



# PRODUCT GUIDE



[www.fitgen.co.za](http://www.fitgen.co.za)



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## GET YOUR GAME ON!

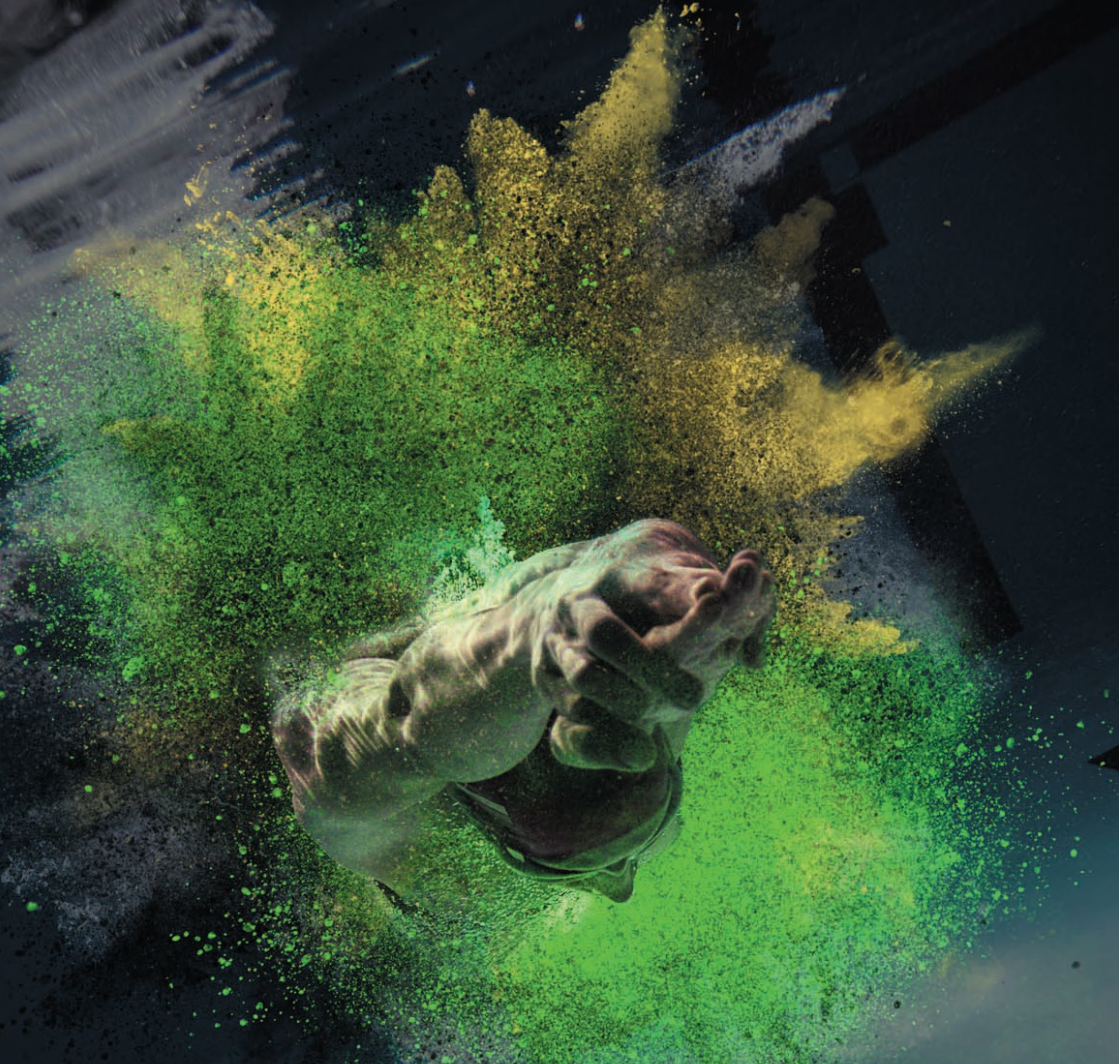
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*Forming Athletes • Building Strength • Growing Potential*



Safe for young athletes from age 8.





YOUTH PERFORMANCE NUTRITION PARENTS CAN TRUST

WE ARE PROUD TO MAKE AVAILABLE, IN SOUTH AFRICA, NAMIBIA AND MOZAMBIQUE, A PRODUCT RANGE SAFE FOR YOUNG DEVELOPING ATHLETES.





<https://youtu.be/VVwI4X05NuY>

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## FitGen Recovery **R285.00 (200 g)**

Give young athletes the best chance at faster recovery after strenuous training or a challenging event, with FitGen Recovery. This multi-saccharide recovery drink is tailor made to offer optimal muscle recovery. Ingredients include MSM (Methylsulfonylmethane), which may naturally speed up muscle recovery after intense exercise, by reducing inflammation and oxidative stress. It also promotes joint health alongside ChondriFlex™. Various amino acids work together to offer benefits such as helping to reverse the breaking down of tissues (catabolism), and entering an anabolic state (helping to rebuild muscle). They also assist in removing waste products, and help enhance athletic performance. Lactose/ Gluten/Hormone/ RBGH/RBST-free. Available in various flavours.



## FitGen Endurance **R285.00 (640 g)**

This unique formulation supplies energy to meet a young athlete's entire spectrum of needs. Whether a short burst of energy is needed, or whether it needs to be sustained over a considerable period of time, FitGen Endurance goes the distance. This energy drink employs a 'stacked' carbohydrate formula, incorporating mono-, di-, tri- and polysaccharides. This covers the full scope of an athlete's individual activity requirements, from that 'instant energy burst' through to that need for a sustained source of energy for longer periods of time. Contains no cane sugar (sucrose), known to cause a rapid spike in blood glucose levels, followed by a dip, leaving you fatigued. FitGen Endurance helps stabilise blood glucose levels and replaces glycogen in your muscles post-exercise. Available in various flavours.



## FitGen Compete **R155.00 (6 x 30g)**

FitGen Compete is the young athlete's best friend on the 'big day'. This product is an advanced formulation specially created with young sportspeople in mind. It contains a host of vitamins, minerals and amino acids in the correct proportions, as well as glycaemic carbohydrates. As the body's energy provider, carbohydrates fuel immediate energy requirements during competitions. They also get stored for future use (in the form of glycogen, in the muscle). If carbs aren't supplied steadily during exercise, stores become depleted rapidly. The hormone, insulin, drives glucose into the muscle cells. Sometimes, too much insulin is released, resulting in too much glycogen, and the dreaded 'sugar crash'. FitGen Compete is designed in such a way as to avoid this situation, and promote optimal carb release during competing. Available in various flavours.





## FitGen Vitamin B<sub>12</sub> Plus **R145.00 (30 capsules)**

This nutritional supplement contains a host of the B-Vitamins, including an ample dose of water-soluble Vitamin B12. Young athletes benefit by adding Vitamin B12 to their daily nutrient intake. It assists in converting carbohydrates to glucose, resulting in an energy release. Best of all, its water solubility means the body will only store the Vitamin B12 it is lacking. Any excess will be excreted in urine. Vitamin B12 may counteract fatigue, help reduce stress, assist with healthy brain function and boost your immune system. A 'plus' is the addition of various other B-vitamins offering energy-release assistance and nervous system support.



## FitGen MultiVite **R115.00 (30 capsules)**

If you're wondering what your growing young athlete, aged 8 or older, needs to stay in tip-top condition, look no further than FitGen MultiVite. This well-balanced formulation contains vitamins and minerals in the correct amounts to promote allround wellness. Ingredients include various B-vitamins known for their important role in energy release and offering nervous system support. Vitamins A, C, D3 and E are also incorporated. Iron in the form of ferrous fumarate helps to combat anaemia, and Calcium and Magnesium complement each other to promote bone health. Zinc is useful in boosting immunity. The dosage is one capsule daily, or two if your star is feeling run-down.



## FitGen Omega-3<sup>1000 mg</sup> **R115.00 (30 softgels)**

While many people supplement with the essential fatty acid, Omega 3, for heart health, recent research points to several benefits for young athletes. This naturally-sourced fish oil supplement has been shown to assist in lowering levels of inflammation. If inflammation remains elevated after exercise, this can negatively impact muscle soreness, tissue repair and other aspects of recovery. Omega 3 has been shown to increase blood flow to muscles during exercise, help to decrease muscle soreness, reduce swelling, and increase range of motion post exercise. FitGen Omega-3 1000 mg can be taken once daily, after breakfast, with a full glass of water.





## FitGen Vitamin C Plus **R115.00 (60 capsules)**

Vitamin C has been known to keep the immune system functioning optimally. During intense exercise, oxygen is used up, resulting in oxidative damage, caused by free radicals. This oxidative damage may interfere with the cell's ability to function normally. Known for its antioxidant properties, Vitamin C helps to reverse some of this damage, and may help to prevent the dip in immune function that may occur right after exercise. It may also assist in decreasing recovery time between workouts. Additional ingredients include Bilberry, Elderberry, Cat's claw and Echinacea. They've been selected for their antioxidant properties, along with Zinc, an immune booster.



## FitGen CrampFit **R175.00 (90 capsules)**

During any form of strenuous exercise, the young athlete sweats, and vital body salts and electrolytes are lost with each droplet. With the average athlete losing 1 to 3 litres of sweat per hour, dehydration may result, and there could be a decrease in aerobic performance. CrampFit serves to facilitate hydration by correcting vital electrolyte and mineral imbalances. Sodium, Chloride and Potassium work in conjunction to restore the balance, and Magnesium and Calcium are essential for optimal muscle function. It has been found that electrolyte replacement, alongside supplementation with Magnesium, Calcium and Vitamin D-3 and L-Taurine, may eliminate painful leg cramps speedily. A CrampFit capsule may be taken every 30 to 60 minutes during endurance sport. Do not exceed 10 capsules on any one day.



## FitGen ProFit HP Shake **R325.00 (400 g)**

Protein powders are a great way to repair and strengthen muscles from any type of workout. FitGen ProFit HP Shake is a whey-based protein supplement packed with all the nutrition a young athlete needs, to perform optimally. They can be absorbed quickly in the body. This makes it beneficial for stimulating muscle growth and development, in conjunction with regular strength training. They has also been known to improve body composition. FitGen ProFit HP Shake comes in various delicious flavours, and contains Potassium, Magnesium and Phosphorus, the essential micro-minerals your body can't manufacture. This is the ideal supplement for young athletes who need more protein in their diets.





## FitGen Collagen with Buffered Vit C

R450.00 (400 g)

Collagen is the most abundant protein in your body. It is the major component of muscle tissue and connective tissues that make up several body parts, including tendons, ligaments and skin. Collagen has many important functions, including providing your skin with structure and strengthening your bones. It should come as no surprise that it can have a big impact when it comes to building muscle mass. Foods that contain creatine are for instance Steak, Tuna, Chicken, Salmon and Pork. Added Vitamin C, also known as ascorbic acid, is necessary for the growth, development and repair of all body tissues. It's involved in many body functions, including formation of collagen, absorption of iron, the immune system, wound healing, and the maintenance of cartilage, bones, and teeth.



## FitGen Protein Bars

R15.00 (individual bar)

Pack all the protein punch your young athletes need at snack time: the FitGen Protein Bars are a healthy alternative for youngsters on the run. It is a great alternative to snack on instead of food with empty and processed carbohydrates! Help improve their concentration with quality nutrients, while keeping the hunger pains at bay! Delicious snacktastic flavours include Chocolate, Peanut Butter, Cookies & Cream, Peppermint Crisp and Strawberry. Get them over each day's finish line with FitGen Protein Bars!



## FitSkin Sunscreen SPF50

R495.00 (250ml), R320.00 (150ml), R150 (50ml), R30.00 (5ml)

The FitGen Sunscreen pack is a light non-greasy sunscreen for daily use anywhere, anytime. It is developed for sensitive skin. It's ideal for the outdoor-loving family and is suitable for all ages. This product does not burn or irritate eyes.





## FitSkin Lip Balm SPF30 **R55.00 (Lip Balm)**

Formulated with UVA & UVB Protection. Helps for dry & cracked lips as well as cold sores.



## FitGen H2O Fizzy **R115.00 (30 Tablets)**

H2O Fizzy is a fresh tasting tablet designed to help with water intake. Because the product has zero sugar and zero kilojoules it's a safe way to introduce and increase a daily water intake to keep the body hydrated. H2O Fizzy can be added to a glass of cold water or dissolved in a water bottle during the day as a refreshing drink with no negative side effects and sugar rush.



## FitGen Femcare **R160.00 (30 Capsules)**

FemCare contains a range of essential nutrients, vitamins, minerals and herbal extracts that support the development of an ideal environment for the body to create a balanced equilibrium that is conducive for reducing the symptoms of PMS, as well as the general wellbeing of the PMS sufferer.

FemCare is high in Vitamin B5, Vitamin B6, Vitamin B12, Biotin, Folic Acid and Zinc, as well as herbals like Black Coshosh, FoeniculumVulgare (Fennel) and the amino acid L-Theanine.







### FitGen Recovery **R285.00 (200 g)**

Give young athletes the best chance at faster recovery after strenuous training or a challenging event, with FitGen Recovery. This multi-saccharide recovery drink is tailor made to offer optimal muscle recovery. Ingredients include MSM (Methylsulfonylmethane), which may naturally speed up muscle recovery after intense exercise, by reducing inflammation and oxidative stress. It also promotes joint health alongside ChondriFlex™. Various amino acids work together to offer benefits such as helping to reverse the breaking down of tissues (catabolism), and entering an anabolic state (helping to rebuild muscle). They also assist in removing waste products, and help enhance athletic performance. Lactose/ Gluten/Hormone/ RBGH/RBST-free. Available in various flavours.



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This unique formulation supplies energy to meet a young athlete's entire spectrum of needs. Whether a short burst of energy is needed, or whether it needs to be sustained over a considerable period of time, FitGen Endurance goes the distance. This energy drink employs a 'stacked' carbohydrate formula, incorporating mono-, di-, tri- and polysaccharides. This covers the full scope of an athlete's individual activity requirements, from that 'instant energy burst' through to that need for a sustained source of energy for longer periods of time. Contains no cane sugar (sucrose), known to cause a rapid spike in blood glucose levels, followed by a dip, leaving you fatigued. FitGen Endurance helps stabilise blood glucose levels and replaces glycogen in your muscles post-exercise. Available in various flavours.





## FitGen Compete

**R155.00 (30 g)**

FitGen Compete is the young athlete's best friend on the 'big day'. This product is an advanced formulation specially created with young sportspeople in mind. It contains a host of vitamins, minerals and amino acids in the correct proportions, as well as glycaemic carbohydrates. As the body's energy provider, carbohydrates fuel immediate energy requirements during competitions. They also get stored for future use (in the form of glycogen, in the muscle). If carbs aren't supplied steadily during exercise, stores become depleted rapidly. The hormone, insulin, drives glucose into the muscle cells. Sometimes, too much insulin is released, resulting in such a way as to avoid this situation, and promote optimal carb release during competing. Available in various flavours.



## FitGen ProFit HP Shake

**R650.00 (1040 g)**

Protein powders are a great way to repair and strengthen muscles from any type of workout. FitGen ProFit HP Shake is a whey-based protein supplement packed with all the nutrition a young athlete needs, to perform optimally. They can be absorbed quickly in the body. This makes it beneficial for stimulating muscle growth and development, in conjunction with regular strength training. They has also been known to improve body composition. FitGen ProFit HP Shake comes in various delicious flavours, and contains Potassium, Magnesium and Phosphorus, the essential micro-minerals your body can't manufacture. This is the ideal supplement with added BCAA for young athletes who need more protein in their diets.





## FitGen Fit Brain & Omega-3<sup>1000 mg</sup> R450.00 (338 g)

Give your brain the head start it needs, to perform optimally whether you're studying or aiming to cross that finish line first! All-natural FitBrain is one of the most comprehensive brain-friendly supplements you're likely to find. All ingredients are included for the positive role they play in improving concentration, enhancing memory, reducing anxiety and supporting those young people with Attention Deficit Hyperactivity Disorder (ADHD) and ADD. A host of B-Vitamins offer much needed nervous system support. Ginkgo Biloba contains powerful antioxidants known to improve brain function, support vision, eye health and reduce anxiety. Phosphatidylserine assists in improving thinking skills in young people, and as an adjunct therapy in those with ADHD. Lecithin maintains efficient brain function. Suitable for children from the age of 3 upwards, FitBrain comes in a great-tasting chocolate-flavoured granule format – enjoy it in your cereal or with yoghurt!

### FitBrain may help to relieve the symptoms of the following:

Concentration problems, Depression, Mood swings, Memory Loss, Anxiety, Schizophrenia, Learning difficulties, Dyslexia and Dyspraxia, Attention Deficit Hyperactive Disorder (ADHD), Hyperactivity, Autism, Down's Syndrome, Parkinson's Disease, Age related memory decline, Dementia, Fits, Convulsions and Epilepsy, Alzheimer's Disease.





# Fitkidz

Our youth, tomorrow's future!

Preparing today's kidz to become tomorrow's stars





## Preparing today's kidz to become tomorrow's stars

### FitKidz ProFit HP Shake **R320.00**

FitKidz ProFit HP Shake offers "kidz" a glassful of energy packed with the punch of proper nutrition. This high-protein shake contains essential micro-minerals including Potassium, Phosphorus and Magnesium, the essential micro-minerals your body can't manufacture. This is the ideal product for young children who need more protein in their diets.



### FitKidz Endurance **R285.00**

This unique formulation supplies energy to meet a young athlete's entire spectrum of needs. Whether a short burst of energy is needed, or whether it needs to be sustained over a considerable period of time, FitKidz Endurance goes the distance. This energy drink employs a 'stacked' carbohydrate formula, incorporating mono-, di-, tri- and polysaccharides. This covers the full scope of an athlete's individual activity requirements, from that 'instant energy burst' through to that need for a sustained source of energy for longer periods of time. Contains no cane sugar (sucrose), known to cause a rapid spike in blood glucose levels, followed by a dip, leaving you fatigued. FitKidz Endurance helps stabilise blood glucose levels and replaces glycogen in your muscles post-exercise. Available in various flavours.



### FitKidz Vitamin C Fizzy **R65.00**

Vitamin C has been known to keep the immune system functioning optimally. During intense exercise, oxygen is used up, resulting in oxidative damage, caused by free radicals. This oxidative damage may interfere with the cells' ability to function normally. Known for its antioxidant properties, Vitamin C helps to reverse some of this damage, and may help to prevent the dip in immune function that may occur right after exercise. It may also assist in decreasing recovery time between workouts.







## Preparing today's kidz to become tomorrow's stars

### FitKidz Vitamin B Fusion **R126.00**

FitKidz Vitamin-B Fusion 250ml is a well-rounded vitamin-and-mineral formula aimed at meeting the nutritional supplement requirements of a little generation. A deficiency of Vitamin B12 and Ferrous Sulphate can be the cause of reoccurring bout of flu. Vitamins B1, B2, B12 and Ferrous Sulphate are essential for overall health, with Vitamin B12 facilitating the production of anti-bodies. Vitamins B1 and B2 are known to enhance the production of energy, with Vitamins B1 and B3 facilitating the metabolism of carbohydrates. Vitamin B1 and Ferrous Sulphate may combat fatigue.



### FitKidz Multivite Chewy **R140.00**

FitKidz Multivite Chewy is an all in one on the go Multivite for children age 3 and up chewable tablet. This multivite chewy contains all the vitamins and minerals young kidz need to keep their immune systems ready to defend and protect the body from harmful bacteria. This well-balanced product is specifically formulated with all the right amount of ingredients for young children to promote all round wellness with a mixed berry flavour to ensure a pleasurable taste.



# FitSlim



## FitSlim Multivite R115.00 (30 Capsules)

If you're wondering what your growing young athlete, aged 8 or older, needs to stay in tip-top condition, look no further than FitSlim MultiVite. This well-balanced formulation contains vitamins and minerals in the correct amounts to promote allround wellness. Ingredients include various B-vitamins known for their important role in energy release and offering nervous system support. Vitamins A, C, D3 and E are also incorporated. Iron in the form of ferrous fumarate helps to combat anaemia, and Calcium and Magnesium complement each other to promote bone health. Zinc is useful in boosting immunity. The dosage is one capsule daily, or two if your star is feeling run-down.



## FitSlim Omega-3 R115.00 (30 Capsules)

While many people supplement with the essential fatty acid, Omega 3, for heart health, recent research points to several benefits for young athletes. This naturally-sourced fish oil supplement has been shown to assist in lowering levels of inflammation. If inflammation remains elevated after exercise, this can negatively impact muscle soreness, tissue repair and other aspects of recovery. Omega 3 has been shown to increase blood flow to muscles during exercise, help to decrease muscle soreness, reduce swelling, and increase range of motion post exercise. FitSlim Omega-31000 mg can be taken once daily, after breakfast, with a full glass of water.



## FitSlim Collagen with buffered Vit C R450.00 (220 g)

Collagen is the most abundant protein in your body. It is the major component of muscle tissue and connective tissues that make up several body parts, including tendons, ligaments and skin. Collagen has many important functions, including providing your skin with structure and strengthening your bones. It should come as no surprise that it can have a big impact when it comes to building muscle mass. Foods that contain creatine are for instance Steak, Tuna, Chicken, Salmon and Pork. Added Vitamin C, also known as ascorbic acid, is necessary for the growth, development and repair of all body tissues. It's involved in many body functions, including formation of collagen, absorption of iron, the immune system, wound healing, and the maintenance of cartilage, bones, and teeth.



## FitSlim Shake

R350.00 (400 g)

Success with weight loss relies heavily on regular eating with the correct proportions of top quality food groups. This is critical for long term success. Slim Shake a Healthy shake provides just that. It is a scientifically formulated 'meal' which stabilizes the metabolism enhancing weight loss by blood sugar stabilization, rebuilds muscles and maintains well-being. Proteins of the highest biological availability, like the whey and casein caseinates, ensures stable and regulated protein absorption for a long lasting effect. These are combined with special carbohydrates, to support this long lasting effect, which are also balanced with specific soluble and insoluble fibres for optimum gut health.

Fine tuning of these factors is critical during kilojoule restricted programmes, meal restrictions, stressed lifestyles and to maintain wellness.



## FitSlim FitBrain Omega-3 Combo

R450.00

Give your brain the head start it needs, to perform optimally whether you're studying or aiming to cross that finish line first! All-natural FitBrain is one of the most comprehensive brain-friendly supplements you're likely to find. All ingredients are included for the positive role they play in improving concentration, enhancing memory, reducing anxiety and supporting those young people with Attention Deficit Hyperactivity Disorder (ADHD) and ADD. A host of B-Vitamins offer much needed nervous system support. Ginkgo Biloba contains powerful antioxidants known to improve brain function, support vision, eye health and reduce anxiety. Phosphatidylserine assists in improving thinking skills in young people, and as an adjunct therapy in those with ADHD. Lecithin maintains efficient brain function. Suitable for children from the age of 3 upwards, FitBrain comes in a great-tasting chocolate-flavoured granule format – enjoy it in your cereal or with yoghurt!

### FitBrain may help to relieve the symptoms of the following:

Concentration problems, Depression, Mood swings, Memory Loss, Anxiety, Schizophrenia, Learning difficulties, Dyslexia and Dyspraxia, Attention Deficit Hyperactive Disorder (ADHD), Hyperactivity, Autism, Down's Syndrome, Parkinson's Disease, Age related memory decline, Dementia, Fits, Convulsions and Epilepsy, Alzheimer's Disease.





Body

Mind

Nutrition

Conditioning