

eLOAD™

sport nutrition



- We offer the most streamlined, efficient nutrition for your performing body.
- We understand that there is no "cookie cutter" answer to sport nutrition.
- Our versatile range of products was designed with individualization and flexibility in mind.
- Products can be "mixed and matched" according to individual needs.

All products are FREE FROM artificial color, artificial flavor, artificial preservatives and resistant starch.

We suggest athletes start by using our nutrition and fluid calculators to determine their individual calorie and fluid requirements. We also offer sweat testing kits for those athletes wishing to determine their sodium losses in sweat.



eLOAD

www.eLOAD.net



eLOADendurance

Company Profile

MEDION (MEDical nutritiON) was co-founded in 2000 by Dr. Douglas W. Stoddard, a leading Canadian sport medicine physician and Sharon Ellis, formerly an international level 400m track athlete Australian Institute of Sport Scholarship holder. Both Douglas, and Sharon now enjoy competing as age group triathletes. Sharon, who has a background in medical sales and marketing, oversees the company as its' President. Douglas, a sport medicine physician based in Toronto, formulates all of Medion's products based on his years of medical and sport medicine training, along with the experience that comes with having consulted with over 20,000 patients in his sport medicine career. Collectively, many of these patients are responsible for what is done at Medion, that is, creating medically formulated products based on state of the art scientific principles. Medion's products have proudly helped athletes around the globe both train harder and compete more successfully.

Douglas Stoddard Medical Director M.D., M Sport Med, Dip Sport Med, ES
Sharon Ellis President B Sc (Hons)

e load Endurance Formula

Sport Drink Powder mix

Electrolyte and Energy mix with physiological ratios of sodium potassium, calcium, magnesium and zinc. Low Acid, Low Sweetness Profile, No Colors, No artificial flavors, No artificial preservatives, No resistant starch = Maximum stomach tolerance. Contains Multicitrate™ blend for acid buffering.

When to use:

Before and/or During. Drink 60 minutes or more prior to competition or training. Drink during activity to match sweat rates.



Nutrition Information:	Per (16 fl. oz./500ml)
Calories:	108
Electrolytes:	Sodium 370mg, Potassium 96.5mg, Calcium 25mg, Magnesium 15 mg and Zinc 0.5 mg
Carbohydrate:	27g (5.4% in solution)
Natural Flavors:	Lemon, Tangerine, Berry Twist, Strawberry
Packaging:	Canister 3.3lb (1.5kg): 50 servings Single Serve packets

e load Zone Caps X 5

Buffered electrolyte capsules

Physiological electrolyte ratios with dextrose to facilitate sodium absorption. Can be taken with any of the e load product line to achieve "customization" of electrolyte levels.

When to use:

Formulated for cramp-prone athletes and heavy sweaters. Can be taken with e load Endurance Formula before or during activity to boost electrolyte levels.



Nutrition Information:	(per capsule) Sodium 250mg, Potassium 68mg, Calcium 25mg, Magnesium 12.5mg
Packaging:	Bottle of 75 capsules

e load FLY

Powder Mix

A tasteless 100% carbohydrate fuel. Can be mixed with plain water or to e load Endurance Formula. Mix as a thick concentrate or a liquid depending on your fluid and calorie requirements. Contains no resistant starches.

When to use:

Before/During/After. You can think of FLY as a gel substitute. Excellent for those who do not tolerate the texture of gels.



Nutrition Information:	(per 30g serving)
Calories:	120
Carbohydrate:	30g
Flavors:	No flavor
Packaging:	Canister 21oz (600g) : 20 servings Canister 42oz (1.2kg): 40 servings

e load EDISCS

"Chew and Chase" with water.

A Portable, chewable, dissolvable, version of e load Endurance Formula - Sport Drink Powder mix in DISC format. Dissolves instantly in mouth with water, without Fizz.

When to use:

Before and/or During. Chew EDISCS and Drink water 60 minutes or more prior to competition or training. Drink water and consume EDISCS during activity to match sweat rates.



Natural Flavors:	Lemon, Orange, Berry Twist
Packaging:	Portable Sleeves containing 17 EDISCS Bulk Canister containing 250 EDISCS (comes with dispenser included)

e load ENERGY GELS

For the maintenance of muscle glycogen levels during exercise

When to use:

Before/During/After
10 minutes prior to training or competing, every 30-60 minutes during training or competing and within the first hour of recovery.



Nutrition Information:	(per gel)
Calories:	110
Electrolytes:	Sodium 60mg, Potassium 15mg
Carbohydrate:	26g
Natural Flavors:	Lemon, Tangerine, Apple
Packaging:	Single serve packets Bulk bottles containing 32 servings

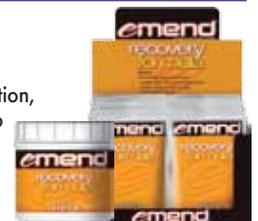
EMEND recovery formula

Powder Mix

Contains filtered whey protein isolate, high glycemic dextrose for rapid glycogen repletion, electrolytes and antioxidants. Formulated to restore and repair muscle post exercise.

When to use:

15-60 minutes post exercise



Nutrition Information:	(per 8 fl. oz / 250 ml)
Calories:	75
Electrolytes:	Sodium 232mg, Potassium 48.3mg, Calcium 25mg, Magnesium 12.5mg,
Carbohydrate:	15g
Protein:	4g
Antioxidants:	Yes
Natural Flavors:	Chocolate, Orange
Packaging:	Canister (31 oz. / 880g): 40 servings Single Serve Packets