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Creatine

KB M!

Supplement Scientist Jeff Golini Analyzes Creatine and Explains Why Kre-Alkalyn May Be the Latest and Greatest C-Bomb Ever

• by Steve Holman •

No question that creatine has stood the test of time in the fickle bodybuilding world. While size-and-strength supplements come and go faster than J.Lo can say, "I do"—Remember chromium?—creatine burst on the scene in the late '80s and is still going strong in various incarnations. Most bodybuilders wouldn't think of training without it. (After hearing claims of 10 rock-hard, steroid-free pounds of muscle gained in less than a month, who can blame them?)

The latest creatine innovation, Kre-Alkalyn, has the potential to make creatine even more of a supplement

powerhouse than ever. Why? Because it solves a problem that's been a closely guarded secret in the creatine industry: Creatine is highly unstable in liquid and can rapidly convert to useless creatinine before your body can assimilate very much of it. You have to take loads of standard creatine to get even small amounts into your muscles, as a lot, if not most, of it converts to creatinine before it reaches that final destination. In fact, creatinine is the cause of all the side effects of creatine supplements, not creatine itself. If your creatine gives you stomach distress, it's because too much is converted to useless creatinine.

Jeff Golini helped perfect and then introduce Near-Infrared Analysis to the supplement and nutraceutical industry.



Scientists will tell you that all creatine breaks down into creatinine. In fact, it's what remains after your muscles use creatine for energy, a natural exhaust, so to speak. That should only happen *after* your muscles get the explosive benefits, not before—which is where Kre-Alkalyn comes in. It obliterates early creatinine conversion, sending 100 percent of its creatine payload to your muscles, according to its creator, bodybuilder-turned-scientist Jeff Golini.

Let's quiz him on how he unlocked the mystery behind creatine's instability in liquid and what his new creatine solution can do for your muscle gains.

IM: So, according to my research, you're not a pencil-neck scientist trying to tell bodybuilders how to get bigger. You actually have lots of in-the-trenches experience.

JG: Yes, at one point I carried more than 270 pounds on my frame in hard condition. I competed in quite a few contests and won the '88 Mr. Natural California Pro-Am.

IM: What led you to creatine and a desire to make it better?

JG: I started using creatine in 1988 and got good results—but I also got some unpleasant side effects.

IM: So your stomach led you into supplement science?

JG: [Laughs] Yes, I guess you could say that. I wanted to solve those problems and make creatine better. It started when I noticed that all creatine-purity tests were performed on dry samples. I thought it would be much more advantageous to see what actually happens to creatine products once they're activated with fluid.

IM: And you used your NIR testing technology to do that?

JG: Yes, I helped perfect and then introduce Near-Infrared Analysis to the supplement and nutraceutical industry. It's now also used extensively in the pharmaceutical industry for purity testing. It's fast and amazingly accurate. It will test and certify every single molecule in a compound.

IM: Impressive. So NIR testing was a breakthrough because it allows scientists to more precisely analyze a compound in the form in which it's used by the body?

JG: Correct.

IM: And what did NIR show when you tested various creatine products?

JG: A lot of them had very little creatine left once prepared and ingested. Most of it had converted to creatinine, a useless by-product.

**NITRIC OXIDE
+
TESTOSTERONE =**





Golini in his competition days. He won the '88 Mr. Natural California Pro-Am.



IM: That would explain why some people, so-called nonresponders, get very few results from creatine—it almost all converts before it makes it to the muscles. In fact, I've heard of some bodybuilders taking up to 25 grams a day.

JG: Some people have to take that much to get enough pure creatine to the muscles for even a small size-and-strength response. That's because the majority of it is converted to creatinine. I can only imagine the stomach distress caused by that much creatinine.

IM: So you figured out a way to stop or reduce that conversion?

JG: After extensive testing, I found the reason creatine is so unstable and converts to creatinine in liquid. The problem is creatine's low pH level. I developed a method of taking creatine's pH to 12, and miraculously the conversion to creatinine stopped dead in its tracks.

IM: And the result was a much more potent creatine without side effects?

JG: Exactly, a 100 percent stable creatine. It's even patented as pH-Correct technology [#6,399,661]. The various testing results are available at our Web site, www.getkre-alkalyn.com. You'll see the results of everything from standard powdered creatine to the effervescent varieties. All of the creatinine-conversion values are shown.

IM: Back to bodybuilders who take, say, five grams a day and get results. If so much creatinine conversion is happening, why are people able to make any gains at all on regular creatine?

JG: Your body naturally produces about two grams of creatine a day. When you supplement with five grams, or 5,000 milligrams, you'll likely only get the benefit of 200 to 400 milligrams of actual creatine—and about 4,600 milligrams of useless, potentially toxic creatinine. Most of the creatine is degraded when it's added to liquid, and then even more is broken down as it passes through your acidic stomach. Nevertheless, the 200 to 400 milligrams that do make it through

provides you with a 10 to 20 percent increase in your available creatine pool. That's why you may still experience some results with standard creatine.

IM: So your Kre-Alkalyn creatine, in a sense, provides a much more concentrated form of creatine.

JG: Right—because very little, if any, is degraded to creatinine. I guess you could call it creatine concentrate.

IM: Would you say it's five to 10 times more effective than standard creatine?

JG: It depends on how you look at it. If unbuffered creatine degrades by 90 percent in liquid and/or stomach acid, then Kre-Alkalyn would be 10 times more effective because it remains 100 percent stable. That's 10 percent vs. 100 percent, or 10 times.

IM: Do you believe your product is the end of the line—the best creatine product that is possible?

JG: Well, look at it this way: If someone figures out a way to stabilize creatine other than manipulating its pH levels, would it work any better than Kre-Alkalyn? The key word is *better*. Kre-Alkalyn is already 100 percent stable—and you can't do any better than 100 percent. Also, once you've saturated your cells with creatine, they simply won't take in any more, regardless of the form or type.

IM: I've made good gains with creatine and haven't had any of the side effects. Tell me why I should try Kre-Alkalyn.

JG: Three important reasons:

1) The single biggest reason to use creatine is to achieve results. But if the majority of each dose you take is converting to creatinine, can you really be 100 percent sure you're getting the most from your current brand? Or are you actually just getting by and short-changing yourself?

2) When your creatine converts to creatinine, it means you're ultimately wasting good money. Like most people, I'm sure you work way too hard to make that money in the first place.

3) Even if your brand only converts to creatinine by a mere 1 per-



“If unbuffered creatine degrades by 90 percent in liquid and/or stomach acid, then Kre-Alkalyn would be 10 times more effective because it remains 100 percent stable. That’s 10 percent vs. 100 percent, or 10 times.”

cent, do you really want even that much extra toxin in your body? While I certainly don't want to resort to using scare tactics to make my point, consider the fact that even though many studies show using traditional creatine supplements to be fairly safe short term, we simply don't know what the long-term effects of excess creatinine are. In fact, evidence is quickly emerging that may link long-term creatinine exposure to kidney failure and other ailments. But only time will tell which studies are correct.

The bottom line is, why take chances and waste good money when you don't have to?

IM: Good points. So when is the best time to take Kre-Alkalyn creatine?

JG: I recommend taking the entire dose first thing in the morning. Here's why: When it comes to getting the most benefit from creatine, consistency is the key. So if someone takes their dose first thing, they won't forget to take it later.

Most people believe they have to take it just before their workout, but in reality all you're trying to do when using creatine is maximize your stores for maximum performance. So when your stores are topped off, the tank is full. Therefore, you'll get the benefit from Kre-Alkalyn whenever you work out—much the way your car sits with gas in the tank, ready to go when you turn the key. Even so, we do have many users who report to us that they're getting good results by taking half a dose before training and the other half after.

I also recommend that people use the same amount each day, whether they're training or not. And no need to load or cycle ever.

By the way, this technology is available to any company that wants to upgrade its own creatine technology. We're not interested in keeping it all to ourselves, and we hope other companies don't see Kre-Alkalyn as another competing product. Since we'll make it available to anyone, we hope they see it as a breakthrough, rather than just a threat to their bottom-line. Basically, it's like going from a VCR to a DVD.

IM: I'm certainly willing to give it a test drive.

Editor's note: Get two 120-capsule bottles of Kre-Alkalyn creatine for only \$49.95 plus shipping (you save \$30!). Call Home Gym Warehouse at (800) 447-0008 and ask for the Creatine K-Boom Kre-Alkalyn Special. Or visit www.home-gym.com to order. **IM**



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