

# ProAnox News

- Don't miss ProAnox's 2012 Crossfit Games video series highlighting the Open Workouts and Regional Competitions! Follow our athletes to the Road of Champions!  
[www.youtube.com/user/ProAnox/feed](http://www.youtube.com/user/ProAnox/feed)
- Pick up your copy of BoxLife Magazine, the all-new Crossfit inspired magazine, headquartered in South Florida. Copies available at ProAnox HQ in Los Gatos, your local box or through an online subscription at:  
[www.boxlifemagazine.com](http://www.boxlifemagazine.com)

## The Importance of Chiropractic

The word chiropractic comes from the Greek words, "chiro," meaning hand, and "practice," meaning practice or treatment. Thus, "treatment by hand" is an appropriate definition since chiropractors typically use their hands to manipulate different parts of the body in an effort to promote healing and wellness.

A chiropractor (D.C.) diagnoses and treats a broad range of physical conditions in patients with muscular, nervous and skeletal problems, especially the spine. Chiropractors are best known for their ability to correct misalignments of the spine, called subluxations. The abnormal movement or positioning of any of the 24 moving bones of the spinal column, due to poor posture, incorrect exercise, vehicle accidents, and a number of other traumas, results in interference of the nervous system. With improved spinal function, there is often improved nervous system function, allowing for your body's natural state of well-being. But spinal manipulation is only a small part of what chiropractors do as an overall plan to relieve pain, mitigate ailments and restore health without the use of drugs or surgery.

Chiropractic can also improve athletic performance and give top athletes an edge over their competitors. Donovan Bailey, Joe Montana, Dan O'Brien, Mark McGwire, Michael Jordan and Steve Smith all have regular chiropractic adjustments to improve their health. Since chiropractic deals with nervous system restoration, not only injury recovery, it improves the efficiency of the communication between the brain and body and can, in just a fraction of a second, make the difference between gold and silver. This can be accomplished through relieving pressure on the nerves due to misalignments—this pressure can restrict impulses from the brain to the body, thus reducing the body's ability to function properly.

For more information, contact Dr. Steve Nandkeshwar, D.C. Dr. Steve has extensive experience in the treatment of various injuries through Chiropractic and Sports Rehabilitation and has served a number of patients toward greater health in the Silicon Valley. He currently shares in an athlete sponsorship program with ProAnox.

[www.losgatosbackdoctor.com](http://www.losgatosbackdoctor.com)

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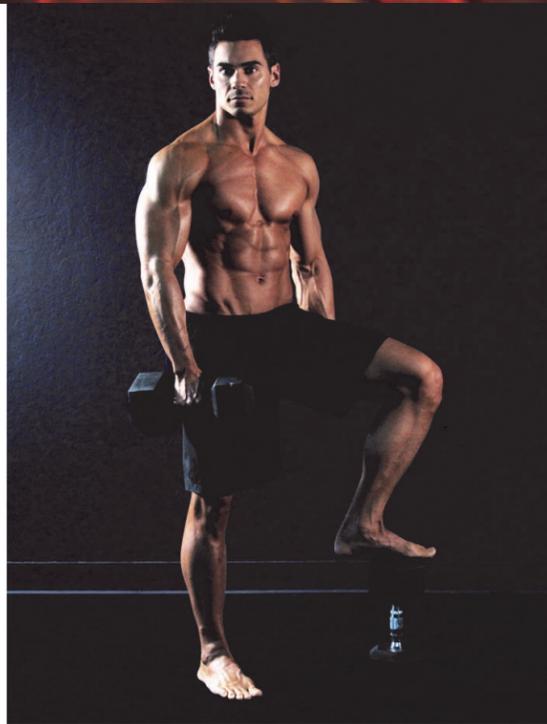
**ProAnox** inc.  
Extreme Antioxidant Systems

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### Fitness Tip from Scott Lamb:

"The secret to a shredded core is the Kitchen. Avoiding foods that spike your insulin levels while eating the right ratio of foods and eating often enough to keep your metabolism raging is the only way to achieve the desired 6-pack look."

[www.scottlambfitness.com](http://www.scottlambfitness.com)

Scott has been studying and practicing Performance Enhancement and Corrective Exercise since 1998 to improve athletic performance and to enhance quality of life for people ages 8-65+. He graduated with a degree in Kinesiology & Recreation from Illinois State University and has since specialized in Strength & Conditioning and Personal Fitness Coaching. He most recently competed in the Contra Costa 2012 Bodybuilding Championship, earning Male Physique Overall Winner.

**"Whether you think you can or think you can't, either way you are right." -Henry Ford**

ISSUE

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# ProAnox June Newsletter

## Get Involved!

### ProAnox Distributor Programs

Join in the excitement of spreading the word about our certified, all-natural supplements, safe and tested for optimal performance and vitality.

There are 2 main ways to become a distributor:

1. Become a **Physical Affiliate**. This involves installing a "mini store" in your facility. ProAnox provides all product trainings, marketing materials and email blasts to customers. **You buy at Wholesale, NET30, and reap the Retail Profits!**
2. Become a **Virtual Affiliate** through our NEW Profit Sharing program. Load our free flash banner onto your website, and with every corresponding purchase, receive commission checks each month – **10% of all revenue that comes through the link. Simply add: [shop.proanox.com](http://shop.proanox.com) to your homepage!**

Contact DJ Downs or Justin Moles with questions.

[DJ@proanox.com](mailto:DJ@proanox.com)  
[Justin@proanox.com](mailto:Justin@proanox.com)



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## Understanding Your Attitude: Becoming Your Own "Biggest Fan"

By: Adam Saucedo, M.A., Sport Psychology Consultant

Understanding your attitude can be an important tool in maintaining a successful exercise program. First of all, when you have a positive outlook on your exercise experience, you are more likely to enjoy it. Enjoyment is a key factor that increases your motivation to partake in an activity. Finding a program that will promote your enjoyment is important when choosing an exercise program. Of course, some workouts may be more enjoyable than others. However, in general, your program should incorporate some element that you enjoy.

Next, during the execution of your exercise program, it is important to be aware of the language you use toward yourself.

### Are you being supportive or negative?

### Is your self-talk filled with compliments or criticism?

When you are negative toward yourself, you decrease your overall motivation and confidence in an activity. This can be detrimental in the early stages of an exercise program. If the negativity stems from the fact that you have not seen the results you were expecting by a certain point in your program, it is imperative to understand that your program is an on-going process. Every person is different and responds differently to a new exercise program.

Instead of being critical of yourself because you are not where you think you *should* be, it is beneficial to be proud of all the successes you have experienced to that point, both small and great. If you only monitor your major successes, you can miss the opportunity to appreciate the smaller successes. Smaller successes can lead to increased confidence by allowing you to see yourself achieve goals along the process. You can monitor goal achievement by tracking your success in an exercise journal.

In conclusion, sometimes it is easy to mentally "beat up on yourself," especially pertaining to an activity that is physically challenging. However, in those times of negativity, it is critical to remind yourself to be your own "biggest fan." **You determine your attitude**, if you choose to. Increasing awareness of your attitude toward your exercise program can be a powerful tool to maintaining a consistent program.

Adam Saucedo is a Sport Psychology Consultant who helps active individuals align physical training with mental training to optimize performance. He currently assists ProAnox in preparing athletes mentally for competition.

<http://www.saucedosportpsych.com/>

## ProAnox Athletes— UPCOMING EVENTS!

### Brian Nunez:

**Ironman Coeur d'Alene, June 24, 2012, Idaho.**

### Tony Azevedo:

**2012 Olympic Games—USA WaterPolo. July 27—Aug 12, 2012, London.**

### Monique Varela, Scott Lamb, Rick Fagoni, Jana Petersen:

**NPC USA Bodybuilding Championship. July 27-28, 2012, Las Vegas.**

### Cogen Nelson:

**Endeavor Games for Athletes with Physical Disabilities. June 6-8, 2012, Oklahoma.**

Please help us CHEER on these athletes and many others toward the road to success!

"After my performance at the Warrior Games, the ParaOlympic Committee invited me to compete for them at the Endeavor Games. From there, I'll be going to Nationals to compete for a permanent spot on their cycling team. I really think that the Genesis helped with adapting to the altitude [during the Warrior Games]. I wasn't feeling any of the effects anyone else was."

-Cogen Nelson, Triathlete/Cyclist. May 2012.

## ProAnox & Concussions

Sports-related concussions are a serious problem in ice hockey, cycling, American football and boxing. After experiencing multiple concussions, there is an increase in neurological deficits that can lead to long-term cognitive problems (Dementia pugilistica).

It is important to understand that even the best helmets are NOT A PROTECTION AGAINST concussion. ProAnox Extreme Pro has been successful in treating athletes against damaging effects of concussion and speeding recovery when taken before and after head injury. The additional positive effects of ProAnox on athlete physiology—ie. faster recovery from training, increased energy and endurance, increased aromatase inhibition and mitochondrial biogenesis—makes ProAnox the CLEAR choice for all athletes involved in contact sports.

Each year, approximately **3 million sports-related concussions occur in athletes.** Only about 5% of these concussions are treated in the hospital setting. To date, there are no effective interventions used at decreasing the levels of oxidant injury and

inflammation within these athletes. The standard form of care in these athletes is usually rest and light exercise for 1-2 weeks, before returning to the sport. Within this brain injury population, administration of neuro-protectant agent immediately following the concussion may alleviate or prevent secondary injury and subsequent development of long-term cognitive deficits such as Chronic Traumatic Encephalopathy (CTE) and Dementia pugilistica (DP).

Following brain injury, the secondary injury that immediately follows consists of heightened damage by oxygen radicals, which in turn damages vital lipids, proteins and nucleic acids. This damage is exacerbated by highly acidic conditions which lead to the release of iron and the production of more harmful oxygen radicals. An increase in these oxygen radicals has been observed from minutes to hours of the primary injury. To combat this secondary injury, the use of antioxidants in individuals is warranted to decrease the amount of brain damage or cognitive decline after experiencing a

severe brain injury.

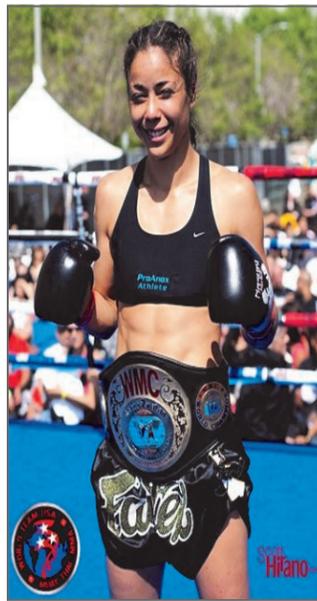
ProAnox is safe under all WADA guidelines, contains no banned substances and is produced in a GMP facility.

### Sponsored Athletes in Top Concussion Sports:

Sinead Miller, 2012 USA Women's Olympic Cycling Team, U23 Women's National Champion.

Miriam Nakamoto, WBC MuayThai USA Lightweight World Champion.

<http://www.youtube.com/watch?v=NvUpa6Gkf2s>



Miriam Nakamoto

## Reebok CrossFit Games 2012

### Athletes on ProAnox who Competed:

#### Northern California

##### Men

Jason Khalipa  
Neal Maddox  
Gabe Subry  
Joey Warren  
Shaun Eagen  
Alex Rollin  
Jake Neubauer  
Myles Lewis  
Chris Michelmore

##### Women

Annie Sakamoto  
Chyna Cho  
Sarah Hopping  
Jackie Perez  
Margaux Alvarez  
Lauren Joseph

##### Team

RCF Honey Badgers  
TJ's Gym Mill Valley  
CrossFit CSA  
Brethren CrossFit  
CrossFit Cadence  
CrossFit West Santa Cruz  
Rocklin CrossFit  
CrossFit Moxie  
LaLanne Fitness  
CrossFit Solano  
LifeWorx Fitness



#### Southern California

##### Men

Jon Pera  
Kenneth Leverich  
Ronnie Teasdale  
JP Perelmutter

##### Women

Kristan Clever  
Rebecca Voigt  
Lindsey Valenzuela  
Andrea Ager  
Katie Hogan  
Madelyn Curley  
Melissa Popovich

##### Team

Brick Nation  
Valley CrossFit

Catch the video series with highlights from Open Workouts and Competitions

at [www.youtube.com/user/ProAnox/feed](http://www.youtube.com/user/ProAnox/feed)

## ProAnox OVERSEAS

- ProAnox visited Oradea Romania in May to watch the 2012 Water Polo Champions Cup. Dr. Loren Bertocci educated the athletes on the exclusive ingredients and benefits of ProAnox Genesis.
- ProAnox sponsored Australian Men's Water Polo Team were crowned winners of the recent Olympic test event at the Water Polo Arena.
- Recent shipments from the CA Warehouse have been distributed to: Czech Republic, England, Canada, Spain, United Arab Emirates, Colombia, New Zealand, Saudi Arabia, Poland.
- Water Polo Planet and ProAnox together will be attending and sponsoring the 2012 Super Final of the FINA Men's World League on June 12-17, 2012.

[http://www.waterpoloplanet.com/HTML\\_Joan\\_pages/jg52\\_World\\_League\\_Superfinal\\_2012.html](http://www.waterpoloplanet.com/HTML_Joan_pages/jg52_World_League_Superfinal_2012.html)

**You Will Notice the Difference. So Will Your Competition.**