

FUELING PERFORMANCE WITH FAT: EAS® LAUNCHES FIRST KETOGENIC MEAL REPLACEMENT FOR ATHLETES

- Myoplex® Ketogenic delivers the right amount of nutrients needed to support a ketogenic regimen and help athletes achieve their body and performance goals

ABBOTT PARK, Ill., Sept. 20, 2016 /PRNewswire/ -- While some endurance, strength and physique athletes try to minimize their intake of fat, others are embracing a high-fat, ketogenic nutrition plan. To help those athletes build stronger, leaner bodies and meet endurance goals, [EAS Sports Nutrition](#) is introducing a Myoplex Ketogenic shake.

A ketogenic regimen is high in fat, moderate in protein and very low in carbohydrates. The purpose of the regimen is to shift the body from relying on glucose for energy to instead tapping into stored fat. As the body breaks down more fats as a source of energy, this naturally results in formation of ketone bodies by the liver. The ketones enter the blood, referred to as ketosis, and then can be used as a fuel source by the body to replace some of the needs originally supplied by glucose.

Some studies have shown that a ketogenic plan can help increase fat burning during exercise¹, mobilizing fat stores for energy use. Since the body can store more fat than glycogen, endurance, strength and physique athletes can potentially access those vast energy reserves without continually refueling with carbohydrates during exercise.

"The ketogenic diet has been around for many years and research suggests that certain types of athletes can achieve high levels of physical performance on the regimen," said [Steve Hertzler](#), PhD, RD, and chief scientific officer for EAS. "Myoplex Ketogenic delivers an optimal ratio of nutrients needed to maintain the regimen and help attain the desired benefits."

"Our mission is to make products that help athletes reach their goals and perform at their best," said Tim Monk, general manager of EAS, triathlete and IRONMAN® World Championship finisher. "The ketogenic diet can be tough for athletes on the go and leading busy lives. Myoplex Ketogenic comes in a portable, keto-friendly meal replacement packet and is supported by meal plans and tips to help athletes on the regimen."

MYOPLEX KETOGENIC - DESIGNED FOR ATHLETES BY ATHLETES

EAS nutrition scientists and experts designed [Myoplex Ketogenic](#). The product is for use with a ketogenic diet and exercise program*:

- The shake blends 32 grams of high-quality fat from real food sources with 20 grams of whey protein and 3 grams of HMB (beta-hydroxy-beta-methylbutyrate).
- Science-backed HMB was added to the blend to help reduce muscle breakdown which is commonly experienced by athletes during heavy training periods.
- To help athletes start and maintain a ketogenic program, EAS offers detailed [meal and workout plans](#).

Six-time IRONMAN World Champion [Dave Scott](#), a triathlete, EAS coach and advisor, advocates for a high-fat, low-carbohydrate regimen for endurance athletes. "I've been a proponent of a ketogenic regimen for endurance athletes because of the sustained energy it provides over long periods of physical activity," said Scott. "When done right, the ketogenic plan can help athletes perform steady and avoid some of the fluctuations experienced with high-carb diets. Through exercise tips and meal plans, EAS gives athletes the information and nutrition they need to make the transition to keto and succeed."

[EAS athlete and bodybuilder](#) Jason Wittrock uses a ketogenic diet to maintain his physique. He coaches personal training clients who also follow the program. "The keto regimen has helped me maintain my energy levels and stay in peak physical condition year round," he said. "The Myoplex Ketogenic shake includes foods that I'm already eating, which makes it more convenient and easier for me to stay in ketosis— especially when I don't have time to make a full meal."

EAS Myoplex Ketogenic is available through [Bodybuilding.com](#) and [Amazon.com](#). For more information or to download meal and workout plans, visit: www.eas.com/keto

*This product is not intended to be used with a standard diet. For best results, it must be used with a ketogenic diet and exercise program. Consult a physician prior to use.

About EAS:

EAS has helped hundreds of thousands of men and women improve performance and transform their lives through the Body for Life program, ongoing educational initiatives, and our science-based nutritional supplements. With product lines that include Myoplex, AdvantEdge and 100% Whey, we provide proven sports nutrition for athletes and health-conscious individuals at every stage, from beginner to professional. EAS products are [NSF](#) certified for purity and quality and labeled to make it easy for consumers to see exactly what is in each product. Connect with us at eas.com, on Facebook at facebook.com/eas and Instagram at

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¹ Metabolism; Jeff Volek, Metabolic characteristics of keto-adapted ultra-endurance runners; Vol. 65, Issue 3, Mar. 2016, Pg. 100-110.

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