

Eladon's latest product Beta Alanine makes a mark at Ironman WA

Report from Shannon Johanson in Busselton



YoYo - Shannon Johanson

Pics: Andrew Sawatske

Ironman WA The Stats

Swim - 57:05

Bike - 5:14:24

Run - 3:31:46

Overall Time - 9:49:16

YO-YO ON TRAINING:

"I guess when you're looking at IM prep there are some key 'crunch times': 12 weeks, 8 weeks and 4 weeks out are all sort of 'checkpoints' in the process....

Well I gotta tell ya, just between you, me and all the Sportsfans out there, training has been going well above expectations. Everything's been really positive.

"I've been trialling a couple of little different things

nutrition-wise, some work, some don't...but it's all a learning process.

For the last 4 weeks I've really been giving the Eladon products a solid working over. Elagen Sport and Beta Alanine 4-6 daily, Protec 8 and Immuno 29 4 daily (2 of each after training in the morning and 2 of each before bed). Also Olive Leaf Extract which has been playing a key part in my supplement regime as I have always been prone to upper respiratory infections and the OL really helps keep these at bay.

YOYO ON RACEDAY:

"It was interesting, because I really had to flex the top percentile of my abilities to remain cool, calm and focussed under difficult circumstances. I'm pleased with the result!"

Shannon Johanson (The White Knight)



2008 Alanya ITU European Premium Cup Series

After an amazing win in the Bala Standard Distance Triathlon, our very own Rhian Roxburgh took part in her first European Elite Race in Turkey on October 26th.



She did absolutely brilliantly, coming in 11th place. Rhian has made Elagen Sport a big part of her training regime and, as a teacher, has really felt the benefits of a stronger immune system!

This is what she had to say:

"Following the return to school in September and everyone coming down with one bug or another,

I was trying to maintain my training schedule and stave off illnesses before the trip to Turkey. I believe that Elagen Sport is really helping me to stay healthy, even when I am challenging my body regularly. My training was certainly helping my improvement but I feel strong rather than fast! In the run up to Alanya, I felt the fittest I have felt this year.

Elagen Sport helps me to train harder for longer and recover quicker, so that I am ready for my next training session fully recovered and feeling GREAT."

Thank you Rhian, and a big congratulations from us for an excellent European debut.

New website announcement

In May of 2009 we will be proud as punch to be launching our brand new website!

The idea behind the new site is that it will be so much easier to use, quicker to navigate and more straightforward when you're looking for the information you need. The additional benefit is that hopefully we will be able to send you less post and be a little kinder to the environment.

It will boast the following:

- A brand new (easy to use) on-line shop
- Separate sections for you depending on where in the world you are
- A Newsletter Library
- A blog for all you sportsfans who want to put the world to rights!
- A research section with up-to-date papers from around the world on supplement issues and so much more!!

Look out for it from May, it will include all the latest news from the Eladon Team. I hope you will all feel the benefits, and we can't wait to hear what you think.

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Elagen Sport in the Land of the Yeti



Here at Eladon Ltd. we are always more than happy to hear about the events that you are taking part in. Last year we were contacted by a team of dedicated Elagen Sport fans from Extreme World Challenges because they were training for the Kona Land of the Yeti Duathlon.

We were happy to offer our support to this incredible venture. We hope you will enjoy reading the race report from Phil Evans (Race Director):

If you have any questions about the benefits of introducing Elagen Sport to your training routine, please do not hesitate to contact us to chat through your individual requirements - 0845 34501636

"As a matter of course, I use Elagen Sport and Immuno 29 on a daily basis to boost my immune system and help my body recover from the rigours of training for multi-day off-road stage racing.

During less intense training periods, I supplement my diet with 2 Elagen Sport capsules, morning and night, and 1 Immuno 29 capsule daily but I increment these quantities as it gets closer to race day.

There are a number of factors that effect the immune system and general well-being when involved with racing in far flung destinations. Firstly there is the flight itself: sharing recycled air with 400+ other passengers, irregular sleep and meal patterns and having to sit down for 12 hours at a time.

Then there is the jet lag. I do many races in Nepal, which is 5.75 hours ahead of the UK, so when I'm getting up at 5am on race day my body is telling me its only 23.15! Arriving in a new and foreign country can also have its stresses - different foods, smells, noises and pollutants all of which can place undue stress on the body and its immune system. And all this before you even begin to race.

Four weeks before I departed for the Kona Land of the Yeti duathlon, I increased my daily amount of Elagen Sport to 6 tablets and also supplemented this with 2 Echinacea tablets to further strengthen my immune system. My last test and race before departing to Nepal was the Pumlumon Challenge - a 26 mile off road race taking in the sources of the Severn and Wye, in which I came equal first and recovered from remarkably quickly.

Two weeks before departure I increased my dosage of Elagen Sport again to 8 tablets daily but finished the Echinacea a few days before I left. I always ensure I have enough supplements in my hand luggage to last the journey to my destination and, where possible, take them at regular periods to ensure optimum protection.

The event entailed a 9 day trek to the start line close to Everest base camp. A walk that, due to the dry air and "compact" nature of the eating and sleeping establishments, leaves many with a rasping cough, referred to as the Khumbu cough. For this reason (I had suffered with this ailment during the Everest marathon) and in an attempt to combat the debilitating effects of the increasing altitude, I yet again

increased by dosage of Elagen Sport to 12 tablets daily (6 morning and evening) and 2 Immuno 29's daily.

I continued with this high dosage throughout the 9 day trek and 5 days of racing, and for a few days after the event had finished. I dropped back to my usual 4 a day once safely back in the UK secure in the knowledge I was well on the way to post-race recovery.

Out of the 4 international competitors that took part in the race I was the only one to use Elagen Sport. One guy contracted a cold on the way up to the start line and then suffered from mild altitude sickness once at the starting altitude and had to descend, joining the race on day 2. The Khumbu cough claimed another of the competitors during the trek up and the last remaining non Nepalese competitor succumbed to a cold during the early stages of the race.

Thanks to Elagen Sport and Immuno 29 I remained in good health throughout the trek and race and was able to cope with the effects of the altitude, even at 5000m+. I'm convinced that the supplements from Eladon enabled my body to recover adequately after each stage to be able to push to the max on all days.

I was the only non Nepalese athlete to finish the arduous 150km duathlon and I believe this is testament to Elagen Sport's remarkable qualities."

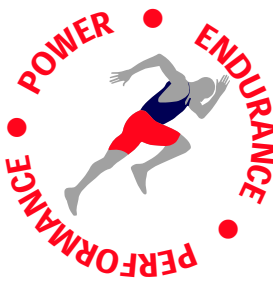


Here at Eladon Ltd. we are proud to have been able to support Phil's team of brave athletes and we offer our warmest congratulations to them all. We very much look forward to hearing their plans for 2009!

Photographed here from left to right are Jobir Rai, Dipak Raj Rai, Chandra, Chhetri, Ian Sharman, Phil Evans and Joel Watson.

If you would like more information on the Nepal trip or on future events planned in the Extreme World Challenges calendar, or would like to hear more about the role the Eladon range played in their trip, please visit www.extremeworldchallenges.com

BETA ALANINE - the latest product in our Sport Range is available now! We were recently interviewed about this amazing new product for the "First Look" section of 220 Triathlon Magazine and this is how the interview went:



What made you decide to release Beta Alanine? It's a bit of a step away from the norm for you...

That's true, we're best known for products that help to protect and support the immune

systems of athletes while they train. Elagen Sport is designed specifically for athletes and is made up of Eleutherococcus Senticosus (ES) extract and CoQ10. It makes a well balanced supplement to help with recovery, protection, strengthening of the immune system and energy provision - leading to better health, fewer viral infections and better response to training regimes. We have been promoting health in sport for almost twenty years, and early last year decided to branch out and expand on our Sport range with Beta Alanine.

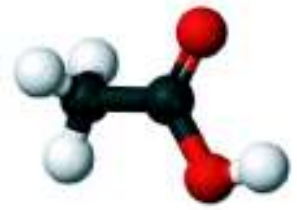
How did it come about?

James Parker, a professional British Triathlete who is the Eladon Ambassador out in Australia, had recently introduced an Australian Beta Alanine supplement to his training routine and, along with all of our Australian team of Sponsored Athletes, was really feeling the benefits. He asked whether we might consider adding it to our range - we researched it at length and found it was becoming very popular, used by a number of high profile sports team in 2008.

We are regularly asked by our customers and sponsored athletes to look into launching new products and will look all over the world for the best quality extracts. As a company we only source the best extracts and provide value for money. Our BA has been through a process of testing using the latest technology approved by the World Anti Doping Association (WADA). It's a lengthy process but we're ecstatic with the result!

What exactly is Beta Alanine?

Beta-Alanine is a non-essential amino acid found naturally in foods such as chicken, beef, pork, fish and it naturally occurs in the body. When taken orally, it provides the types of effects that really help anyone who wants to be bigger, faster, stronger and more defined.



When Beta Alanine enters the muscle cell, it becomes what we call the "rate limiting substrate" to Carnosine synthesis. In a nutshell, it assists the body in the creation of Carnosine, which helps stabilise muscular pH by soaking up hydrogen ions (H+) that are released at an accelerated rate during exercise. By helping to keep us in a more optimal pH range, our muscles can continue to contract forcibly for a longer time. If the pH drops below that optimal level, you have significantly less strength and fatigue more quickly. You know this is happening when you feel that familiar burn in your muscles.

What's next for Eladon Ltd.?

We've got some big plans for the new season. We will be out supporting our regular customers and sponsored athletes at their events. We decided last summer that we wanted to be more visible in the Triathlon world and had the best year in 2008 meeting so many amazing athletes and their families. We are a small Welsh company based on the edge of Snowdonia, but our customers race all over the world, and we're thoroughly enjoying being invited to watch them!



If you would like further information on Beta Alanine or any of the products in our range please don't hesitate to call - 0845 345 1636

ZXU

Competition Announcement

SPORT
ELAGEN

NEWTON

Eladon Ltd. recently ran a fantastic competition in conjunction with Triathlon Consultants. It ran in the November edition of 220 Triathlon Magazine.

A big congratulations to Christina Luscombe from Woolwich who has won a years supply of Elagen Sport, a V:1 Velocity Wetsuit from ZXU and a pair of Newton Running Shoes.

Well done Christina, we're very much looking forward to hearing how you're getting on with your new kit!

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