

# HICA-C™



## Anabolic Stimulator



House Of Muscle is very excited to introduce *a powerful, new muscle-building supplement that has just hit the sports supplement market.* **This is going to be a big one.** When news about this powerful muscle growth compound spreads... look out! *This supplement could be the biggest thing to hit the sports supplement world since creatine.*

Very recently, researchers have discovered a natural metabolite of leucine (the key amino acid largely responsible for the anabolic effect of protein supplementation). **This metabolite is called alpha-hydroxyisocaproic acid (HICA).** HICA makes its way into muscles without being broken down and **it has been scientifically proven to be much more potent than its precursor (leucine).**

HICA is an isolated metabolite of leucine (**the most important metabolite yet to be discovered for muscle growth**). HICA (research proves 500mg, 3 times daily works best), when taken by weight training athletes, *increases lean*

*body mass (muscle) and decreases symptoms of delayed-onset muscle soreness.* This means when you take HICA, as in the research studies, you will recover faster from workouts. This will allow you to train harder and more often. Guess what happens when you train harder and more often? **YOU BUILD MORE LEAN MUSCLE AND STRENGTH FASTER!**

In recent studies, subjects

**That is what HICA-C™ is — the best HICA supplement possible and a supplement that will definitely help you build lean, hard muscle and strength!**

who supplemented with HICA (500mg, 3 times per day) *experienced reduced muscle damage normally caused by training.* **The subjects also increased muscle mass and experienced less soreness between workouts.**

HICA is a metabolite of an amino acid. This means HICA is totally natural. It is not hormonal, it is **NOT** a precursor or prohormone of an anabolic hormone or testosterone. It has **NO** side effects. It can be called a true health supplement, as it is safe to take over a long period of time. You cannot overdose on HICA. It is not addictive. It will benefit anyone, of either sex, of any

age, but **it will provide a tremendous and specific benefit to athletes or fitness-minded people who train hard, eat right and take HICA as an instrument to help them build more hard, lean muscle, strength and endurance.**

As I mentioned above, the scientific research that proves HICA works was studied with **500mg, 3 times daily**, for a total of 1.5 grams daily. The research was done over a period of 5 weeks, but HICA is safe to take over a

much longer period of time. In this regard it can be thought of as being similar to a protein supplement, or a multiple vitamin-mineral supplement. *It is a supplement I recommend taking continuously over a long period of time to experience the slow and sustained benefit this amazing supplement will offer.*

So, now that you know a little bit about HICA, *I am proud to introduce it as a new supplement in the House Of Muscle supplement line.* **HICA-C™**, our new product, has 60 capsules per container and each capsule contains 500mg of pure, pharmaceutical grade HICA (alpha-hydroxyisocaproic acid).



HICA-C™ is manufactured in a cGMP facility, which ensures it contains exactly what the label says. This is important because as HICA becomes more and more popular (**AND IT WILL!**) more and more supplement companies will come out with supplements that claim to contain HICA. These supplements will contain *very small doses of actual HICA* and this fact will be “hidden” from you, the consumer, by hiding the actual amount of HICA by putting this ingredient in a “proprietary blend”.

There are only three supplements on the market right now that contain HICA. One supplement company has two products that claim to contain HICA. These products show on the label that they contain HICA, **but they do not tell you how much HICA is actually in the supplement** because the HICA is listed as part of a proprietary blend. Both of these products probably contain less than 10mg (if that!) of actual HICA. The scientific research which proves HICA's effectiveness was done with 1,500mg! What is 10mg going to do? NOTHING! Bottom line — the HICA you are taking when you use these products is much too low to replicate the powerful anabolic and anti-catabolic effects HICA can produce. If you want to take the same amount of HICA that was used in the scientific research, which proved HICA's effectiveness, you must use a supplement that contains the same dosage that was used in the study.

I said there were 3 HICA products on the market right now. The third one is HICA-C™ from House Of Muscle

*The House Where Muscle Is Built!*

Muscle. **House Of Muscle HICA-C™ contains 60 capsules per container and each capsule contains 500mg of pure, pharmaceutical grade HICA. If you take one capsule of HICA-C™, three times daily, you will be exactly mimicking the dosage used in the scientific research mentioned above.**

**HICA could prove to be the most potent anabolic stimulator of the next few years.** *When I heard about HICA I simply had to try it, and after I tried it I loved the results so much, I did everything I could to bring this powerful new muscle builder to you, my valued customers, as fast as possible.* With that said, I didn't just want to bring it to market to capitalize on the massive hype that will soon swirl around HICA supplementation. I didn't just want to sell any HICA supplement. **I wanted to sell the best HICA supplement possible. I wanted the HICA supplement I sold to contain the exact dosage used in the scientific research, which proves its effectiveness as a powerful muscle builder. That is what HICA-C™ is – the best HICA supplement possible and a supplement that will definitely help you build lean, hard muscle and strength!**

But wait, why is it called HICA-C™? In addition to the 500mg of HICA, each capsule of HICA-C™ also contains Vitamin C. Vitamin C? Why Vitamin C? Vitamin C is not a sexy, new, hot sports nutrition supplement. Why would you want to take Vitamin C? I will tell you why. Vitamin C has a multitude of beneficial biological effects, many of which are substantiated by high-

quality clinical research. These benefits range from Vitamin C's powerful antioxidant and immune system support to its role in ligament and tendon synthesis. *Vitamin C supplementation has also been documented to actually suppress the body's natural production of cortisol, thus supporting a stronger testosterone-to-cortisol ratio. Having a stronger testosterone-to-cortisol ratio will definitely help you build more lean muscle and strength faster! This makes Vitamin C the perfect complement to HICA's positive effect on decreased symptoms of delayed-onset muscle soreness.*

One bottle of HICA-C™ contains 60 capsules and each capsule contains 500mg of pure, pharmaceutical grade HICA (alpha-hydroxyisocaproic acid) and 100mg of pure, pharmaceutical grade Vitamin C. We recommend that you take 1 capsule, 3 times daily. This way you will be exactly replicating the scientific studies mentioned above.

Well, there you have it. *HICA-C™, from House Of Muscle, is certainly a very exciting and extremely powerful muscle-building supplement.* What are you waiting for? **The time to act is now! The leaner, stronger and more muscular body you desire awaits you! Get your House of Muscle HICA-C™ today at:**

**HouseOfMuscle.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.*