

DSM Nutritional Products South Africa (Pty) Ltd
 P.O.Box 2, Isando, 1600, South Africa
 Telephone +2711 398 6900, Telefax +2711 392 5808
 Internet www.dsmnutritionalproducts.co.za

DRUG AND CONTAMINANT FREE SPORTS SUPPLEMENTS - A SOUTH AFRICAN FIRST

Tuesday, November 16, 2010

Inadvertent contamination of supplements by steroids and stimulants is an issue that is important to athletes (from school level to elite), sports bodies, teams, coaches, dieticians, parents, supplement companies, manufacturers, and national anti-doping organisations including WADA.

PeptoPro® and **PeptoSport®** are the first sports supplements in South Africa to be registered with the Informed Sport (a prohibited substance testing programme) in the UK, providing athletes, sports coaches and health professionals with increased assurance of a contaminant and drug-free supplement.



PEPTOPRO

PeptoPro® is a unique pre-digested milk protein also known as a protein hydrolysate, derived from casein. A new scientifically formulated ingredient, PeptoPro is manufactured via advanced enzyme technology to produce protein split into smaller pieces called peptides. Peptides are made up of amino acids which are bound together, which when consumed are rapidly absorbed into the blood, with no digestion required. PeptoPro contains all the essential amino acids in the correct ratio for human health.

PeptoPro® has been formulated to be added to a flavored, **carbohydrate-containing energy drink**. Recent scientific studies in sports nutrition show that adding a protein hydrolysate to carbohydrate based sports products increases protein synthesis and improves muscle recovery after exercise, enhances continuous hard training, and improves performance.

PEPTOSPORT

PeptoSport® is a sports drink with **carbohydrate AND PeptoPro®** (protein hydrolysate) for use during and after exercise. **PeptoSport®** was formulated and used in scientific studies on post-exercise recovery by Prof Andrew Bosch, University of Cape Town / MRC Research Unit for Exercise Science and Sports Medicine, in 2009. These studies, on 23 elite rugby players, demonstrated a reduction in delayed onset muscle soreness in the calf and quadriceps muscles during periods of high training load. **PeptoSport®** is especially formulated to provide **PeptoPro** and carbohydrates calculated per kg body weight, as used in scientific studies. The choice and ratio of carbohydrates used in **PeptoSport®** have been scientifically proven to result in high rates of oxidation by the muscle and together with **PeptoPro**, has been shown to activate muscle protein synthesis and enhance muscle recovery, thus enabling increased hard training and thereby improving overall performance.

Date
November 2010

PeptoSport® is available in citrus flavour and is added to water for convenience.

WHAT IS INFORMED SPORT?

INFORMED-SPORT www.informed-sport.com is a banned substance screening programme designed to test supplements and their ingredients for inadvertent contamination with substances prohibited by WADA (the World Anti-Doping Agency).

The INFORMED-SPORT programme was formed by HFL Sport Science, a World Class doping control lab, with the support of sport's governing bodies. The programme aims to help athletes choose supplement products that are made to the highest quality standards. www.hfl.co.uk

WHERE IS PEPTOPRO AND PEPTOSPORT LISTED ON THE SITE?

<http://www.informed-sport.com/tested-products>

QUOTES FROM PROMINENT SPORTS PERSONALITIES

Dr Jon Patricios - Sports Physician & President of the South African Sports Medicine Association

"There are significant dangers inherent in the inaccurate labeling and possible contamination of sports supplements. Evaluation of supplements by an accredited international laboratory is strongly recommended as a means of helping to better regulate this industry and identify products more likely to benefit athletes."

Andrew N. Bosch, PhD Associate Professor University of Cape Town/ MRC Research Unit for Exercise Science and Sports Medicine

"As an exercise physiologist I often recommend to athletes that certain supplements may be beneficial, but always caution of the risk of inadvertently ingesting a supplement contaminated by a substance prohibited by WADA and subsequently failing a drugs test. Thus the athlete is faced with a dilemma as to whether or not to take the risk, since a study initiated by the IOC in 2004 showed that 15% of supplements available internationally were contaminated by banned substances not listed on the label, while in South Africa 7% of supplements tested in 2004 were mislabeled or contaminated with prohibited substances. Thus a product that has been tested for inadvertent contamination with substances prohibited by WADA and found to be "clean" will be welcomed by scientists, coaches and sportsmen and women."

Dr. Amanda Claassen, Registered Dietitian & Exercise Scientist (PhD), Chair – ADSA (Association of Dietitians in South Africa) Sports Nutrition Working Group.

"The supplement industry is fraught with poor and/or inaccurate labeling, contamination and irresponsible marketing which leaves consumers in a highly vulnerable position. It is therefore great to see supplement manufacturers engage in a more responsible approach and get their product lines tested as part of a credible testing programme such as that of 'Informed Sport' – this is of major advantage to consumers who are then able to make better, informed supplement choices".

Ant Stott – World Marathon Canoe Champion and 4x Dusi Canoe Marathon winner

*"As an athlete I am given such peace of mind knowing that the high performance products that I am using are guaranteed to be uncontaminated with any illegal substances. Although I have never taken any prohibited substances I still get nervous every time drug free sport knocks on my door, but now I know for sure that my tests will be clear every time!
For the first time ever it feels like what I am putting into my body during as well as after competition and training is 100% what my body needs. With PeptoPro/Sport I can actually feel the difference in my top end performance and my recovery is also way faster!"*

Date
November 2010

Bridgitte Hartley – South African Olympic Sprint Canoeist

“I think the registration of PeptoPro and PeptoSport with informed sport is very exciting news! Professional athletes we are being tested more often lately, which is good for sport. For an athlete to have one less worry about whether our supplements have had cross-contamination is great news and it allows us to use the product properly without any worries, which enables us to focus on our training.”

Andrea Steyn – South African Elite Tri-athlete and Physiotherapist

“ As an Elite Triathlete and also included in the National Registered Testing Pool at the South African Institute for Drug free sport, drug testing takes place on a regular basis. It is therefore crucial to know that the products I use is safe as contamination of supplements is possible. PeptoPro and PeptoSport is the only supplements I use because it has undergone all the necessary tests to assure the athletes of a “clean” product. The quicker I recover the harder I can train the better I can race...PeptoPro and PeptoSport allows me to reach that goal!”

DSM NUTRITIONAL PRODUCTS - WHO ARE WE?

DSM Nutritional Products is the world's leading supplier of vitamins, carotenoids and other fine chemicals to the feed, food, pharmaceutical and personal care industries. The business has sales of over EUR 2 billion and a long tradition as a pioneer in the discovery of new products, new formulations and attractive applications for all industry segments. www.dsmnutritionalproducts.com
DSM Nutritional Products produces **PeptoPro**[®] for global use and owns the **PeptoPro**[®] trademark. DSM Nutritional Products South Africa manufactures **PeptoPro**[®] and **PeptoSport**[®], both finished products for At Life Products (Pty) Ltd who sell and market these products in the South African market. info@atlife.co.za

BACKGROUND INFORMATION

WHAT ARE THE KEY ELEMENTS INTEGRAL TO THE INFORMED-SPORT PROGRAMME?

- Product Assessment Questionnaire (full review of quality systems in place at the manufacturing facility)
- Supplement product testing using ISO17025 accredited methods, an internationally recognised quality, compliance and service standard
- Pre-Registration testing of products
- Post-Registration testing of each batch of product (pre-sale)
- Secure storage of each batch of product
- Post-Registration blind testing (4 per annum)
- Use of the INFORMED-SPORT Logo
- Display of tested products on INFORMED-SPORT website
- Website for communication and education

WHAT IS WADA (WORLD ANTIDOPING AGENCY)?

WADA (the World Anti-Doping Agency) is an international independent agency, established in 1999, to promote, coordinate and monitor the fight against doping in all its forms. It was founded on the principles that athletes have a fundamental right to participate in dope-free sport and that doping endangers the health of the athlete and integrity of sport. Key activities include scientific research, education, development of anti-doping capacities and monitoring of the WADA Code (the core document that provides the framework for harmonised anti-doping policies, rules, and regulations within sports organisations and among public authorities). WADA also promotes global research to identify and detect doping substances and methods; exploring new models for enhanced detection; develops and maintains the annual List of Prohibited Substances and Methods; accredits anti-doping laboratories worldwide; and monitors Therapeutic Use Exemptions granted by stakeholders. WADA-accredited laboratories do not test individual products, but rather the athletes to ensure they comply with current rules and regulations. Through support and collaboration of sporting and government

Date
November 2010

stakeholders, WADA strives to protect the health of athletes and the integrity of sport. www.wada-ama.org

SOUTH AFRICAN INSTITUTE FOR DRUG FREE SPORT (SAIDS)

SAIDS is South Africa's official anti-doping and drug testing authority established by government statute and implements WADA's regulations in the country. Situated in Cape Town, SAIDS Board of Directors is chaired by Dr. Shuaib Manjra, MBChB BSc (Med.) (Hons) Sports Medicine. www.drugfreesport.org.za

IS THERE A LAB WHICH CAN DO SIMILAR TESTING IN SOUTH AFRICA?

There are laboratories which can and do test the athlete, but at this stage there is no laboratory which is accredited to test supplements as per the Informed Sport program.