research is  
50 important. I'll contact PES with regard to Anabeta.  
51

52  
53 Meanwhile, could you help with the rest of my enquiry, regarding your products?  
54 Specifically, Triazole, Triazole/Activate Extreme and CRAZE.  
55

56 What other data you have used to support your claims about these products?  
57 Is this published or unpublished?  
58  
59  
60

1  
2  
3 If the research is published could you provide us with the relevant references?  
4 If your research is unpublished, would you be willing to share it with us so we can  
5 fairly evaluate how your product works?  
6

7  
8 Since I'm on a very tight deadline, I'd need all the relevant references and papers  
9 by the end of 24 May. If you are unable to provide us with further information we  
10 will also note this in our research.  
11

12 Kind regards

13  
14  
15 Adam Smith  
16 BMJ Research  
17 asmith@bmj.com  
18 07816125827  
19

20  
21  
22 Hi Adam,  
23

24 Thanks for getting in touch with us. Very glad to see you are looking to be as  
25 accurate as possible, as Anabeta is not a product we produce! Additionally, we do  
26 not use the core ingredient for that product - anacyclus - in any of our products.  
27 Anabeta, and all of the references you cut and pasted into your email, is from a  
28 company called PES. We have no affiliation to this company, but I have ran a quick  
29 google search and found that you can contact them at this URL:  
30 <http://pescience.com/contacts/>  
31  
32

33  
34 Regards,  
35 --  
36

37 **q. Pharma Blend 6HR**

38 **Contact**

39 Jason Rickaby  
40 Managing Director  
41 PhD Nutrition Ltd  
42 [j.rickaby@phd-supplements.com](mailto:j.rickaby@phd-supplements.com)  
43 0845 6589858  
44  
45

46 **Correspondence**

47  
48  
49 Message sent Friday May 25th  
50 Hi Jason,  
51

52  
53 Thanks for your help on this. I appreciate things are changing. Do you think you  
54 could help me by telling me a bit more about the changes?  
55

56 You said that: "the website will be (as the majority of the industry is) changing  
57 quite dramatically and there are only around 200 claims that can be used to  
58  
59  
60

1  
2  
3 support inclusive ingredients (such as vitamins and minerals, protein etc) and any  
4 further claims- be it labelling or advertisement (web and offline) must fall within  
5 this criteria."

6 What does this mean for you as a company? Will you have to change your website  
7 and your adverts?  
8

9 "Any product related claims outside the approved claims must then be supported  
10 with bespoke and specific product research analysis, which we are currently  
11 looking to choose a partner to work with on. Our R&D consultant is currently  
12 speaking with a number of universities for this purpose."

13 I'd love to hear more about this. Does this mean you'll have to test your product  
14 specifically or just find research to support what's in it? What are you hoping to do  
15 in future?  
16

17  
18 Where you say: "in relation to having specific product research on the product in  
19 question, we don't have any."  
20

21  
22 Have there not been any product specific tests to date?

23 Thanks again,

24 Greg

25 BMJ Researcher

26 greg.jones@bmj.com  
27

28  
29 Hi Greg  
30

31 Thanks for the clarification below.

32 At this moment in time, the website will be (as the majority of the industry is)  
33 changing quite dramatically.  
34

35 Whilst sports nutrition has relied upon ingredient led research to lead product  
36 claims and labelling, it no longer can do after September 2012, when the health  
37 food claims come into action.  
38

39 This means, that at this point, there are only around 200 claims that can be used  
40 to support inclusive ingredients (such as vitamins and minerals, protein etc) and  
41 any further claims- be it labelling or advertisement (web and offline) must fall  
42 within this criteria. Any product related claims outside the approve claims must  
43 then be supported with bespoke and specific product research analysis, which we  
44 are currently looking to choose a partner to work with on. Our R&D consultant is  
45 currently speaking with a number of universities for this purpose.  
46

47 So, in relation to having specific product research on the product in question, we  
48 don't have any.  
49

50 I hope this helps in some way?  
51

52 Kind Regards,  
53

54 Jason Rickaby

55 Managing Director

56 PhD Nutrition Ltd

57 0845 6589858  
58  
59  
60

1  
2  
3  
4 Innovation For The Modern Athlete  
5 www.phd-supplements.com  
6 www.phd-femme.com  
7  
8  
9

10 From: Greg Jones [mailto:Greg.Jones@bmj.com]  
11 Sent: 15 May 2012 10:38  
12 To: J.rickaby@phd-supplements.com  
13 Subject: RE: Evidence enquiry re: Pharma Blend 6HR  
14

15  
16 Hi Jason,  
17

18 I have attached a copy of our research so far, which includes some screenshots  
19 and details of the references and where they appear.  
20

21 I hope that clarifies where the information has come from.  
22

23  
24 Regards,  
25

26  
27 Greg  
28

29 BMJ Researcher  
30 greg.jones@bmj.com  
31  
32

33  
34 -----Jason Rickaby <j.rickaby@phd-supplements.com> wrote: -----  
35 To: "'Greg Jones'" <Greg.Jones@bmj.com>  
36 From: Jason Rickaby <j.rickaby@phd-supplements.com>  
37 Date: 05/15/2012 09:28AM  
38 Subject: RE: Evidence enquiry re: Pharma Blend 6HR  
39 http://www.phd-supplements.com/store/p/51/1/blend,-Pharma-Blend.html  
40  
41

42 Hi Greg  
43

44 Thanks for the enquiry, above is the Pharma Blend 6HR product as shown on the  
45 PhD website.  
46 Can you show/guide me where the links to the reference articles are?  
47  
48

49  
50 Kind Regards,  
51

52  
53 Jason Rickaby  
54 Managing Director  
55 PhD Nutrition Ltd  
56 0845 6589858  
57  
58  
59  
60

1  
2  
3 Innovation For The Modern Athlete  
4 www.phd-supplements.com  
5 www.phd-femme.com  
6

7  
8 **r. TrionZ Bracelets**  
9

10 **Contact**

11 wendydignan@btinternet.com

12 [jasmin@trionz.co.uk](mailto:jasmin@trionz.co.uk)

13 [paul@trionz.co.uk](mailto:paul@trionz.co.uk)  
14  
15

16 **Correspondence**  
17

18 Message sent Friday May 25th

19 Hi Wendy,  
20  
21

22 Sorry for taking so long to respond but we have had a wealth of data to get  
23 through during this research. We are looking at identifying the research behind  
24 each claim that is made and assessing the scientific rigour with which it has been  
25 conducted. We are also keen to determine whether the research is on the product  
26 itself or constituents of the product.  
27  
28

29 If you have a list of any research that relates to the Trion Z bracelets then we  
30 would be keen to examine this, as well as any other information you might want  
31 to offer from your own research that might support or diminish the claims of their  
32 effectiveness.  
33  
34

35 We have a lot of research to assess so we would appreciate any references as  
36 soon as possible, only if you have access to them of course.  
37  
38

39 Many thanks, and good luck with your research!  
40

41 Greg  
42

43 BMJ Researcher

44 greg.jones@bmj.com  
45  
46

47 -----"Wendy Dignan" <wendydignan@btinternet.com> wrote: -----  
48

49 To: <greg.jones@bmj.com>

50 From: "Wendy Dignan" <wendydignan@btinternet.com>

51 Date: 05/15/2012 12:18PM

52 Cc: "Jasmin Brady" <jasmin@trionz.co.uk>, <paul@trionz.co.uk>

53 Subject: Re Trion Z evidence  
54  
55

56 Hi Greg  
57  
58  
59  
60

1  
2  
3 I am currently a final year student on the doctorate of health psychology at  
4 Staffordshire University. For my doctoral research I will be working with Trion Z  
5 and Collantotte magnetic bracelets and running a clinical trial to establish their  
6 effectiveness. I am just about to submit an ethics form to the University board. I  
7 have been passed your email regarding an evidence base for claims on the  
8 website regarding effectiveness. I am assuming that you are gathering any  
9 published or grey data for a systematic review? Any data that I have found is very  
10 much in the public domain and I haven't come across any grey data at this point.  
11  
12

13  
14 I would however be very interested in your review. When are you hoping to  
15 submit to the BMJ?  
16

17 Many thanks  
18

19 Wendy Dignan  
20

21  
22 **s. Zero High 5**  
23

#### 24 **Contact**

25 Raphael Deinhart  
26 raph@highfive.co.uk  
27

#### 28 **Correspondence**

29  
30  
31  
32 Hi Greg,  
33

34  
35 Sorry for not getting back to you sooner. The reason the study has not been  
36 published is because it is already well established research and the lead  
37 researcher felt that it didn't warrant publishing at the time.  
38

39 Kind Regards,  
40 Raph  
41

42  
43 Raphael Deinhart  
44 Events and Marketing  
45

46  
47 High5 Advanced Endurance Nutrition | Race Faster | Recover Faster | Research  
48 Proven  
49 [www.highfive.co.uk](http://www.highfive.co.uk) | [www.twitter.com/high5nutrition](http://www.twitter.com/high5nutrition) |  
50 [www.facebook.com/High5Nutrition](http://www.facebook.com/High5Nutrition)  
51

52  
53  
54 On 23/05/2012 16:50, "Greg Jones" <Greg.Jones@bmj.com> wrote:  
55

56 Hi Raph,  
57  
58  
59  
60



1  
2  
3 Thanks for getting back to me regarding the Zero High 5 research. I wanted to ask  
4 whether you could find out why the study you sent wasn't published? Have you  
5 had any luck contacting the lead researcher, as it might be useful to ask them this  
6 question.  
7

8  
9 Many thanks,

10  
11 Greg

12  
13 BMJ Researcher  
14 greg.jones@bmj.com  
15  
16

17  
18 -----Raphael Deinhart <raph@highfive.co.uk> wrote: -----  
19 To: Greg Jones <Greg.Jones@bmj.com>  
20 From: Raphael Deinhart <raph@highfive.co.uk>  
21 Date: 05/15/2012 02:53PM  
22 Subject: Re: Evidence enquiry re: Zero High 5  
23  
24

25  
26 Hi Greg,

27  
28 My colleague has tried to contact you but unfortunately the email got sent back.  
29

30 Attached is the study from the original ZERO research. The study was not  
31 published. I will speak to the lead researcher in this and see if she can provide you  
32 any additional information.  
33  
34

35 Kind Regards  
36 Raph  
37

38 Raphael Deinhart  
39 Events and Marketing  
40  
41

42 High5 Advanced Endurance Nutrition | Race Faster | Recover Faster | Research  
43 Proven  
44 www.highfive.co.uk | www.twitter.com/high5nutrition |  
45 www.facebook.com/High5Nutrition  
46  
47

48 **t. 2XU PWX compression tights**  
49

50 **Contact**

51 Charlotte Bates  
52 [charlotte@tclsports.co.uk](mailto:charlotte@tclsports.co.uk)  
53  
54

55 **Correspondence**  
56  
57  
58  
59  
60

1  
2  
3 Message received Weds May 23rd:  
4

5 Here is what is publically available. Anything else I may have to request  
6 permissions for on your behalf.  
7

8  
9 <http://www.2xu.com/pwx/pwx-research.asp>  
10

11  
12 Many Thanks,  
13

14 Charlotte Bates  
15

16  
17 TCL Sports  
18

19 Twyford House  
20 Unit 1B  
21 21 London Road  
22 Twyford  
23 Berkshire  
24 RG10 9EH  
25  
26

27  
28 Tel 0118 932 1556  
29

30 Email sent Weds May 23rd:

31 Hi Charlotte,  
32

33  
34 Thanks for getting back to me with the references and studies. There is one in  
35 particular that we would like to investigate - it's page 24 of 29 of the RMITIAS  
36 presentation copy.pdf - do you know where we might be able to get hold of the  
37 paper that these results are from, or would you happen to have a copy that you  
38 could send?  
39

40 Many thanks for your help,  
41

42  
43 Greg  
44

45 BMJ Researcher  
46 greg.jones@bmj.com  
47  
48

49  
50 From: Charlotte Bates [mailto:charlotte@tclsports.co.uk]  
51 Sent: 15 May 2012 11:30  
52 To: 'Greg Jones'  
53 Cc: mikemartin@tclsports.co.uk  
54 Subject: RE: Evidence enquiry re: 2XU PWX compression tights  
55  
56

57 Dear Greg,  
58  
59  
60

1  
2  
3  
4 Thank you for your email.  
5  
6

7 I very much doubt that that is anything close to a complete list of academic  
8 research on the benefits of compression, which is well documented. Regarding  
9 2XU Compression specifically, our claims are predominantly based on the last of  
10 those articles (the one on endurance cyclists), alongside ongoing research at the  
11 Australian Institute of Sport. I have attached some documents relating to the AIS  
12 studies, how the products are tested and how we use the information from the  
13 research that may be of use to you.  
14

15  
16 What will you be doing in this article exactly? Are you testing the products, or  
17 simply evaluating the existing research?  
18

19  
20 Would you be able to send this article on to us when it's finished please? Thank  
21 you! J  
22

23 We also deal with a sports nutrition product – GU Energy – and Newton Running,  
24 the leading natural running shoe, in case we can be of further assistance to you in  
25 these areas also.  
26

27  
28 Many Thanks,  
29

30 Charlotte Bates  
31

32 TCL Sports  
33

34  
35 Twyford House  
36 Unit 1B  
37 21 London Road  
38 Twyford  
39 Berkshire  
40 RG10 9EH  
41  
42

43 Tel 0118 932 1556  
44

45 **u. Gatorade G Series Pro**

46 **Contact**

47 Megan Hess

48 [Megan.Hess@imgworld.com](mailto:Megan.Hess@imgworld.com)  
49

50  
51 **Correspondence**  
52

53  
54  
55 Hi Megan,  
56  
57  
58  
59  
60

1  
2  
3 If you could get the relevant references to me as soon as possible that would be  
4 greatly appreciated. We have begun our examination of the evidence from other  
5 products so we want to make sure we can dedicate an appropriate amount of  
6 time to each producer.  
7

8  
9 Many thanks,

10  
11 Greg

12  
13 BMJ Researcher  
14 greg.jones@bmj.com  
15  
16

17  
18 -----"Hess, Megan" <Megan.Hess@imgworld.com> wrote: -----  
19 To: Greg Jones <Greg.Jones@bmj.com>  
20 From: "Hess, Megan" <Megan.Hess@imgworld.com>  
21 Date: 05/30/2012 02:10PM  
22 Subject: RE: Evidence enquiry re: Gatorade G series Pro  
23  
24

25 We can get you something by the end of this week,  
26

27  
28 Is that ok?  
29

30  
31 Many thanks

32  
33 From: Greg Jones [mailto:Greg.Jones@bmj.com]  
34 Sent: 30 May 2012 09:46  
35 To: Hess, Megan  
36 Subject: Fw: Evidence enquiry re: Gatorade G series Pro  
37

38 Dear Megan,

39 Here is the original email, sent on the 5th May. Please bear in mind my previous  
40 email, which aims to collect only those studies that test the product itself or the  
41 constituent components at the same levels at which they appear in the drinks.  
42 If you have any further questions then please email me or contact me on my  
43 mobile (07792 154497) as I am away from the office at the moment.  
44

45 Greg

46 BMJ Researcher  
47 greg.jones@bmj.com  
48

49 [original email was attached here]  
50  
51

52  
53 Email from Megan Hess received Tuesday May 29th  
54 Can you please send me through the original email as I did not receive it.  
55

56  
57 Many thanks  
58  
59  
60

1  
2  
3 From: Greg Jones [mailto:Greg.Jones@bmj.com]

4 Sent: 29 May 2012 09:33

5 To: Hess, Megan

6 Subject: Evidence enquiry re: Gatorade

7 Dear Megan Hess,

8  
9 I contacted you a couple of weeks ago about a piece of research the BMJ is doing  
10 into the evidence behind claims made by sports nutrition and equipment. I have  
11 not received a reply from Gatorade so far and we are starting our assessment of  
12 evidence this week.

13  
14 I wanted to give you a final opportunity to add any further evidence to the claims  
15 made about Gatorade. We are specifically interested in research that either tests  
16 Gatorade itself, or at least involves testing of the constituent components at the  
17 same quantities as they are found in the sports drinks.

18  
19 If you have any research that demonstrates this then please send it by tomorrow  
20 afternoon so that we may be as fair and accurate as possible in our assessment of  
21 each product's claims.

22 Many thanks,

23 Greg

24 BMJ Researcher

25 greg.jones@bmj.com  
26

27  
28 **v. K-Swiss**

29  
30 **Contact**

31 Sarah Robins

32 [srobins@k-swiss.co.uk](mailto:srobins@k-swiss.co.uk)  
33

34  
35 **Correspondence**

36  
37 Email sent May 23rd

38 Dear Sarah,

39  
40 Apologies for not being available recently - I have been away from the office and  
41 have not had time to catch up on these emails.

42  
43 I am at the BBC's Media City tomorrow but could find some time to call during the  
44 day if that suits. If you want to give me a convenient time for you then I will do my  
45 best to get in touch then.  
46  
47

48  
49 With regards to the original email, apologies if it wasn't directed at the  
50 appropriate person initially. We are looking specifically at the K-Swiss Blade Max  
51 series training shoes.  
52

53  
54 As I mentioned, we are working to a tight schedule so I would ideally like to get  
55 hold of any references that you might wish to send by the end of the week. I  
56 appreciate that I haven't been available for clarification but I hope the general  
57  
58  
59  
60

1  
2  
3 idea of our research is clear - identifying and assessing the research that backs up  
4 any claims made about a product.  
5

6  
7 Regards,

8  
9 Greg

10  
11 BMJ Researcher  
12 greg.jones@bmj.com  
13

14  
15  
16 -----"Sarah Robins" <srobins@k-swiss.co.uk> wrote: -----  
17 To: <Greg.Jones@bmj.com>  
18 From: "Sarah Robins" <srobins@k-swiss.co.uk>  
19 Date: 05/18/2012 04:24PM  
20 Subject: Re: Evidence enquiry re: K-Swiss Blade Max series Training shoes  
21  
22

23 Hi Greg,

24  
25 I hope you are well.  
26

27  
28 I received your message this week via Nick Crook and have not had a chance to  
29 respond to your enquiry.  
30

31 Can you leave this with me until early next week?  
32

33  
34 Is this research completely focused on training shoes or encompassing other  
35 sports equipment as well?  
36

37 Also, I wondered how you got Nick's details as being a contact for K-Swiss since  
38 he has not worked at K-Swiss for over 2 years?  
39

40 Many thanks

41  
42 Sarah  
43  
44

45  
46 **w. ProPeptide Advance**  
47

48 **Contact**

49 Philip Connolly  
50 [philip@comproteins.com](mailto:philip@comproteins.com)  
51 PO Box 1532  
52 778 Jagerhorn Drive  
53 Lake Arrowhead, CA 92352  
54 Tel 1.909.336.4774  
55 Mobile 1.909.215.2814  
56  
57  
58  
59  
60

## Correspondence

Email received May 24th:

Hello Greg,

Sorry that I didn't respond yesterday, but I was on airplanes most of the day. You are correct in your assumption that we rely on the studies for each of the individual ingredients when putting together a formula for a product. I would always be skeptical of any studies that are run to "prove" the superiority of one brand over another ... the study would have been paid for by the marketing company, would likely be a biased study, and, at least in the USA, would not be considered valid by the US FDA. Met Rx and EAS both tried to run such studies and then model claims for their products based on study results but the FDA and the Federal Trade Commission disallowed both companies from structuring claims based on their "biased" studies ... mostly due to lack of a good control with which to compare. On the other hand, the FDA and FTC do allow claims to be made for individual components in a product as long as the studies are independently generated, double blind, placebo controlled studies and the methodology can pass review by a standards board.

I am attaching a copy of one last study just released this month that shows the metabolic fate of consumption of a blend of micellar casein and native whey proteins produced by filtration of skim milk. The study basically upholds previous studies such as Boirie et al. from 1997. As I stated in my 1st email to you, we based our sustained release of amino acids claim on the original Boirie study ... but there have been many confirming studies run since then, such as: Tome and Bos in 2000, Dangin et al in 2001, and LaCroix et al in 2006. Because of regulations here in the USA, we do not make claims unless we have at least 3 studies to show efficacy.

As far as proving the products themselves, we have always relied on friendly athletes to "test" the products for us. Many athletes are very aware of the metabolic effects of every product they ingest. Many have been known to keep consumption/performance diaries so that they can refer to their personal data to solve problems in the future. We have relied on their feedback before launching a product. In the case of ProPeptide and Pro MR, some sports organizations have kept their own "before and after" records of athlete performance and have praised the two products ... we have tried to convince them to share their information, but they are, understandably, reluctant to do so. The world of sports is entwined with big money these days and nobody wishes to give away their "secrets" to the competition.

Philip Connolly  
PO Box 1532  
778 Jagerhorn Drive  
Lake Arrowhead, CA 92352

1  
2  
3 Tel 1.909.336.4774  
4 Mobile 1.909.215.2814  
5 ----- Original Message -----  
6 From: Greg Jones  
7 To: Philip Connolly  
8 Sent: Wednesday, May 23, 2012 8:45 AM  
9 Subject: Re: Sports Health Products - CNP Professional Response  
10  
11

12 Dear Philip,  
13

14  
15 Thank you for your emails and the references you supplied - I think there were  
16 more than enough for us to look through.  
17

18 However, so far we have found it difficult to find references that specifically test  
19 the two products: PropPeptide Advanced and ProPeptide Protein Supplements.  
20 Would you be able to point out any research that deals with the products rather  
21 than the components of the product? Are there any references that do this or are  
22 the products using the claims made for the individual ingredients?  
23  
24

25 Many thanks for your help,  
26

27  
28 Greg  
29

30 BMJ Researcher  
31 greg.jones@bmj.com  
32  
33

34  
35 -----"Philip Connolly" <Philip@comproteins.com> wrote: -----  
36 To: <greg.jones@bmj.com>  
37 From: "Philip Connolly" <Philip@comproteins.com>  
38 Date: 05/17/2012 08:20PM  
39 Cc: "Debbie Kayes" <Debbie@cnpprofessional.co.uk>,  
40 <SusanWilson@firstmilk.co.uk>, "Garry Medlock"  
41 <garry@cnpprofessional.co.uk>  
42 Subject: Sports Health Products - CNP Professional Response  
43  
44

45 Hello Greg,  
46 My name is Philip Connolly. I own a company in the USA called Commercial  
47 Proteins Corporation and I am the technical consultant to CNP Professional, a  
48 sports nutrition company recently purchased by First Milk. Mr. Kerry Kayes of CNP  
49 Professional requested that I respond to you directly concerning your inquiries  
50 about evidence for sports health products. I am a Biochemist/Molecular Biologist  
51 by education and have 30+ years of experience in Research & Development of  
52 milk based proteins plus some experience with development and uses of  
53 vegetable sourced proteins. More than 20 USA and other country patents bear  
54 my name as the inventor of protein manufacturing processes and also protein  
55 applications. I have helped to formulate sports nutrition products for such giants  
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3 in the industry as Met Rx (the original Met Rx products), EAS, VPX, and Weider  
4 Global Nutrition to name a few. I have also helped to formulate some of the best  
5 selling Ready-to-Drink high protein shakes in the USA. I have much experience in  
6 the sports nutrition field.  
7

8 Your email inquiry concerned ProPeptide Advanced, so I will limit my response to  
9 ProPeptide and its sister product Pro MR. Both products contain many  
10 ingredients in common. The main idea behind development of ProPeptide and Pro  
11 MR was the protein blend. Over the years, there has existed anecdotal evidence  
12 that consumption of larger amounts of proteins is good for athletes. The types of  
13 proteins traditionally utilized in sports nutrition have always been those that  
14 supplied the highest quality of nutrition to human beings. Consequently, those  
15 proteins that displayed a high PER (Protein Efficiency Ratio) and, later, a high  
16 Biological Value, have always been prized as the best proteins for an athlete.  
17 When we were putting together the protein blend for ProPeptide and Pro MR, we  
18 wanted to include only those proteins that imparted the highest quality nutrition  
19 for athletes. Therefore we used a blend of the following proteins:  
20

21 Milk Protein Concentrate, Whey Protein, Egg White, and Hydrolyzed Whey  
22 Protein.  
23

24 We settled on this particular mix of proteins because all are well recognized in  
25 sports nutrition as providing benefits to athletes. After deciding on a mix of  
26 proteins, we had to determine the proper ratio of the proteins. Just before  
27 ProPeptide and Pro MR were formulated, a landmark study was published in The  
28 Proceedings of the National Academy of Sciences (USA) in 1997 by Yves Boirie et.  
29 al. The study was performed at the European Center for Human Nutrition  
30 Research in Clermont, France. This study attempted to answer the question of  
31 which type of protein was more efficiently utilized by a young, athletically fit  
32 human body - a fast digesting protein (in this study, a native whey protein filtered  
33 directly from skim milk) or a slow digesting protein (casein in its native structure  
34 known as a casein micelle that was also filtered directly from skim milk). The  
35 results of the study caused a great uproar in sports nutrition. Those companies  
36 that had devoted themselves to selling only whey protein were upset because  
37 some of the study results seemed to show that casein was a more efficiently used  
38 protein by the body. Companies that sold products containing a mix of casein and  
39 whey proteins hailed the study results as proof that they had been right along. In  
40 truth, though, the results of the study showed that both fast and slow digesting  
41 proteins provide unique benefits to a young athletic body. Consumption of whey  
42 protein triggered a pronounced beginning of protein synthesis (the process by  
43 which the body creates new muscle tissue). Consumption of casein did not trigger  
44 protein synthesis as significantly as did whey protein, but did result in prolonged  
45 elevated amino acid levels in the bloodstream compared to whey protein.  
46 Without plentiful supplies of amino acids in the bloodstream, protein synthesis  
47 cannot occur. Therefore, the study pointed out the obvious ... that while whey  
48 protein strongly triggered protein synthesis, it's effect was transitory compared  
49 to casein and while casein did not trigger protein synthesis as strongly as whey  
50 protein, its effects lasted much longer and protein synthesis was able to proceed  
51 for at least 7 hours after consumption of casein.  
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3 While most people were trying to declare one protein or the other as the victor  
4 from the Boirie study, we saw the true meaning of the results. Both proteins are  
5 of great benefit to athletes. But at what ratio? For the answer to that, we had to  
6 turn again to anecdotal evidence. We looked at human maternal breast milk and  
7 the ratio of casein to whey proteins. Maternal breast milk in all mammals is  
8 species specific ... i.e., the milk for each species contains protein ratios specific for  
9 that species. Cow's milk proteins are roughly comprised of 82% casein and 18%  
10 whey proteins. Human maternal milk is roughly 50% casein and 50% whey proteins.  
11 We reasoned that the human infant is the fastest growing stage of human  
12 development. If the ratio of 50% casein and 50% whey proteins was perfect for fast  
13 growing human infants, then it would also be ideal for promoting tissue growth  
14 and repair in athletes. So, we settled on a blend of 50% casein and 50% whey  
15 proteins for the main part of the ProPeptide and Pro MR blend and added some  
16 egg white (always considered a superior protein for athletes due to its high  
17 biological value and high levels of sulfur containing amino acids) as well as a small  
18 amount of hydrolyzed whey protein (to get amino acids into the bloodstream  
19 even faster ofr a faster start to protein synthesis).

20  
21 Then we had to decide on protein sources. For egg white and hydrolyzed whey  
22 protein, the choices were easy because egg white is a standard product  
23 worldwide and we were looking for a whey protein of about 20% degree of  
24 hydrolysis. For the casein source, we followed the Boirie study and decided to use  
25 only casein in its micellar form (as opposed to those products out there that also  
26 use casein or caseinates). One other finding of the Boirie study was that the  
27 prolonged, slow release of amino acids into the bloodstream from micellar casein  
28 provided a protective effect against catabolism during and after exercise. Milk  
29 Protein Concentrate is the name given to the milk protein that has been filtered  
30 straight from skim milk without addition of any chemicals to the milk or any pH  
31 adjustments. The protein resulting from the skim milk filtration process is as  
32 undenatured as one can get ... casein in its native, micelle structure and whey  
33 proteins in their native, undenatured state.

34  
35 Because the milk source is bovine, the milk protein concentrate only contained  
36 18% whey protein. In order to achieve our desired ratio of 50% whey protein and  
37 50% casein, we had to source the ideal whey protein. That is where the Bounous  
38 and Gold paper that you referenced in your email inquiry comes into play. Gustav  
39 Bounous is a medical doctor from Montreal, Canada. He used to travel the  
40 International Dairy Federation circuit giving lectures about his medical findings for  
41 the immune supporting benefits of whey protein. To make his long story short  
42 enough for this email, Bounous noticed that some whey proteins helped his  
43 cancer and AIDS patients to recover better from treatment while others did not  
44 seem to be very effective. At a loss to understand what was going on, he  
45 approached Dr. Phil Gold at Montreal University to find out why he was  
46 experiencing a difference in whey protein benefits. Phil Gold correctly assumed  
47 that the differences were most likely due to processing variations in the whey  
48 proteins ... that some whey proteins were more chemical and/or heat denatured  
49 than others. Thus, Gold devised an experiment wherein he compared a "perfect"  
50 whey protein - made by filtering whey protein direct from skim milk with very low  
51 heat treatments - which he dubbed "Product X", to some commercially available  
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3 whey proteins manufactured as a byproduct of cheese production (from New  
4 Zealand, USA, and even Europe). As a control for their experiment, they used  
5 casein ... because everyone knows that casein is not supposed to have any  
6 immune supporting properties (right? I'm being sarcastic here). The results of the  
7 study showed that Product X had a significant effect supporting the immune  
8 system while the commercially available whey proteins were not much more  
9 effective at immune support than the control casein. Over the years, whey protein  
10 purveyors worldwide have slaughtered the true meaning of the results of the  
11 Bounous and Gold study, trying to convince everyone that any whey protein will  
12 support the immune system like Phil Gold's Product X. We, however, wanted to  
13 do things right and, so, set out to find a whey protein that was low heat treated  
14 and filtered directly from skim milk. That is the whey protein with which we  
15 formulated ProPeptide and Pro MR ... as close to Phil Gold's Product X as one can  
16 get.  
17

18  
19 Now we had our protein blend ... micellar structure casein, native, undenatured  
20 whey proteins filtered directly from skim milk, egg white and hydrolyzed whey  
21 protein. It was time to add in a few helpful ingredients. The first item we looked at  
22 was glutamine. Much has been written about the amino acid glutamine over the  
23 years. While it is a non-essential amino acid from a dietary standpoint, it is an  
24 essential amino acid in the human body ... even more essential for an athlete. It  
25 has been reported that glutamine comprises as much as 50% of the total amino  
26 acids present in the average human body. Our bodies can manufacture the amino  
27 acid glutamine from 4 or 5 other amino acids as our bodies require more  
28 glutamine. When people are under great stress (defined as people suffering from  
29 prolonged, chronic illness or hard training athletes), their bodies become  
30 depleted of glutamine. These people need to supplement their diets with  
31 additional glutamine. Published studies show that such people need a  
32 supplemental quantity of about 20 grams of glutamine per day. Then, there is the  
33 question of what form of glutamine ... L-glutamine as is commonly used in sports  
34 nutrition or peptide bonded glutamine? There are literally 100's of studies  
35 concerning efficient absorption of free amino acids versus di- and tri- peptides  
36 through the human intestinal uptake system (many of which were performed by  
37 D.B. Silk et. al.). Each of these studies concluded that di- and tri- peptides are more  
38 efficiently absorbed into the blood stream than are free amino acids, like L-  
39 glutamine, when consumed in the presence of other proteins/amino acids or even  
40 carbohydrates and fats. As confirmation of these facts, in 2003 a study published  
41 in Nutrition Journal by Preiser et. al. showed a difference in body utilization of L-  
42 Glutamine and peptide bonded glutamine. We, therefore, opted to use peptide  
43 bonded glutamine in ProPeptide and Pro MR. We add 3 to 4 grams of  
44 supplemental glutamine, in the form of peptide bonded glutamine, to every  
45 serving of ProPeptide and Pro MR.  
46

47  
48 How much protein should an athlete consume in one serving? This question stirs  
49 great debates in sports nutrition. When Met Rx was first marketed, there were  
50 nutritionists who declared that the human body wasn't capable of processing 37  
51 grams of protein in one meal. Today, there exist sports nutrition products that  
52 exceed 60 grams of protein in one serving. We settled on our quantity of protein  
53 per serving by striving to supply only as much protein as the body can efficiently  
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3 assimilate from any one meal. There have been a few studies released in the past  
4 that show that the body can only efficiently assimilate about 15 grams to 20 grams  
5 of whey protein per dose and so we set our whey protein dose at 15 grams to 20  
6 grams per serving. Since our protein blend was to be 50% whey protein and 50%  
7 casein, we also added 15 grams to 20 grams micellar form casein per serving.  
8 Then, we added the egg white, hydrolyzed whey protein and even the protein  
9 content from the peptide bonded glutamine supplementation. That brought us to  
10 the present protein content per serving of ProPeptide and Pro MR.

11 We have one unique twist in ProPeptide and Pro MR ... probiotic organisms. What  
12 good does it do a body to consume large amounts of nutrients if the body cannot  
13 efficiently absorb those nutrients? Athletes, especially, have a difficult time  
14 maintaining good intestinal health. As was stated earlier, athletes are easily  
15 depleted of glutamine because their bodies will use glutamine to restore glycogen  
16 stores after hard training and also will utilize glutamine in the energy cycle should  
17 the body run out of glucose. Glutamine plays an important role in maintaining the  
18 intestinal lining ... the site of nutrient uptake system of nutrients after digestion.  
19 It is said that the human body replenishes that intestinal lining every 72 hours.  
20 Without sufficient glutamine, the body cannot replenish and restore the lining  
21 efficiently. Therefore, we decided to include some other protective mechanism  
22 for the intestine and included probiotic organisms in ProPeptide and Pro MR. The  
23 probiotic organisms provide two benefits for athletes. One is promotion of  
24 intestinal health by killing off more harmful organisms in the intestine such as  
25 yeast and mold. Two, the probiotic organisms assist in more efficient digestion  
26 and harvesting of nutrients from all foods consumed.

27 Other ingredients that we add, such as salt (sodium) and potassium, serve less  
28 significant functions but are still important to sports nutrition as metabolic  
29 electrolytes. A few ingredients are added to increase the appeal of the products  
30 to consumers without adding benefit to athletes. And because the powders are  
31 dusty, it is necessary to coat the powders with a fat containing product to  
32 decrease dustiness. Lecithin has always been used for such a purpose because it is  
33 considered a healthy phospholipid and we have also added medium chain  
34 triglycerides ... because they are not readily utilized to manufacture stored fat in  
35 the body but are metabolized in the liver for energy and provide an energy punch  
36 of 9 Kcals per gram of energy as opposed to 4 Kcals of energy per gram of  
37 carbohydrate.

38 That, basically, gives you a brief description of the reasoning behind our  
39 formulating of ProPeptide and Pro MR. I realize that one would look at the length  
40 of this email and think that it isn't so brief, but ... trust me ... this is brief  
41 compared to what detail I could discuss about the science behind our products. I  
42 am attaching a large bibliography taken from what I have amassed over the years  
43 concerning nutritional properties of proteins and their effects on the human  
44 body. The list is by no means complete. If, after reading my email and looking over  
45 the list, you still have questions please feel free to contact me. I love to talk  
46 proteins and am here to help.

47 Kind Regards,  
48 Philip Connolly  
49 PO Box 1532  
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1  
2  
3 778 Jagerhorn Drive  
4 Lake Arrowhead, CA 92352  
5 Tel 1.909.336.4774  
6 Mobile 1.909.215.2814  
7

8  
9 **x. Sports Jelly Beans**

10  
11 **Contact**

12 Victoria Reeves  
13 Jelly Belly-UK PR  
14 Best House  
15 4-5 Alban Park  
16 Hatfield Road  
17 St Albans  
18 AL4 OJJ  
19

20  
21  
22 T: 01727 829010  
23 M: 07860 436649  
24

25  
26  
27 **Correspondence**

28  
29 Message received May 15th  
30 Dear Greg  
31

32 Thank you for writing. Attached is our research which I hope you'll find  
33 interesting and relevant. Please do not hesitate to let me know if I can be of  
34 further assistance.  
35

36 Thanks for thinking of Jelly Belly Sport Beans in this context.

37 Kind regards

38 Victoria  
39

40 Victoria Reeves  
41 Jelly Belly-UK PR  
42 Best House  
43 4-5 Alban Park  
44 Hatfield Road  
45 St Albans  
46 AL4 OJJ  
47

48  
49  
50 T: 01727 829010  
51 M: 07860 436649  
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53  
54 [www.jellybelly-uk.com](http://www.jellybelly-uk.com)  
55

56 **y. Asics Gel Volt 33**  
57  
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**Contact**

Liz Austen

[liz@asics.co.uk](mailto:liz@asics.co.uk)

Cathy McGinnis

[C.McGinnis@asics.co.uk](mailto:C.McGinnis@asics.co.uk)

**Correspondence**

To: [Greg.Jones@bmj.com](mailto:Greg.Jones@bmj.com)

From: Liz Austen <[liz@asics.co.uk](mailto:liz@asics.co.uk)>

Date: 05/16/2012 05:07PM

Cc: Cathy McGinnis <[C.McGinnis@asics.co.uk](mailto:C.McGinnis@asics.co.uk)>

Subject: Re: Fw: Evidence enquiry re: ASICS Gel Volt 33

Dear Greg,

I have been passed your email from Susan at Intersport. I am happy to talk to you about this, however you have not provided a telephone number. I feel that for the short deadline you have it might be best to have a conversation.

Please provide a number, or give me a call on the numbers below.

As a quick answer see below:

- ASICS have our own Research and Design Centre at our Head office in Japan. This is ASICS Institute of Sport Science where we do our material testing and development, quality control, innovation and design and product testing. In order for ASICS to develop new concepts and technologies we do background research taking in to account published research, and our own research results.

The testing done in Japan if it is published is normally done so in Japanese. However some of the researchers have attended international conferences to speak about sports footwear and research. Tsuyoshi Nishiwaki and Kenta Moriyasu are two of ASICS top sports engineers in our R&D centre. We also use a lot of research gathered from Melbourne University and Simon Bartold is our International Research consultant who also has some published research.

I'll happily speak to you to see if I can help answer any questions.

Kind Regards,

Liz Austen

Product Manager - Footwear ASICS

ASICS UK

01925 241041

07876 355852

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**z. Aqua Sphere Energize compression-wear**

**Contact**

Lindsey Taylor  
[ltaylor@aqualung.fr](mailto:ltaylor@aqualung.fr)

**Correspondence**

Email sent May 25th  
Dear Lindsey,

Thank you for your help in sending over the articles relating to your products. What we are looking to compile are the studies that directly test your compression-wear, rather than the studies that discuss any benefits of compression on exercise. Do you think you could send any specific research that you have? If you don't have any, we would also be grateful if you could send any summaries relating to your products specifically.

We were also wondering what kind of methods you might have employed to check the quality of any studies. Do you think you could share that information with us?

It would be useful to have the fabric manufacturers contact details, although my assumption would be that they do not conduct any testing outside of quality control. Would this be correct?

Thanks for your help,

Greg

BMJ Researcher  
[greg.jones@bmj.com](mailto:greg.jones@bmj.com)

-----TAYLOR Lindsey <[ltaylor@aqualung.fr](mailto:ltaylor@aqualung.fr)> wrote: -----  
To: "greg.jones@bmj.com" <[greg.jones@bmj.com](mailto:greg.jones@bmj.com)>  
From: TAYLOR Lindsey <[ltaylor@aqualung.fr](mailto:ltaylor@aqualung.fr)>  
Date: 05/21/2012 02:18PM  
Subject: Compression-wear range

Hi Greg,

I'm sorry I don't have more time to help you with your research - I was out of the office when your email came through last week, and now we have started our Sales Conference which lasts all week.

1  
2  
3  
4 Anyway, I've taken 5 minutes out to try to help - there are a number of studies  
5 available on line, here are just a couple of articles which may be of use to you:  
6

7  
8 <http://www.pponline.co.uk/encyc/the-benefits-of-compression-clothing-35846>  
9 <http://greatist.com/fitness/compression-clothing-exercise/#>  
10

11 You could also contact the fabric manufacturers - please let me know if you need  
12 their details?  
13

14 If you wish we can discuss over the phone.  
15

16 Thanks and kind regards

17 Lindsey  
18

#### 19 **aa. Powerade**

#### 20 **Contact**

21 Helen Munday

22 [hmunday@coca-cola.com](mailto:hmunday@coca-cola.com)

23 Laura Misselbrook

24 [lmiselbrook@coca-cola.com](mailto:lmiselbrook@coca-cola.com)  
25  
26  
27

#### 28 **Correspondence**

29 Email; received May 31st:

30 Dear Greg,  
31

32 Thanks for our discussion yesterday.  
33  
34

35 As promised here is some additional information that I think will help you.  
36  
37

38  
39 As I explained in our discussion, as sports drinks are classified as foods, the  
40 regulations that govern foods are in play here rather than ones that govern other  
41 materials. As such there is no need to conduct clinical trials, as the SCF report that  
42 we talked about, has set compositional standards for drinks such as Powerade  
43 ION4. The findings of the SCF were then further evaluated by EFSA (European  
44 Food Safety Authority) who are the competent authority to scientifically  
45 substantiate evidence and indeed claims. In our conversation we talked about the  
46 scientific evaluation of the evidence. In it is our view that having been reviewed  
47 by both SCF and EFSA, the body of evidence has been assessed as scientifically  
48 robust by the highest possible authority.  
49  
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52 I have previously sent you the EFSA review but I now include pertinent extracts  
53 from both the SCF report and the EFSA review. Plus I attach the full SCF report as  
54 promised.  
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3 Extracts from the EU Scientific Committee for Foods (SCF) - Report of the  
4 Scientific Committee on Food on composition and specification of food intended  
5 to meet the expenditure of intense muscular effort especially for sportsmen  
6 (SCF/NUT/SPORT/5 Final 2001).  
7

8 Council Directive 89/398/EEC on foodstuffs intended for particular nutritional  
9 uses, as amended by Council Directive 1999/41/EC, foresees the adoption, by the  
10 Commission, of a specific directive on foodstuffs for particular nutritional uses  
11 intended to meet the expenditure of intense muscular effort and especially for  
12 sportsmen. In order to prepare this specific directive the Commission asked the  
13 Scientific Committee for Food (SCF) for advice on the nature, the essential  
14 composition where necessary, and any other specific requirements concerning  
15 the labelling and the appropriate use of such foodstuffs. The Committee reviewed  
16 the scientific literature in the area of sport nutrition as well as a number of  
17 consensus reports that were prepared by various sport organisations and came to  
18 the conclusion that the concept of a well-balanced diet is the basic nutritional  
19 requirement for athletes. Nevertheless, taking the aspects of intense muscular  
20 exercise in consideration such as intensity, duration and frequency as well as  
21 specific constraints like time and convenience, individuals can benefit from  
22 particular foods or food ingredients beyond the recommended dietary guidelines  
23 for the general population. As the increased energy need of these individuals is  
24 the most apparent difference, the food intake is higher. This can lead to  
25 differences in food choice and eating pattern as well as gastro-intestinal distress.  
26 Specially adapted nutritious foods or fluids may help to solve specific problems so  
27 that an optimal nutritional balance can be reached. These beneficial effects are  
28 not only limited to athletes who are taking regular intense prolonged muscular  
29 exercise, but are also intended for other target groups, for example for  
30 occupational jobs with hard physical work or with extreme environmental  
31 conditions, as well as for individuals with irregular physical high intensity or  
32 fatiguing leisure time activities. In relation to these general considerations, four  
33 food categories have been identified, reviewed and where applicable, essential  
34 requirements were formulated.  
35

36 Carbohydrate-electrolyte solutions (C.E.S.):

37 The two factors that have been considered to contribute most to the onset of  
38 fatigue in exercise are the depletion of the body's carbohydrate reserve and the  
39 onset of dehydration, as a consequence of the loss of water and electrolytes in  
40 sweat. Compared to water as a control drink, a substantial body of scientific  
41 evidence supports the suggestion that during prolonged exercise drinks  
42 containing carbohydrates and electrolytes, in particular sodium, improve the  
43 performance.  
44

45 The optimum carbohydrate concentration in the drink depends on a number of  
46 factors, among others the need for water (hot/cold conditions) and the intensity  
47 and type of exercise (gastrointestinal absorptive capacity, osmolality (rate of  
48 gastric emptying as well as water absorption in the small intestine), type of  
49 carbohydrate simple vs. polymers). Therefore a range from 80-350 kcal (335 - 1470  
50 kJ) CHO/1000ml CES drink is advised. The only electrolyte added to drinks  
51 consumed during exercise that is known to confer physiological benefit is sodium.  
52 A sodium concentration of 20-50 mmol/l (460 - 1150 mg/l) will stimulate  
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3 carbohydrate and water uptake maximally in the small intestine and will help to  
4 maintain extracellular fluid volume.

5 End of extract from the SCF report

6 EXTRACT FROM EFSA OPINION  
7

8  
9 These guidelines have been taken into account and in effect by the EFSA  
10 Scientific Opinion on the substantiation of health claims related to carbohydrate-  
11 electrolyte solutions and reduction in rated perceived exertion/effort during  
12 exercise (ID 460, 466, 467, 468), enhancement of water absorption during  
13 exercise (ID 314, 315, 316, 317, 319, 322, 325, 332, 408, 465, 473, 1168, 1574, 1593,  
14 1618, 4302, 4309), and maintenance of endurance performance (ID 466, 469)  
15 pursuant to Article 13(1) of Regulation (EC) No 1924/2006.  
16

17  
18 Following a request from the European Commission, the Panel on Dietetic  
19 Products, Nutrition and Allergies was asked to provide a scientific opinion on a list  
20 of health claims pursuant to Article 13 of Regulation (EC) No 1924/2006. This  
21 opinion addresses the scientific substantiation of health claims in relation to  
22 carbohydrate-electrolyte solutions and reduction in rated perceived  
23 exertion/effort during exercise, enhancement of water absorption during  
24 exercise, and maintenance of endurance performance. The scientific  
25 substantiation is based on the information provided by the Member States in the  
26 consolidated list of Article 13 health claims and references that EFSA has received  
27 from Member States or directly from stakeholders.  
28  
29

30  
31 The food which is the subject of the health claims is carbohydrate-electrolyte  
32 solutions. The Panel considers that carbohydrate-electrolyte solutions are  
33 sufficiently characterised in relation to the claimed effects.  
34

35  
36 Ø Enhancement of water absorption during exercise

37 The claimed effects are “water and electrolyte balance”, “rehydration”, “nutrient  
38 absorption”, “hydration”, “better/faster fluid delivery with a combination of  
39 carbohydrates than with glucose alone”, “electrolyte balance/rehydration”,  
40 “potassium/water/electrolyte-balance; diuretic”, “ergogenic role in sports and  
41 exercise”, and “contains essential electrolytes for better recovery”. The target  
42 population is assumed to be active individuals performing endurance exercise.  
43 The Panel considers that an enhancement of water absorption during exercise  
44 may be a beneficial physiological effect.  
45  
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47  
48 The evidence provided by consensus opinions/reports from authoritative bodies  
49 shows that glucose electrolyte solutions with an osmolality which is isotonic or  
50 slightly hypotonic with respect to plasma (i.e. 200-330 mOsm/kg water) maximise  
51 the rate of water uptake.  
52

53  
54 The Panel concludes that a cause and effect relationship has been established  
55 between the consumption of carbohydrate-electrolyte solutions and an  
56 enhancement of water absorption during exercise.  
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3 The Panel considers that in order to bear the claim a carbohydrate-electrolyte  
4 solution should contain 80-350 kcal/L from carbohydrates, and at least 75 % of the  
5 energy should be derived from carbohydrates which induce a high glycaemic  
6 response, such as glucose, glucose polymers and sucrose.

7  
8 In addition, these beverages should contain between 20 mmol/L (460 mg/L) and  
9 50 mmol/L (1,150 mg/L) of sodium, and have an osmolality between 200-330  
10 mOsm/kg water.

11 The target population is active individuals performing endurance exercise.

#### 12 13 14 Ø Maintenance of endurance performance

15  
16 The claimed effects are “endurance; increased endurance capacity; increased  
17 endurance performance; delayed fatigue” and “endurance in heat”. The target  
18 population is assumed to be active individuals performing endurance exercise.  
19 The Panel considers that maintenance of endurance performance is a beneficial  
20 physiological effect.

21  
22  
23 The evidence provided by consensus opinions/reports from authoritative bodies  
24 shows that there is good consensus on the role of beverages containing  
25 carbohydrates and electrolytes (in particular sodium) in maintaining performance  
26 during prolonged endurance exercise, relative to plain water.

27  
28 The Panel concludes that a cause and effect relationship has been established  
29 between the consumption of carbohydrate-electrolyte solutions and maintenance  
30 of endurance performance.

31 The Panel considers that in order to bear the claim a carbohydrate-electrolyte  
32 solution should contain 80-350 kcal/L from carbohydrates, and at least 75 % of the  
33 energy should be derived from carbohydrates which induce a high glycaemic  
34 response, such as glucose, glucose polymers and sucrose.

35  
36 In addition, these beverages should contain between 20 mmol/L (460 mg/L) and  
37 50 mmol/L (1,150 mg/L) of sodium, and have an osmolality between 200-330  
38 mOsm/kg water.

39 The target population is active individuals performing endurance exercise.

40  
41  
42 END OF EXTRACT

43  
44 Thus you can see, that under these provisions, if you have an appropriately  
45 formulated product, the benefits are sufficiently characterised to make relevant  
46 claims.

47  
48  
49 So you can understand how Powerade ION4 fits into the compositional standards  
50 I present to you the following summary.

51 Composition

52 Minimum quantity specified

53 Powerade ION4

54 Maximum quantity specified

55 Carbohydrate

56 At least 75% of the energy from metabolisable carbohydrate  
57  
58  
59  
60

1  
2  
3 3.9g glucose and fructose  
4 Sodium  
5 460 mg/l  
6 510 mg/l  
7 1150 mg/l  
8 Energy  
9 80 kcal/l  
10 160 kcal/l  
11 350 kcal/l  
12 Osmolality  
13 200 mOsm/kg water  
14 275 mOsm/kg water  
15 330 mOsm/kg water  
16  
17  
18

19  
20 Thus you can see that we are authorised to make claims for carbohydrate-  
21 electrolyte drinks.  
22

23 I additionally wanted to clarify the testing of Powerade ION4. Whilst there is no  
24 explicit requirement to do this, given the compositional standards I have  
25 described, the work that we have conducted with researchers does contribute to  
26 the body of evidence and has given us assurances to the efficacy of our products.  
27 The paper by Watson, Shirreffs and Maughan that I have already sent is a good  
28 example of this. You will see that we used a number of variants to establish the  
29 efficacy of the level of carbohydrate and sodium that our product contains. We  
30 could not use the commercially available product as this would have not been  
31 possible in the experimental design but the functional ingredients were those  
32 used in our formulation and you will see in the acknowledgement ('The study was  
33 carried out in relation to the product Powerade and was funded in part by the  
34 Coca-Cola Company') that this was conducted in support of our development  
35 programme.  
36  
37  
38

39  
40 If you have any further questions please don't hesitate to contact me and I would  
41 be most grateful if you would let me know the timings on the issue of the report  
42 and when we might have sight of it. We have also been contacted by the BBC  
43 about a Panorama programme they are currently compiling and they mentioned a  
44 BMJ study. Is this the same piece of work that they are referencing?  
45  
46

47 Kind regards,  
48

49 From: Greg Jones [mailto:Greg.Jones@bmj.com]  
50 Sent: 25 May 2012 15:47  
51 To: Helen Munday; Laura Misselbrook  
52 Subject: RE: Evidence enquiry re: Powerade  
53  
54

55 Dear Helen,  
56  
57  
58  
59  
60

1  
2  
3 Thank you for your help in sending over the references for Powerade. As you can  
4 imagine, asking a library to collate all the papers we have received will take quite  
5 some time. I imagine you have PDFs of all of these as a dossier already: if that is  
6 the case then would you be able to send them over? If you don't have them, we  
7 would also be grateful if you could include any summaries.  
8  
9

10 We were also wondering what kind of methods you have employed to check the  
11 quality of the studies. Do you think you could share that information with us?  
12

13 And lastly, do you think you could tell us which of these studies actually uses the  
14 Powerade drinks? If none of them do, which studies use the active ingredient in  
15 the same doses as contained within Powerade? We would be grateful for some  
16 guidance on this.  
17  
18

19 Many thanks for your help,  
20

21  
22 Greg  
23

24 BMJ Researcher  
25 greg.jones@bmj.com  
26  
27

28 -----Helen Munday <hmunday@coca-cola.com> wrote: -----

29 To: Laura Misselbrook <lmisselbrook@coca-cola.com>, "Greg.Jones@bmj.com"  
30 <Greg.Jones@bmj.com>

31 From: Helen Munday <hmunday@coca-cola.com>

32 Date: 05/18/2012 04:42PM

33 Subject: RE: Evidence enquiry re: Powerade

34 Dear Dr. Jones,  
35  
36

37 Sports drinks are among the best-researched food and beverages products in the  
38 world. There is a wealth of scientific research that can be relied upon to formulate  
39 an efficacious beverage that can serve a variety of purposes.  
40

41 These include:

- 42 · supply of substrate (carbohydrates),
- 43 · prevention of dehydration,
- 44 · electrolyte replacement,
- 45 · pre-exercise hydration,
- 46 · post-exercise rehydration
- 47

48 The Coca-Cola Company takes its responsibilities towards efficacy and claims very  
49 seriously and we work within a strict regulatory environment to ensure that all  
50 claims we make, can be fully substantiated and bring benefits to consumers.  
51

52 We would refer you to the material on our website [www.poweradegb.com](http://www.poweradegb.com) which  
53 we feel clearly describes the efficacy of our lead sports drink POWERADE ION4 to  
54 our consumers, although we believe that you are probably aware of this as the list  
55 of references you have sent us, appears to be taken from this source.  
56  
57  
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1  
2  
3 Whilst this represent a thorough overview of the body of science that supports  
4 the efficacy of products such as POWERADE ION4, it is important to recognise  
5 that research in the field of sports nutrition is active and developing rapidly. As  
6 such, The Coca-Cola Company works closely with eminent experts in this field to  
7 ensure that all our products are firmly grounded in science and we make only  
8 claims which can be substantiated by scientific evidence.  
9

10  
11 In addition to the references that you have cited we can add the following  
12 reference that has been published since the last update of our website and  
13 supports our product's efficacy. These studies have either been commissioned by  
14 ourselves, or sometimes have been independently conducted using our product.  
15 In any event, all have been through a thorough peer review process. In the last 2  
16 years we have commissioned and published the following series of studies, which  
17 have been published as one paper in the official journal of the American College  
18 of Sports Medicine.  
19  
20

- 21  
22 1. Watson P, van Langen F, Quigley J and Maughan RJ. Effect of Dilute CHO  
23 Beverages on Performance in Cool and Warm Environments. *Med. Sci. Sports*  
24 *Exerc.*, Vol. 44, No. 2, pp. 336–343, 2012.  
25

26  
27 We would like to point out that POWERADE ION4 is an isotonic sports drink aimed  
28 at individuals taking part in intense physical exercise. It has been formulated, and  
29 is marketed, in complete accordance with Directive 2009/39/EC (recast of  
30 Directive 89/398/EEC) relating to foodstuffs for particular nutritional uses  
31 (PARNUTS).  
32

33  
34 With regard to sports drinks, PARNUTS refers to the “Report on Composition and  
35 Specification of Food Intended to meet the Expenditure of Intense Muscular  
36 Effort, Especially Sportsmen” issued by the Scientific Committee on Food (SCF),  
37 adopted in 2000 and corrected in 2001, which was prepared at the request of the  
38 European Commission. The SCF report is the most authoritative analysis of the  
39 role and benefits of sports drinks and sets out guidelines on the composition and  
40 specification of foods and beverages intended to meet the expenditure of intense  
41 muscular effort and in particular to allow for efficient hydration. Our product has  
42 been formulated in strict compliance with these guidelines.  
43  
44

45  
46 In addition, more recently the European Food Safety Authority has published the  
47 scientific opinion on the substantiation of claims in relation to carbohydrate-  
48 electrolyte solutions, more commonly known as sports drinks. This opinion  
49 addresses the scientific substantiation of health claims in relation to  
50 carbohydrate-electrolyte solutions and reduction in rated perceived  
51 exertion/effort during exercise, enhancement of water absorption during  
52 exercise, and maintenance of endurance performance. The scientific  
53 substantiation is based on the information provided by the Member States in the  
54 consolidated list of Article 13 health claims and references that EFSA has received  
55 from Member States or directly from stakeholders. See attachment.  
56  
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1  
2  
3 As an example, in evaluating the substantiation of the efficacy of an isotonic  
4 sports drink such as POWERADE ION 4 it is essential to bear in mind that such a  
5 beverage is intended for use by a person who, as a result of engaging in  
6 sustained, high intensity exercise, has lost substantial quantities of water and  
7 minerals (electrolytes) through perspiration. A substantial body of scientific  
8 evidence, taken as a whole, establishes that for such a person, drinking an  
9 isotonic sports drink that contains not only water, but also appropriate quantities  
10 of sodium and carbohydrates, will result in his/her consuming a higher volume of  
11 fluid, and retaining it better, than if he/she drank plain water alone. In other  
12 words, under such circumstances an appropriately formulated isotonic sports  
13 drink, such as POWERADE ION4, “hydrates better than water.”  
14  
15

16  
17 The extract from the website that demonstrates our scientific basis, is as follows:  
18

19  
20 When you’re exercising hard and desperately need a drink, it’s natural to head for  
21 the nearest bottle of water. But although it’ll quench your thirst, it isn’t always  
22 the best way to rehydrate your body during or after exercise. Here’s why:

- 23 · Water doesn’t have adequate minerals and carbohydrates. 4,7,9,10-16, 19-20,  
24 26
- 25 · Water shuts down the thirst receptors prematurely, before you’ve replaced  
26 the fluid your body has lost through sweat. 1,3,9,12,20,21
- 27 · Water doesn’t have flavour. 1-3,21,25
- 28 · Water doesn’t have the performance benefits of a sports drink. 5,6,8,12-16,20-  
29 25
- 30 · Therefore, sports drinks have the advantage of containing sodium which helps  
31 your body retain and use the fluid you’ve drunk more effectively, as well as  
32 carbohydrates to help recover muscle fuel stores.
- 33 · Sports drinks are specially formulated to replenish both fuel and mineral  
34 needs to help you sustain physical and mental performances at your best.  
35  
36  
37

38 We would direct you to the website [http://www.poweradegb.com/hydration-and-  
39 performance/hydration/water-is-not-enough](http://www.poweradegb.com/hydration-and-performance/hydration/water-is-not-enough) to view this information (including  
40 the references cited) and the sports context in which it is presented.  
41  
42

43 Finally I would add that we have a European Scientific Advisory Board on Sports  
44 Science and Nutrition composed of academics and practical experts in the field,  
45 and this Board advises us on all aspects of sports science and nutrition which may  
46 or may not be in the public domain at that time, but it is always our intent to  
47 publish any research outcomes in support of our products.  
48  
49

50 Yours sincerely,  
51

52 From: Laura Misselbrook  
53 Sent: 18 May 2012 11:46  
54 To: Greg.Jones@bmj.com  
55 Cc: Helen Munday  
56 Subject: FW: Evidence enquiry re: Powerade  
57  
58  
59  
60

1  
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3  
4 Dear Greg –  
5

6 Thank you for your note below.  
7

8  
9 I work in the Public Affairs & Communications team here – and wanted to let you  
10 know that we have received your enquiry regarding the research analysis you are  
11 pulling together. We have a response and will share with you by end of day today.  
12

13  
14 I am looping my colleague Helen Munday in who is Director Scientific and  
15 Regulatory Affairs at The Coca-Cola Company and will come back to you on this.  
16

17 Regards –  
18

19 Laura  
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