



Red Rush contains concentrated beet juice that generates a nitric oxide boost. Nitric oxide significantly impacts blood flow.

Made with quality and integrity, Red Rush contains no added colors, flavors, or preservatives. This product has been tested for the absence of sport-prohibited substances identified by the World Anti-Doping Agency.



### Beets reign supreme with natural nitrate

Therapeutic amounts of nitrate from beets range from 300 mg to 500 mg daily. Red Rush provides 500 mg of nitrate from high-quality beet juice in a single serving for maximum benefit.

### Nitrate

Nitric oxide is produced from nitrate, and the greatest source of nitrate is vegetables. Unlike the nitrates found in processed, preserved foods like hot dogs, natural nitrate from vegetables is not harmful and is essential to a number of integral reactions and functions in the body.

**Key Benefits of Nitric Oxide**

- No caffeine, stimulants or ephedra
- Decreases fatigue by reducing lactic acid buildup
- Promotes fast, full recovery
- Converts fat to fuel at a higher rate
- Boosts circulation
- 12 – 2.5 oz bottles

Nitrate conversion into nitric oxide takes a circuitous route in the body along the nitrate-nitrite-nitric oxide pathway. Nitrate is converted to nitrite by bacteria in the mouth. Nitrite, in turn, is converted to nitric oxide via several possible enzymatic and nonenzymatic routes.

### Nitric Oxide

Nitric oxide provides circulatory and respiratory benefits for the body by relaxing smooth muscles and supporting blood flow to the tissues. This has great impact as the circulation of the blood permeates throughout the body system.

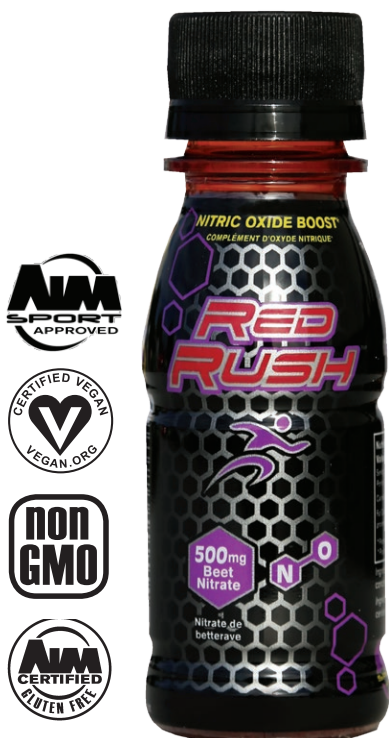
### Beets

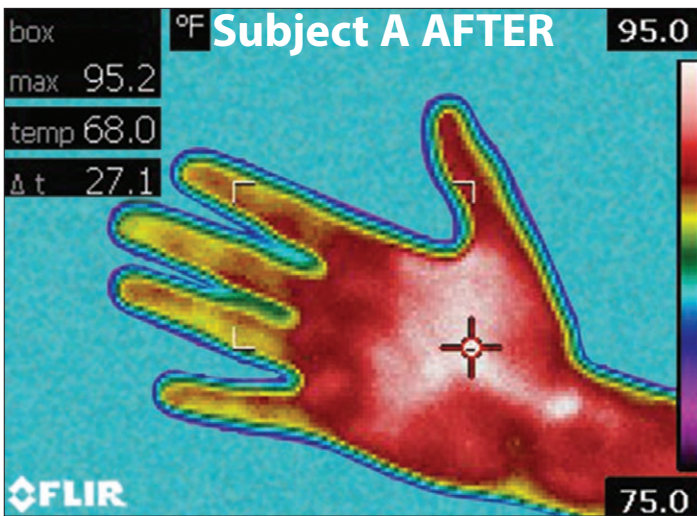
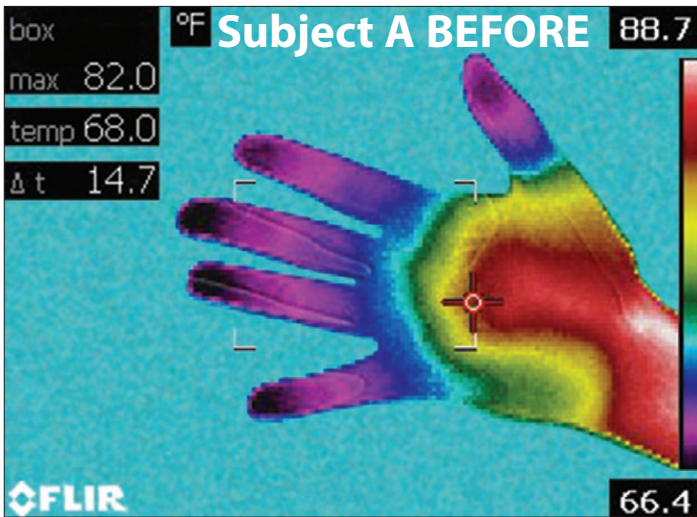
As one of the richest source of dietary nitrate, beet juice is an integral component for increasing nitric oxide levels in the body, making it an ideal whole food for enhancing circulation naturally and safely through vasodilation, not increased heart rate.

A study by Queen Mary University discovered that volunteers who drank one cup of beet juice experienced lower blood pressure within twenty-four hours.

### Suggested Use

**Adults:** Drink one bottle daily, two hours before activity. For best results, do not use mouthwash within 2 hours before or after consumption. **Children under 12:** Consume a half bottle or less. Pregnant and nursing women, and those on potassium-restricted diets should consult a physician prior to use.





**TOP IMAGE:** Thermographic image of the palm of Subject A showing depleted nitric oxide levels. The black, purple, and dark hues toward fingertips indicate cooler body temperatures due to poor circulation. **BOTTOM IMAGE:** Subject A's palm two hours after drinking Red Rush. The thermographic results show maximum temperature has increased by over 13 degrees. The red and yellow now show a healthy body temperature and circulation.

Subject A's first NO test indicates **depleted** NO levels prior to drinking Red Rush. Two hours after drinking Red Rush, Subject A's NO levels are at **TARGET**.

## Q & A

### Who can benefit from beet juice?

Anyone can benefit from beet juice. As we age, our bodies become less efficient at producing nitric oxide. By the time you're forty, studies show you're only making about half or less of what you made when you were twenty.

### How do I know that I'm deficient in nitric oxide?

Nitric oxide test strips can determine your nitrate levels through a quick and easy saliva test.

### Does Red Rush taste like beets?

No. Red Rush tastes like dark cherry juice with a hint of alkalizing lemon juice.

### Can I drink more than one shot per day?

For extreme training and events, two shots can be consumed daily. No additional benefit can be gained by taking more.

### Will Red Rush turn my urine pink?

Yes. This effect is called beeturia. Beeturia is the passing of red- or pink-colored urine caused by beet consumption.

### I started taking Red Rush, and I feel worse. Why?

When you make a change in your diet, your body often goes through a cleansing known as detoxification. This can manifest itself in fatigue, rashes, and headaches. It is your body flushing out toxins.

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