

AMG NUTRITION ATHLETE PROGRAM



Nutrition Programs

The nutrition programs from AMG Nutrition are the absolute best nutrition programs available anywhere in the world. To better understand why this is, it is important to understand what these programs are not. These are not diet programs, as diets imply a temporary detour from normal eating habits in order to achieve a temporary result. They are not based on the latest trendy discovery to come out of the Amazon or the mystical mountains of the Far East, as most of those programs disappear before you realize the limits of their effects.

Instead, AMG Nutrition bases its health programs and products on years of research from AMG Health. At AMG Health, nutrition is a cornerstone for treating chronic illnesses like cancer, infection, CFS, IBS, heart disease, and many more life threatening diseases. Data and experience gained from treating critically ill patients has led to the development of the most comprehensive nutrition programs for people with less threatening conditions.

AMG NUTRITION SAFETY

The key benefit of AMG, besides effectiveness, is the safety of its programs.

Our programs are designed and monitored by doctors; medical doctors with a complete understanding of the complexity of the human body and the dangers of a wrongly designed program.

At AMG, every person is treated as an individual. This, combined with our experience in treating critical patients through nutritional rebalancing, makes AMG Nutrition Programs the safest and most effective option possible.

Each nutrition program begins with a foundation package. The foundation package covers the most important aspects of nutrition common to people in that category. Beyond the foundation package, each program can be further customized based on the person's individual needs and goals. The advanced packages deliver precisely what you need based on specific testing and evaluation.

If you are ready to make a commitment to your health, read on.



Athlete

Whether you are an elite world-class athlete or a weekend warrior, you all share similar goals and demands. Athletes push the limits of their body in order to improve; they strain their muscles and metabolism past the levels at which they are used to functioning.

Athletes are generally healthier than the average population due to regular activity and, on average, a healthier diet. However, by constantly pushing your bodies, athletes also run a risk of being susceptible to unique injuries and diseases, not to mention that your increased levels of activity put a larger strain on every system in your body.

Athletes, even with a normal healthy diet, run a risk of:

- Fluctuating energy levels
- Bone density loss and stress fractures
- Muscular breakdown and inflammation
- High levels of free-radical production
- Lower immune function
- Hormonal imbalances
- Joint and articulation degradation

A complete nutritional program for athletes needs to cover two areas: productive and protective nutrients.

Productive

Productive nutrients improve your body's ability to produce energy from carbohydrates and fats, to reproduce muscle tissue and thus improve athletic performance.

Protective

This is the area most ignored by general nutrition plans and products for athletes, but for many it is the most important. Protective nutrients protect your body from damage due to the increased demands of prolonged activity.



AMG Foundations

Athlete Foundations Program

STEP 1: CONSULTATION

The Athlete Foundations Program is the first basic package to start with. It begins with a complete nutritional evaluation by a health specialist to determine what your priorities need to be.

Your initial consultation will evaluate:

- Your goals
- Your medical and nutritional history
- Any specific issues or ailments limiting your performance

Based on this information, our nutritional specialist will then be able to formulate a supplement package and diet program for you.

AMG Foundations Program Supplements

STEP 2: SUPPLEMENT PROGRAM

There are four things that mark the effectiveness of a nutritional program: selection, quality, quantity and timing of the ingredients. Many people are fooled by programs and products that advertise the vast selection of ingredients included, but they do not realize that the quantities are too little to be effective, or some ingredients have been combined to be taken at the same time when they should not be.

Our nutrition programs are designed for maximum effectiveness by utilizing the right ingredients, in the right quantities, and administered in the correct combinations for maximum absorption. The nutritional supplements in the AMG Foundations program for athletes have been selected to **improve energy production, increase lean muscle, protect vital organs, reduce oxidative stress and improve recovery.**

Vitamin C

- Powerful anti-oxidant in high quantities
- Reduces skeletal muscle damage and inflammation
- Increases immune system efficiency
- Can improve hormone production

Vitamin E

- Reduces muscle fatigue
- Protects cells against free radical damage
- Protects skin and connective tissue from damage

Vitamin B6

- Synthesis and breakdown of amino-acids
- Release of energy from carbohydrates and fats
- Healthy cardio and nervous systems
- Protein metabolism and hormone production
- Healthy immune system

Pantothenic Acid

- Release of energy from food
- Cholesterol and fatty acid metabolism
- Healthy red blood cells
- Healthy immune system
- Healthy adrenal gland function
- Healthy nervous system

Calcium

- Essential for healthy bones and preventing stress fractures under continuous impact
- Necessary element for muscle contraction and prevention of cramps
- Maintain a healthy heart and nervous system
- Counteracts bone density effects of reduced estrogen in female athletes

Magnesium

- Necessary for protein and fatty acid synthesis along with DNA manufacture
- Essential for anaerobic breakdown of glucose
- Vital for healthy bone structure
- Involved in nerve impulse transmission
- Increases energy efficiency in endurance athletes

Coenzyme Q10

- Involved in the energy production in cells by enabling transfer of energy and oxygen between blood and body cells
- Powerful anti-oxidant for cells
- Protects Vitamin E from damage

Potassium

- Necessary for proper water and electrolyte balance
- Required for proper muscle contraction
- Regulates acid-alkali balance
- Needed for energy metabolism
- Important for protein and carbohydrate metabolism

Chromium

- Essential for normal sugar and fat metabolism as it works with insulin to move glucose into cells to generate energy
- Plays a role in fat and protein metabolism

Iron

- Essential for transportation and storage of Oxygen in the blood and muscles
- Necessary for fatty acid metabolism
- Essential for many metabolic functions
- Important for oxygen transfer in cytochromes, protein molecules involved in the production of energy in cells

Zinc

- Necessary for cell division and the synthesis and degradation of carbs, lipids and proteins, and is thus essential for growth and repair of tissue
- Powerful anti-oxidant
- Necessary for healthy antibody, white blood cell, thymus gland and hormone function.

Protein

- Essential for growth, repair and maintenance of body tissue

All of these ingredients are found in typical multi-vitamins and exercise related products, but very few of them contain the right combination of quantity and timing, and many simply contain traces of important minerals in order to claim that they include them.

AMG Nutrition Programs deliver the best combination of productive and protective nutrients, in sufficient quantities for maximum effectiveness. The AMG Foundations Program is the most complete starting point for any athlete.

AMG Elite

Every athlete knows the importance of having good equipment, and the more serious the athlete, the more serious the equipment. So you can think of nutrition programs as buying a pair of shoes. You can start with something like a general multivitamin, which would be the equivalent of buying any pair of shoes made for the male or female human foot. Beyond that you can proceed to a more advanced nutrition plan such as AMG Foundations, which would be the equivalent of buying a pair of shoes made for your sport such as basketball, football, or running. The AMG Elite program is the most advanced nutrition program available, akin to having a custom made pair of shoes specifically for your weight, size, pronation, habits, etc.

The AMG Elite Nutrition Program begins with a complete analysis of your current state of health, and creates a nutritional supplement program based on your goals and exact needs of your chosen sport.



Initial Evaluation

30-Minute Initial Consultation

The elite program begins with an assessment of your current goals and general health status through a 30-minute consultation. During this consultation, we will determine what testing needs to be performed and draw any necessary samples.

Since everyone has different needs, deficiencies, and requirements from their sport, a complete analysis needs to be conducted of your vitamin, mineral, hormone, toxin, cholesterol, fat, and metabolic levels. This is done through a combination of three tests.

Blood Testing

- Complete Blood Count w/ Differential
- Lipid Profile
- Liver Function
- Kidney Function
- Comprehensive Metabolic Panel
- Serum Iron
- Complete Urinalysis Profile
- Serum Electrolytes

For athletes we begin with a simple blood test that gives us a good baseline to know where to start from and if there are any red flags that require additional testing. We begin with a very basic test that can lead us to further testing if necessary. For most people, these tests will be enough to begin developing a very comprehensive nutrition plan to improve not only their performance but also their overall state of health.

Hair Analysis

- Mineral levels
- Heavy metal intoxication

A hair analysis is a useful indication of current mineral levels. Minerals, unlike vitamins, can be dangerous if they are excessively low or excessively high. Yet they are vital for athletic performance, so close monitoring is important for safe performance improvement. Heavy metal intoxication is also important because any presence of heavy metals can hinder immune system efficiency and metabolic efficiency.

Basic Food Panel

- Food allergies

Unfortunately, many people are unaware of all the foods they are allergic to, which can place an unnecessary strain on their immune system. A basic food panel test can reveal any unknown allergies, around which a safe dietary plan can then be designed.

Electrodermal Analysis

- Relative predictive nutrient absorption and reaction
- Internal systems check for your body
- Effectiveness of any current medication or nutritional supplements

The electrodermal analysis is an effective way to predict how your body is reacting to current treatments and how it will react to any available nutrients. Some people, for instance, react much better to calcium aspartate than calcium picolinate, while some people have the inverse reaction. Electrodermal analysis can predict this very accurately, while at the same time providing vital information about every important system in your body.



Customized Program

All these tests are conducted in order to form the most complete custom program for you possible. Beyond the testing, the elite program includes:

- Complete evaluation of your health by a nutrition specialist
- Custom nutrition plan
- Custom supplements package
- Monthly or bi-monthly re-evaluation

With the AMG Elite Athlete Program, you can have complete knowledge of your physical progress and full control of your performance. In sports, the most important investment you can make is with your body.



Confidence comes from knowing you have done everything you could to be ready.

Program Pricing

FOUNDATIONS PROGRAM

- 30 Minute Consultation with Nutritionist
 - Nutritional History Assessment
 - Goal Planning\$60

- 3 Month Nutritional Supplement Supply
 - AMG Power Greens
 - Ultra Whey Protein
 - 8 Athlete Specific Supplements\$329

ELITE PROGRAM

- 90 Minute Consultation with Nutritionist
 - Nutritional History Assessment
 - Goal Planning
 - Lab Analysis Interpretation\$200

- Mandatory Laboratory Testing
 - Blood Test \$84

- As-Needed Testing
 - Hair Analysis \$110
 - Basic Food Profile \$280
 - Electrodermal Analysis \$85

- 3 Month Nutritional Supplement Supply
Cost Depends on Testing Results

Note: the exact lab testing performed will depend on your initial consultation with the doctor and what he feels is necessary. We charge a flat fee for lab analysis interpretation, so we will only do additional testing if necessary.

Contact Information

Phone 915 581-2273
Email questions@amg-health.com
Dr. Soto: fsoto@amg-health.com
Web: www.amg-health.com/content/amgnutrition