

Creatine Monohydrate

Long Live the

KING

An incredible science has finally repaired the major flaw in traditional creatine, the powerful King of all supplements. This single pH adjusted creatine science is so powerful, it is changing how body-builders and athletes train and grow.

It is no secret that serious athletes seek great strength, power, muscle size and performance. For the last 12 years and even longer, many, if not all, serious athletes have used supplemental creatine. Not only does creatine (CM) increase athletic power, it's very cost-effective and legal in all IOC, professional and collegiate level sports. The U.S. creatine market alone has steamrolled past the 400 million dollar mark and shows no sign of slowing down.

But with the rapid growth and good information, just as much 'rapid' bad information, myths, confusion and misleading stuff has also been propagated. Indeed, for the eager-to-learn consumers in our muscle-building indus-

try, the numerous varying media ads can be confusing.

We pioneered Kre-Alkalyn® EFX (pronounced "Cre- OWL- Colin") to make the overall creatine picture much less confusing and did so to legitimately improve the weakness of standard creatine monohydrate. There has been way too much bogus crap pushed for your dollars; so-called "new improvements" in creatine, which are not!

At All American EFX, we really put you in the lab because we are widely recognized by organized creatine scientists as the only supplement company truly publishing and operating on credible research and legitimate patents with creatine. We do not go into techno-speak,

or long-winded drivel or baffle-gab. Kre-Alkalyn® EFX is NOT over-hyped, and it is creatine monohydrate—albeit, made MUCH more usable. It is the single most REAL breakthrough in creatine absorption to date, to help athletes get harder, more powerful, bigger, able to do more reps, to recover faster, and to give you the complete ability to train harder, without any downside.

We hear this question all the time: "What about all the new versions of creatine? Isn't just good old creatine monohydrate best? Why is Kre-Alkalyn® EFX any different or better?"

Believe it or not, creatine monohydrate is the only type of creatine you need. That's

By Brian Andrews, President, All-American EFX





right, my iron-pumping friends! Creatine monohydrate has always been (and still is) and the gold standard “King” of creatine. There are over 200 studies backing CM and 70 have been published in peer-reviewed journals. It is the single most studied sports supplement ever. Only protein, a macronutrient, comes close. Another fact is this -- Kre-Alkalyn® EFX is

pure Creatine Monohydrate. So how then is Kre-Alkalyn® EFX different from every other creatine technology?

To synthesize creatine, you combine 2 chemicals, sarcosine and cyanamide, within a glass-lined reactor filled with water, at varying temperatures. The key concept to understand here is that the end result of this process is

ALWAYS creatine monohydrate. In other words, even though creatine can be made in the human body via a combination of specific amino acids and water, in terms of supplements, creatine monohydrate is the ONLY form of creatine that can be made from scratch. That's why it's the most prevalent form of this supremely-useful supplement.

VERY IMPORTANT... CREATINE AND pH

The initial mixture used to synthesize creatine monohydrate needs to have a pH of 6.5 to get a correct chemical reaction, also yielding a finished product with a pH of 6.5. This also explains why it's the only form made from scratch. Other forms, (such as creatine malate, ester, citrate, etc, ALL contain strong acids that bring the pH of the base mixture down too far, too acidic to react properly, if at all. And we mean, at all.

However (and unfortunately, its one drawback), creatine monohydrate synthesized at a pH of 6.5 is left with a flaw. Even though it still works (as proven in the numerous studies), it is unstable in all liquids and stomach acids.

In other words, low pH creatine undergoes a chemical reaction in these mediums whereby it converts to its byproduct called creatinine. Keep in mind that creatinine is basically useless when it comes to building muscle. The actual speed of this conversion process is a topic of debate in scientific circles. But one thing is for sure...it does happen.

Remember Einstein's dictum, **“In nature, energy can neither be created nor destroyed, it can only change forms.”** The ‘energy’ of creatine, changed from powder to liquids and gels, fails! Too many intelligent scientists are trying to subvert nature to make stable liquid creatine.

But with Kre-Alkalyn® EFX, we don't mess with Mother Nature, trying to re-invent or create a false new creatine manufacturing process. We don't try to force the basis of nature to change! Instead, we use proven, existing food-technology buffers, so we can make the energy, the power of creatine, stable, in ALL forms. We have developed a functionally stable liquid version of Kre-Alkalyn® EFX. The science to do so is in correct buffering and correct pH.

The letters ‘pH’ represent a universal num-

ber used by scientists to indicate the concentration of hydrogen ions in a solution. The “p” stands for “potenz” (the potential to be) and the “H” stands for Hydrogen (H⁺). Therefore pH stands for potential hydrogen. pH is determined by the proportion of Hydrogen ions to Hydroxyl ions. The pH scale shows how acidic -- 0 - 6.9...more Hydrogen ions or alkaline (base) pH of 7.1 - 14 with more Hydroxyl ions. At pH 7, the solution is neither acidic nor alkaline - it is neutral.

Each point on this scale represents a 10-fold change. This means when you compare a solution with a pH of 6 and one with a pH of 4 does not mean that the latter is 50% more acidic. In fact, it is 100 times more acidic.

PH BUFFERING... VERY IMPORTANT

pH is important to every living thing including your own blood and tissues. The chemical, biochemistry, agronomy, food science, pulp and paper, chemical engineering, environmental research and pollution control industries all abide by pH science. Most biological fluids fall somewhere between pH 6 and 8, with a few exceptions, such as stomach acid (around pH 3). Buffering capacity defined as a compound's ability to resist changes in pH. Thankfully, your blood has a built-in buffering ability because it must maintain a constant pH level close to 7.4. If it drops to 7 or rises above 7.8, you would die.

WHAT IT MEANS

With regular creatine, whatever amount you scoop out of the bottle isn't the same amount that you actually deliver to your muscle cells. In other words, much of it may lose potency during its attempted transport to your muscles. Yes, no doubt, some does get there (hence, the results all have seen), but too much is wasted... along with your dollars. Note by Jeff Everson. The use of the term creatine non-responders is a misnomer. In fact, all users are non-responders, too more or less extent, depending on age, intensity of training, type of diet already engaged, but clearly due to an inability to maximally absorb creatine. Kre-Alkalyn® EFX legitimately addresses this problem.

Kre-Alkalyn® EFX solves stability problems. Remember that most creatine products have a finished pH of 6.5 or so, roughly the same as most tap water. The research behind Kre-Alkalyn® EFX's patent establishes in science, that creatine's speed of conversion to creatinine is directly related to its pH—the lower the pH, the faster it converts to waste. Furthermore, the conversion rates slow dramatically as the pH of the creatine is raised above 7... and stops completely above pH 12.

A pH level above 12 represents the perfect ratio of acid to base to stop the acidic “cyclization” of creatine to creatinine. When Kre-Alkalyn® EFX is synthesized; the pH of the base formula is raised above 12 using a patented process by adding special “buffering” agents to the mixture. The buffering agents are in the recognized family of food grade technology and are strong. This yields finished buffered creatine monohydrate, with a pH level of 12-14.

The buffering agents in Kre-Alkalyn® EFX effectively “mop up” the excess hydrogen ions and prevent them from lowering pH. In other words, it gives creatine the ability to resist changes in pH that it normally doesn't have.

This protects the creatine molecules during transport... delivering them intact to the bloodstream so they can reach your muscle cells with, effectively, 100% potency!



“Kre-Alkalyn® EFX’s patents cover all pH levels from 7-14. Therefore, the pH of all other creatine products must, by trade LAW, be pH 6.9 or less. They aren’t buffered and CANNOT resist changes in pH, converting to creatinine, losing potency in liquids. This separates Kre-Alkalyn® EFX from EVERY other creatine in the world.”

KRE-ALKALYN® EFX CAN'T BE REPLICATED

In so many words, Kre-Alkalyn® EFX is the “new and improved” version of creatine monohydrate. But in an industry that’s notorious for ‘knock-off’ after ‘knock-off’, this is one creatine technology that won’t ever be copied. It just can’t be.

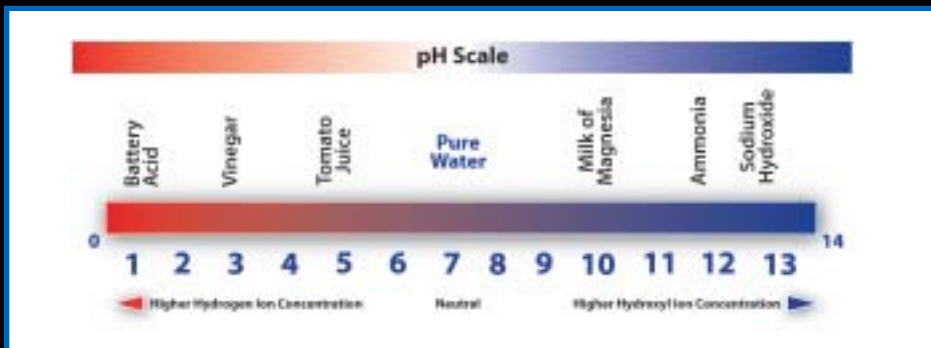
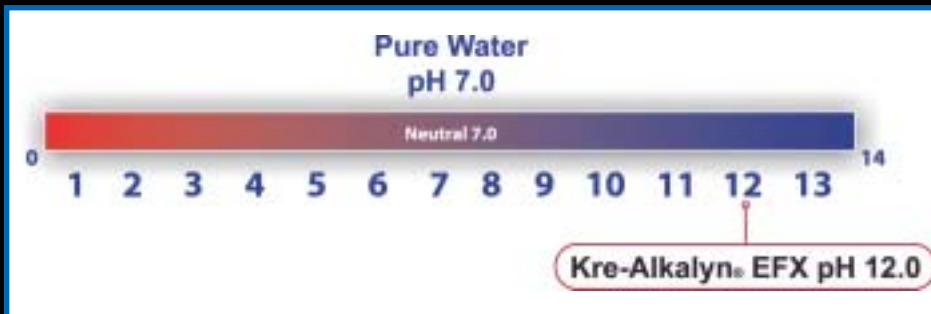
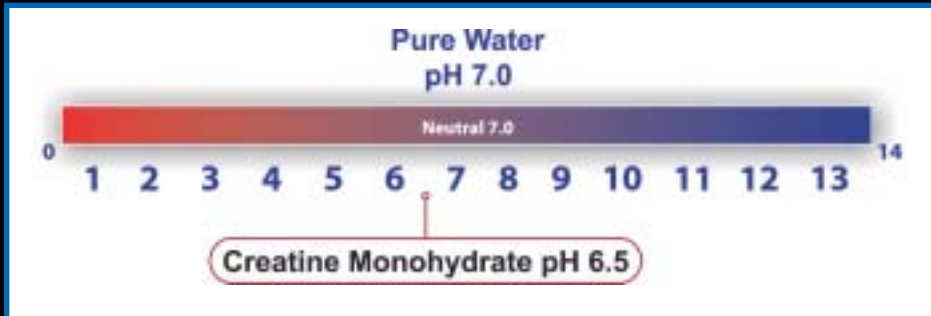
The specialized process used to synthesize Kre-Alkalyn® EFX is protected by an official U.S. manufacturing patent (#6,399,661), and also from New Zealand (#519,305) with 33 MORE pending worldwide, issuing at any time. Kre-Alkalyn® EFX received its first patent on June 4th of 2002. So it’ll be another 16.5 years before anyone can legally utilize this technology in their own products without first obtaining licensing rights.

In case you haven’t noticed, the words ‘patent’ and ‘patent-pending’ are thrown around in this industry like the word ‘love’ between seventh graders. That’s illegal and unfortunate.

There is major distinction too, between a manufacturing patent and use patent. A use patent is obtained when there is no real patent, such as a manufacturing patent.

A manufacturing patent typically says that the patent-holder is the only one allowed to make the product using the technique described. A manufacturing patent is much harder to earn.

Pharmaceutical companies spend fortunes on these to protect their research and science. They do not stand to let others steal their work and ideas. Since Kre-Alkalyn® EFX will eventually have about 35



worldwide patents protecting it; this tells every creatine company to pay attention. In this regard, you will never, EVER see what I like to call “marketing variations” of Kre-Alkalyn® EFX: concoctions such as Kre-Alkalyn® Ester, Kre-Alkalyn® Malate, di-Kre-Alkalyn® Citrate. If you EVER see this, it’s so much horse feathers, trash from scammers just trying to profit off our original pioneering science.

I’ll finish with the word results. That is what it is all about and if you want harder, denser muscle, more reps, faster recovery, and power, the ability to train even harder... then you should be using the “pH fixed” version of the king—creatine monohydrate. There will be no more loading. Creatine loading attempted to get around any mal-absorption and conversion to creatinine. It led to the anecdotal crap about cramps and stomach malaise. No longer do you have to cycle creatine. Best of all you ONLY need 1.5 - 3 grams a serving. Kre-Alkalyn® EFX is for every one.

Yes... some of you may be actually surprised that Kre-Alkalyn® EXF is indeed creatine monohydrate, (albeit much more effective). You want real creatine! It should not be human nature to change nature, but it is to always seek out the next best thing! Guess what, with KRE-ALKALYN, you have just found it.