



## Tailwind Nutrition: Key Differentiators

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### (Simple and Complete) vs. (Complex and Separate)

- *Simple*: The longer the course, the more difficult it is to track calories, electrolytes, and water intake. With Tailwind, you drink a bottle an hour and you know you are good to go. With other fueling strategies, you have to manage three different variables in your head (calories, electrolytes, hydration)
- *Complete*: Tailwind contains the three components required for fueling: calories + electrolytes + water. You can run with Tailwind as your sole fuel source and folks have for 24+ hours. It's easy on you, easy on your support crew, easy on your family. Grab a bottle and just pour, shake, and go.

### Simple vs Complex Carbohydrates

- Tailwind uses simple carbohydrates (dextrose and sucrose) as opposed to complex carbohydrates (maltodextrin, glucose polymers, super starches, food)
- Fast-acting carbs are rapidly absorbed in the GI tract, rapidly transported to muscles cells, and rapidly metabolized to provide energy to working muscles.
- Long-acting carbs such as super starches, complex carbs and food are absorbed more slowly, and must be metabolically converted to fast-acting sugars before they can be transported to the muscles and used as energy. All this takes time (and energy).
- Remember, you are running a calorie deficit from the get go so Tailwind gives you fuel in the most efficient way possible – it's delivered in the form that your body already uses
- **Result**: it doesn't hang out in the stomach and cause GI distress

### Multiple Carbohydrates vs. Single Source Carbohydrates

- Tailwind uses a dextrose-sucrose mix. Recent research has come out that shows if you combine different types of carbohydrates, you can actually INCREASE the amount of calories absorbed by your body by up to 40%.
- **Result**: you can absorb more calories

### No Protein

- Protein has been shown to be a major contributor to GI distress
- Important for recovery and as part of your overall nutrition plan, but not during your activity (unless it's multi-day and you take protein during your downtime).

### Full Complement of Electrolytes:

- Tailwind mimics the composition of sweat:
  - Sodium: 0.9 gram/liter
  - Potassium: 0.2 g/l
  - Calcium: 0.015 g/l
  - Magnesium: 0.0013 g/l
- Most drinks only contain about 15% of what you need, and then you need to supplement with salt pills
- Most important piece of information though: Most folks think of cramping when it comes to sodium, but the real reason to include sodium is that it activates the glucose and fructose transport mechanism. The glucose and fructose are transported across the cell to power the muscles, but when you introduce sodium, not only is a glucose and fructose molecule transported, but a water molecule as well. This means you get more hydrated when taking sodium with your drink

### **Mild Taste**

- Many folks underestimate the importance of taste and texture...until they are in their 3<sup>rd</sup> hour.
- Most drinks on the market are overly sweet which taste great during the first 2 hours, but give you the “gag reflex” after those initial hours. The worse outcome then happens: you don’t drink which means you aren’t taking in calories, electrolytes, or water
- Tailwind has a mild, clean taste that you can drink all day without getting sick of it

### **End result: easy on the gut**

- Tailwind was formulated with special attention to being easy on the gut
- Simple vs complex carbs = easy on the gut (GI system doesn’t need to break down complex carbs to simple carbs)
- No protein = easy on the gut (GI system doesn’t need to convert a long chain complex molecule to glucose)
- Won’t overload the gut: once you dial in you caloric intake/hour, it is difficult to mess-up. Drink 1 bottle of Tailwind with your caloric intake/hour and you are good.
- Optimal ratio of glucose:fructose. No fear of fructose malabsorption
- Mild taste: no gag reflex that makes your stomach say “no”

### **No artificial flavours, ingredients, funky four syllable words**

- Tailwind only contains ingredients that are proven to improve your performance
- The International Society of Sports Nutrition recently came out with a Position stand on sports drinks (<http://www.jissn.com/content/10/1/1>)

*“Although Energy Drinks and Energy Shots contain a number of nutrients that are purported to affect mental and/or physical performance, the primary ergogenic nutrients in most ED and ES appear to be carbohydrate and/or caffeine.”*

[www.tailwindnutrition.co.nz](http://www.tailwindnutrition.co.nz)