

# BETA-ALANINE



## Muscular Buffering Agent

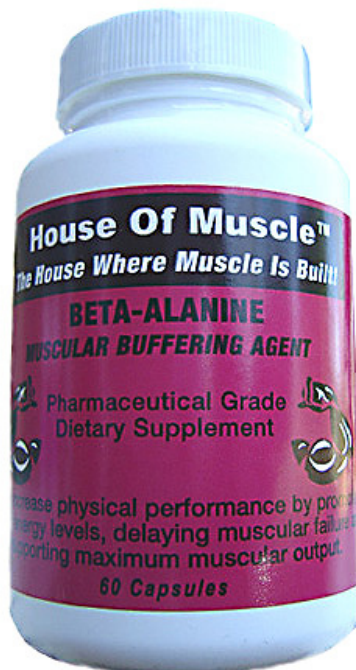


We all know what it is like to “**hit the wall**”. A while back, I was training hard, having a great workout and then **BAM!** It was over. I just didn’t have anything left to give — *not one more set, not one more rep, nothing*. I barely had enough energy to pack up my weight belt and lifting straps and head home so I could down my post-workout shake.

I felt pretty good about the workout. I gave it everything I had and I knew what I had accomplished that day in the gym was going to translate into lean muscle growth, but I had this nagging suspicion that something was missing. *What if I could have worked out a little harder, used a little more weight, took a little less rest between sets and extended the workout a little longer?* But how? I was gassed, spent, fried and had nothing more to give. What could I have done to get even more results out of my workout?

Well, I found the answer **and it is called Beta-Alanine from House Of Muscle**. At House Of Muscle we are always looking for products to bring to market that are truly effective at helping our customers get more results from the time they spend training in their attempts to build the lean, hard, muscular, and strong bodies they desire. There are countless products out there

on the sports supplement market. Some work, some don’t. Some are all “hype” and others are backed by scientific research that proves they work. *The most important thing to us, at House Of Muscle, is that the products we bring to market are truly effective and produce real results.* **Beta-Alanine is one such product.**



Many of the products we sell at House Of Muscle are all about promoting recovery

**Beta-Alanine is all about increasing your performance in the workout itself. Beta-Alanine allows you to train harder, longer and more often, which over time will definitely translate into lean, hard muscle growth.**

from workouts. This is a very important factor in producing lean muscle growth, but that is not what Beta-Alanine is about. Where other products are about helping you recover from workouts, *Beta-Alanine is all about increasing your performance in the workout itself.* **Beta-Alanine will help you workout harder, longer and with more intensity!**

*Beta-Alanine helps increase physical performance by promoting higher energy levels, delaying muscular failure and supporting*

*maximum muscular output. Beta-Alanine allows you to train harder, longer and more often, which over time will definitely translate into lean, hard muscle growth. That is the bottom line — it helps you train harder.*

How does Beta-Alanine work? Ok, I am going to get a little bit technical here, but bear with me. When you train hard your body produces lactic acid and becomes more acidic due to the large amount of hydrogen ions that are produced. This increase in hydrogen ions causes the pH levels

in your muscles to drop. (pH is the measure of acidity in your muscles.) When the pH levels in your muscles drop **it is a bad thing**. As muscle pH drops, the ability for your muscles to perform at their highest level drops too. If you cannot perform and maintain forceful muscular contractions and push your body to the limit, the ability to continually overload muscles and force new gains becomes seriously hindered.

To make matters worse, when you train hard, your ATP is also broken down. (ATP is short for Adenosine triphosphate, which is a primary en-

ergy source for your muscles.) The breakdown of ATP causes an even further influx of hydrogen ions, causing the pH level in your muscles to drop even more. I think you can see where I am going here. *What if you could stop the increase of the hydrogen ions, which causes the pH levels in your muscles to drop? You would dramatically increase your workout performance!*

This is what Beta-Alanine does. When you take Beta-Alanine you increase the amount of carnosine in your muscles. Carnosine then buffers and soaks up the extra hydrogen ions that are created when you train hard. By buffering and soaking up the extra hydrogen ions, carnosine stops the pH levels in your muscles from dropping, **which will dramatically increase the performance of your workout.** Beta-Alanine is a muscular buffering agent and by buffering your muscles from fatigue it helps increase performance.

Solid scientific research has shown that with Beta-Alanine use, in as little as four weeks, muscle carnosine stores can increase by 42-65%. Twelve to fifteen weeks of use have been shown to increase carnosine stores **as much as 80%**. This increase in muscle carnosine and the power of its buffering action is what makes Beta-Alanine work.

The scientific studies have shown that **Beta-Alanine increases strength, power output, endurance, exercise capacity and muscle mass.** It also delays the onset of neuromuscular fatigue. Results can be noticed in as little as two weeks. Recent research is now showing carnosine levels continue

to increase for a minimum of 15 weeks. Because of this, **it is a good idea to stay on Beta-Alanine for at least 15 weeks** to optimize your muscle carnosine levels.

When I read this scientific research I not only knew immediately that Beta-Alanine would work, I also knew **there was never a better supplement to take in a pyramid dosage fashion.** By gradually increasing the dosage of Beta-Alanine over time, and then gradually bringing it back down over the same period of time, you can maximize the increase in carnosine levels in the body. The pyramid dosage pattern will also limit receptor downgrade, **so you can get the greatest possible benefit from the product over the longest period of time.**

We recommend using a pyramid dosage pattern for many of the products we sell. We do this because it increases the effectiveness of the products, **but if there was ever a product that you definitely wanted to take in a pyramid fashion, Beta-Alanine is that product.** I am not saying you cannot get good results with Beta-Alanine by taking just one capsule per day, because you can. And I am not pushing the pyramid dosage pattern to get you to buy more product. **The simple fact is, if you want to get the greatest possible results from taking Beta-Alanine, I highly recommend you take it in our Beta-Alanine — 15-WEEK PYRAMID CYCLE.**

The best time to take Beta-Alanine is before your workout and if you only take one capsule daily then that is definitely the time you want to take it. If you don't workout

everyday, you should still take at least one capsule sometime during the day. If you are taking more than one capsule daily, as in our Beta-Alanine — 15-WEEK PYRAMID CYCLE, then spread out the capsules you take throughout the day as much as possible, with one dosage always being before your workout, if you workout on that day. That's it — **that's all you have to do to dramatically increase your workout performance.**

Opportunities like this don't come around often. **THE TIME TO ACT IS NOW! Stop "hitting the wall" and instead break right through with Beta-Alanine.**

Get your **Beta-Alanine from House Of Muscle** today at finer retailers such as:

**HouseOfMuscle.com  
&  
SportsNutritionGlobal.com**

*The statements made about this product have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.*