

# Beet It SPORT

**Guaranteed nitrate**  
from  
**concentrated beetroot juice**

Official partner of  
**NN Running Team**



**Eliud Kipchoge**  
Olympic Marathon Champion,  
World Marathon Record Holder

**INFORMED SPORT**  
Trusted by sport

**100% NATURAL**

**Women's Running**  
2015 + 2016  
+ HEADLINE AWARDS +  
SUPERFOOD: BEST VALUE

**EDITORS CHOICE**  
**MEN'S Running**  
HEALTH DRINK

**BEST IN CATEGORY**  
**MEN'S Running**  
SUPERFOOD



**Nitrate 3000 250ml**  
(1 bottle = 7 servings)

**3000mg NO<sub>3</sub>**

**Ingredients**  
100% super concentrated beetroot juice; no added preservatives.

**How much?**  
35ml contains over 400mg natural dietary nitrate (equivalent to one shot or two bars).

**When?**  
Mix 35ml with breakfast cereal, yoghurt or smoothie or simply add to your water bottle for use over a long distance.

Nutritional Info	(per 35ml dose)	(per 100ml)
Energy	239kJ/57kcal	684kJ/162kcal
Fat:	0.3g	0.7g
of which saturates:	0.1g	0.2g
Carbohydrates:	12.4g	35.4g
of which sugars:	12.4g	35.4g
Protein:	2.6g	7.3g
Salt:	0.1g	0.3g

Each bottle is derived from **45** beetroots

**Nitrate 400 Beet Shot 70ml**  
(1 shot = 1 serving)

**400mg NO<sub>3</sub>**

Your guaranteed daily dose of nitrate packed in our convenient, pocket-sized, 70 ml.

**Ingredients**  
Concentrated beetroot juice (98%), lemon juice; made from concentrates.

**How much and when?**  
Consume 1-2 shots one to three hours before training or race and for up to 6 days prior to competition.

Nutritional Info	(per 70ml shot)	(per 100ml)
Energy	305kJ/72kcal	437kJ/103kcal
Fat:	0.1g	0.1g
of which saturates:	0.1g	0.1g
Carbohydrates:	15.4g	22g
of which sugars:	14g	20g
Protein:	2.5g	3.6g
Salt:	0.2g	0.3g

Each bottle is derived from **5-6** beetroots

**Nitrate 200 Flapjack Bar 40g**

**200mg NO<sub>3</sub>**

**Ingredients**  
Oak flakes (53%), beetroot concentrate (27%), raisins, concentrated apple juice extract, sunflower oil.

**How much?**  
One bar for training days, two bars for competition days.

**When?**  
Eat for breakfast or as a healthy snack 1-3 hours before activity. Tip: Take one bar during long cycle ride for slow-release energy and a nitrate top-up.

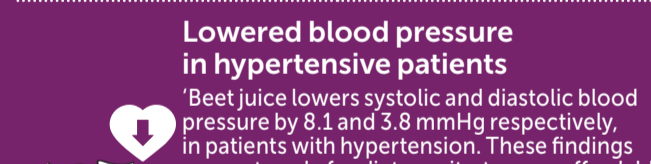
Nutritional Info	(per 40g bar)	(per 100g)
Energy	650kJ/154kcal	1626kJ/386kcal
Fat:	4.0g	10.1g
of which saturates:	0.5g	1.3g
Carbohydrates:	24.0g	60.0g
of which sugars:	12.3g	30.7g
Protein:	2.5g	10.8g
Salt:	0.1g	0.2g

Each bar is derived from **5-6** beetroots

## The Science Behind Nitrates

Beetroot juice is naturally rich in a molecule called nitrate. Nitrate is converted to nitrite by bacteria in saliva on the tongue. Nitrite is then converted to nitric oxide in the stomach and blood stream.

Nitric oxide is a vasodilator\* responsible for:



**Results:**



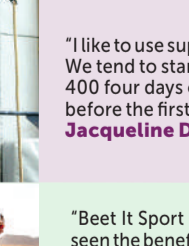
- Fatigue resistance**
- Exercise efficiency**
- Exercise performance**
- Blood pressure**

Vasodilators help to widen blood vessels to regulate blood pressure and blood flow. The Nobel prize for Medicine (1998) was awarded to the three scientists that discovered the important vasodilatory and signalling role of nitric oxide for the cardiovascular system.

## Published Research with Beet It

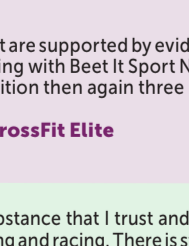
Beet It is used by over 200 universities worldwide to independently investigate a wide range of health and sports performance benefits of natural dietary nitrate supplementation. Some examples are:

**Improved strength & power**



'Acute dietary nitrate intake increases muscle speed and power by 4% in healthy men and women.' *Coggan et al., (2015) - Washington University of Medicine, US.*

**Improved sprint performance**



'Dietary nitrate intake enhances single and multiple sprint running performance by 2.5% in competitive sport players.' *Thompson et al., (2016) University of Exeter, UK.*

**Improved performance time trial**



'6 days of nitrate supplementation, improved time-trial performance in trained cyclists by 1.2%.' *Cermak et al., (2012) International Journal of Sport Nutrition & Exercise Metabolism, Netherlands*

**Speeds recovery**



'Dietary nitrate accelerates post exercise muscle metabolic recovery and oxygen delivery in hypoxia.' *Vanhatalo et al., (2014) Journal of Applied Physiology (1985)*

**Lowered blood pressure in hypertensive patients**



'Beet juice lowers systolic and diastolic blood pressure by 8.1 and 3.8 mmHg respectively, in patients with hypertension. These findings suggest a role for dietary nitrate as an affordable, readily-available, adjunctive treatment in the management of hypertensive patients.' *Kapil et al., (2015) Queen Mary University of London*

For more examples of published research, visit: <https://www.beet-it.com/beet-it-sport/science/>

## Tested by Science, Trusted by Athletes



"Beet It Sport had a significant effect on my rate of perceived effort (RPE) when I did my hard repetition workout."  
**Soh Wai Ching, Tower Runner (word no.2), BSc Sports Science**



"Beet juice helps me improve my run by 5-10%, which is already a lot for someone like me who has almost maxed out in my potential. Beet It Sport's concentrated beet juice is super convenient as the juices are already bottled and are easy to carry anywhere."  
**Azwan Bunjing, Captain of Adidas Runners KL, Running Coach**



"Beet It Sport is a natural supplement that improved my time to exhaustion especially on my long run, marathon swim and half marathon race."  
**Michelle Looi, Trail Runner**



"Beet It Sport improved my breathing, my energy levels during training and aids my recovery. Having a faster recovery allows me to push harder in training and racing. Beet It Sport is my choice as the best training supplement."  
**Zulhelmi Zainal, National Cyclist (Malaysia)**



"We have been using Beet It since January and this has coincided with a reasonably good run of form that has helped us to retain our Barclays Premier League status for another season. The shots are extremely popular with the players and we go through about four boxes in the lead up to a game."  
**Crystal Palace Football Club**



"If I had to summarise why Beet It Sport is beneficial for sports performance, I would say that it will help you do the same work for less energy cost, or help you go harder for the same energy cost. Also I have seen very good results when it comes to decision making while under fatigue."  
**Nicholas Miranda - Performance Consultant at Real Madrid**

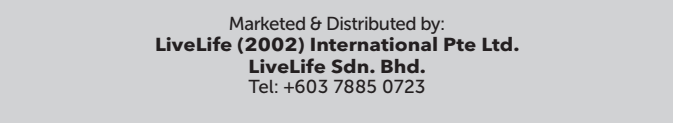
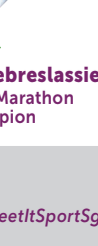


"I like to use supplements that are supported by evidence. We tend to start supplementing with Beet It Sport Nitrate 400 four days out of competition then again three hours before the first event."  
**Jacqueline Dahlstrom, CrossFit Elite**



"Beet It Sport is a natural substance that I trust and have seen the benefits in my training and racing. There is strong science behind the use of beetroot to help endurance athletes."  
**Tom Evans - Ultra-marathon runner (3rd place in 2017 Marathon des Sables)**

**Beet It Sport is an official partner of the NN Running Team.**



**Eliud Kipchoge**

**Geoffrey Kirui,**  
2017 World Championship  
Marathon Champion,  
2017 Boston Marathon Champion

**Geoffrey Kamworor,**  
2017 NYC Marathon  
Champion

**Ghirmay Ghebreslassie,**  
2016 NYC Marathon  
Champion

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