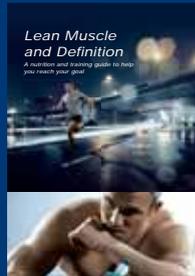


# Lean Muscle and Definition

A nutrition and training guide to help you reach your goal

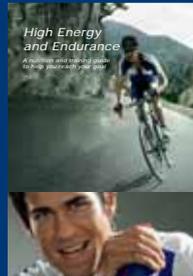
Tips for every training goal



Lean Muscle and Definition



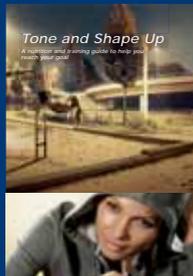
General Fitness



High Energy and Endurance



Build Muscle and Size



Tone and Shape Up



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we'll get you there

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SPORTSFOOD



## Nutrition Essentials – Definition starts in the kitchen

*Is the Lean Muscle and Definition goal right for you?*

- You want to lose fat and increase your lean body mass
- You want clearly defined abdominals, chest and arms
- You want to increase your overall strength

*Muscle definition can only be achieved by reducing your body fat percentage and eating the correct diet is essential. Sweets, chocolate and numerous latte's can definitely ruin the best training plan. Simply eating less is also not an option as the body will break down muscle when calorie intake is restricted. The skill is therefore to burn as much fat as possible without losing muscle mass.*

*„Cutting out a specific group of nutrients completely when changing your diet is not recommended and you are less likely to achieve your goals.“*

*Several studies have shown that a moderate increase in protein intake with reduced carbohydrate consumption supports the breakdown of body fat<sup>1+3</sup>.*

*„Reducing your body fat percentage is important for improved definition in order to expose the muscles.“*

*Protein is the building block of every muscle cell, it increases the metabolism and helps to burn more calories. By supplementing your diet with protein you are giving your body the ideal support to build lean body mass<sup>2</sup>. Eggs, meat, fish, nuts and dairy products are a good protein source.*

*„Eat 2g of high quality protein per kg of bodyweight daily.“*

*Protein supplements are ideal to meet increased requirements as they are low calorie and contain hardly any fat. High quality protein supplements are those with milk protein, whey, casein and egg protein as the main component.*



<sup>1</sup> Layman, D. K., et al.: „A reduced ratio of dietary carbohydrate to protein improves body composition and blood lipid profiles during weight loss in adult women.“ J Nutr; 133:411-417, Febr. 2003

<sup>2</sup> Leidy, H. J. et al.: Higher protein intake preserves lean mass and satiety with weight loss in pre-obese and obese women. Obesity (Silver Spring) 15(2):421-9, 2007

<sup>3</sup> Mettler, S. et al.: Increased protein intake reduces lean body mass loss during weight loss in athletes: School of Sport and Exercise Sciences, University of Birmingham, Med Sci Sports Exerc. Feb;42(2):326-37, 2010

## Top Nutrition Tips



- *Start your day with a breakfast. Whilst asleep the body utilises all nutrients for recovery and as an energy source. When you wake up the tank is empty! Fill it with high-quality carbohydrates and protein.*



- *Don't drink soft drinks containing sugar! The sugar will quickly be converted to fat. Choose low-calorie sports drinks with vitamins and minerals instead.*
- *Drink 2 litres of fluid daily, aiming for mostly plain water. This is in addition to any shakes and sports drinks.*
- *Eat high-quality carbs such as vegetables and wholemeal foods and try to avoid simple carbs found in white bread and confectionary.*

- *Consume only high-quality protein – fish for example, is a good source of protein – high-quality, easy to digest and rich in essential fatty acids.*
- *Other sources of high-quality protein are: beef, chicken, turkey and nuts (a handful a day).*

- *Lower carb protein shakes are ideal as a snack between meals. They support lean mass and recovery whilst helping to reduce fat mass.*
- *Drink a protein shake after training to support muscle recovery. Better recovery supports better fat burning between workouts and better training during workouts.*
- *Get sufficient sleep to optimise the body's recovery!*

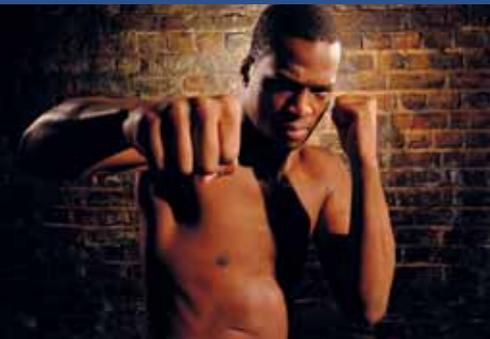


# Top Training Tips

For a leaner more defined physique it is important to combine cardiovascular and strength training in your workout routine. The type of cardio you choose is not as important as the intensity at which you work. High intensity sessions will help you reach your goal faster than a long, endurance style approach. High intensity increases your heart rate and produces more lactic acid which increases the amount of calories you use up and the amount of fat you burn. Long, lower intensity runs are relatively easy for your body to adapt to so you will end up burning less fat.

*"To sufficiently challenge your muscles aim for 60 – 80 % of your 1 rep max for each of your sets."*

For your strength training to be successful it is vital that you have a strong core, on which you can build your strength. Therefore, to help you reach your goal quicker you should always try and include a stability exercise with your main strength exercises.



**Michael Page**  
10 time Kickboxing World Champion

*"Training and nutrition go hand in hand and in Multipower I have found a great partner. Products are not only great tasting, but more than meet my requirements for every training phase."*

# Exercise Record

*"Make sure you warm up well and warm down and stretch properly after every workout."*

Exercise	Week 1		Week 2		Week 3		Week 4		Week 5		Week 6	
	Weight	Reps/ Sets										

Exercise	Week 7		Week 8		Week 9		Week 10		Week 11		Week 12	
	Weight	Reps/ Sets	Weight	Reps/ Sets	Weight	Reps/ Sets	Weight	Reps/ Sets	Weight	Reps/ Sets	Weight	Reps/ Sets

*"Try changing your workout routine every 8-12 weeks to keep challenging your body."*

# Welcome to Multipower – Europes Leading Sportsfood Company

Lunge with Dum-  
bell into Bicep Curl



1

Standing  
Barbell Row



2

Stability Ball  
Chest Press



3

Standing Barbell  
Shoulder Press



4

Dips



5

Cable Twist



6

*“As a guide try and keep your rep range between 12 – 15 for 2 – 3 sets for each exercise.”*

*Intensity in your strength training is as important as in your cardio so try and adopt a total body routine as a ‘circuit’. Ask a personal trainer at your gym to help you perfect your technique for the above exercises and to try different total body routines such as conditioning circuits and kettlebell training.*

*“Try and lift more weight or work for an extra rep every workout and use a notebook to track your progress.”*

*We have been developing sportsfoods for more than 30 years. With intensive work from our research and development teams, together with Performance Nutrition experts we have developed a range consisting of high quality, great tasting products, packed with the right ingredients to help you reach your individual training goals.*

### Quality Control

*Thanks to our rigorous quality control programme and compliance with IFS, ISO & HACCP regulations you can be confident that the range from Multipower is safe and effective, leaving you to focus on your training for lean muscle and defination.*



*Multipower is the official partner of the Olympic Centre, Rhein-Ruhr, Germany.*

## Before exercise



### KICK DRINKS

#### Caffeine and guarana drink

- Caffeine to support the release of stored fatty acids
- More stamina to burn fat
- Available in 3 flavours

### WHEY PROTEIN ISO COMPLEX

#### High quality protein powder

- Optimise protein supply to the active muscles for muscle building
- Available in double rich chocolate, strawberry cream, caramel toffee fudge & fresh vanilla cream flavours



### Wolverhampton Wanderers FC

*“Players are performing much better since they have been taking Multipower’s Whey Protein Iso Complex, protein shakes and bars.” Tony Daley, Strength and Conditioning coach.*





## During exercise

## After exercise



### KICK DRINKS

*Caffeine and guarana drink*

- Caffeine to support the release of stored fatty acids
- More stamina to burn fat
- Available in 3 flavours

### POWER PACK

*28% high quality protein bar*

- Continued supply of protein for muscle building
- Available in vanilla flavour



### FORMULA 80 EVOLUTION

*Casein protein plus whey, milk and egg protein*

- Fast and sustained protein supply for muscle recovery
- Available in 7 different flavours

### WHEY PROTEIN ISO COMPLEX

*High quality protein powder*

- Optimise protein supply to the active muscles for muscle building
- Available in double rich chocolate, strawberry cream, caramel toffee fudge & fresh vanilla cream flavours

### AMINO DRINK

*Whey protein isolate with zero fat and zero carbs*

- Fast protein supply for muscle recovery
- Available in fruit punch and orange flavours

### BCAA

*Optimum dosage of leucine, isoleucine and valine that make up 30% of human muscle protein*

- Helps to repair muscle after damaging effects of intense training