

# NOW<sup>®</sup> SPORTS PRODUCT CATALOG TRUSTED BY NATURAL BORN ATHLETES



\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.

MASS BUILDING\*



## NOW<sup>®</sup> SPORTS PRODUCTS •

At NOW<sup>®</sup> Sports, we are all about unadulterated sports nutrition supplements that legitimately enhance performance.\* Our products contain the highest quality ingredients and absolutely no artificial colors. All NOW products are quality and purity tested.

We also heavily invest in the Informed-Choice/Informed-Sport certifications to assure our athletes that our products are steroid free, and the vast majority are also free of all banned substances. Informed-Sport is the world's leading anti-doping organization, so you can trust that NOW<sup>®</sup> Sports products are pure, safe, and effective for every level of athletics.

Our comprehensive sports nutrition line offers more than 140 products that cover the needs of everyone from the everyday fitness enthusiast to hardcore professional athletes, including pre-workout, intra-workout, post-workout, strength/mass training, endurance training, and recovery formulated products.\* We also support current dietary trends and dietary restrictions by offering products that comply with ketogenic, paleo, Whole30<sup>®</sup>, dairyfree, gluten-free, and sugar-free lifestyles.



## MASS BUILDING\*

NOW<sup>®</sup> Sports offers premium nutrition supplements for even the most demanding massbuilding goals.\* Our high-quality supplements are tested for banned substances and certified by Informed-Sport/Informed-Choice.



#### CREATINE (PRE-WORKOUT/POST-WORKOUT)

Studies show that creatine supplementation can help maintain existing muscle tissue, support the growth and development of lean mass, and promote optimal performance during short bouts of intense exercise.\*











#### ARGININE (PRE-WORKOUT)

Arginine Stack, a great pre-workout formula for mass building and energy production, combines several nutrients known to support optimal athletic performance including arginine, creatine, yerba maté, guaraná, and green tea extract.\*



### HOW CAN I PUSH PAST MUSCULAR FAILURE?

At the end of a set when you have reached perceived muscular failure, rest for several seconds before completing another rep, then follow that up with another few seconds rest before doing one final repetition. This will encourage your muscles to go beyond their normal strength parameters.

## AMIND ACIDS

A steady supply of amino acids fuel hard-working muscles when taken before, during, or even after exercise.\* NOW® Sports amino acid are always the 'L' form amino acids and include a selection of all 20 common amino acids as well as the branched-chain amino acids (BCAAs). As the building blocks of protein,



amino acids are essential for building muscle and promoting post-workout recovery.\*

#### AAKG (PRE-WORKOUT)

As AAKG, this form of arginine is a key player in amino acid metabolism and also important in protein synthesis and support of healthy immune function.\*



#### AMINO-9 ESSENTIALS POWDER [PRE-WORKOUT/POST-WORKOUT] This pure amine powder has all

This pure amino powder has all 9 essential amino acids in their superior free-form state and in the proportions recommended by the National Academy of Sciences to optimize protein synthesis and tissue repair for adults age 19 and over.\* Athletes should take between meals and after training.



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#### AMINO ACID COMBOS

Some things just go better together. NOW<sup>®</sup> Sports offers high-quality amino combinations for convenience and effectiveness.

#### ARGININE & CITRULLINE [PRE-WORKOUT]

The amino acids arginine and citrulline olay an integral role in the body's netabolism and utilization of protein and are essential for the maintenance of muscle tissue.\*



#### ARGININE (PRE-WORKOUT)

Arginine supports protein metabolism and is heavily involved in muscle metabolism through its role in the maintenance of a proper nitrogen balance.\*



#### ARGININE & ORNITHINE (PRE-WORKOUT/POST-WORKOUT)

Arginine and ornithine combines two complementary amino acids in one convenient supplement and is popular with both athletes and active individuals.



#### BCAA BIG 6 POWDER (PRE-WORKOUT/ INTRA-WORKOUT/POST-WORKOUT)

This is an advanced caffeine-free sports supplement, loaded with vegetarian BCAAs and formulated to support exercise endurance and recovery from intense workouts.\*



#### BRANCHED-CHAIN AMINO ACIDS [PRE-WORKOUT/POST-WORKOUT]

BCAAs are critical for muscle protein synthesis.\* Because BCAAs can be used as fuel during exercise, BCAA supplementation can help to preserve existing muscle tissue, so athletes should take before and after exercise.\*



POWDER 2:1:1 12 oz. 0213

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#### CARNITINE (PRE-WORKOUT/POST-WORKOUT)

Carnitine helps maintain lean body weight through its role in transporting fatty acids into cellular mitochondria for energy production, a primary source of energy for resting muscles.\*



#### CITRULLINE (PRE-WORKOUT)

Citrulline is a keto-friendly supplement that plays a unique role in the support of protein synthesis and positive nitrogen balance, particularly in muscle tissue, making it ideal for athletes and active individuals.\*









#### L-GLUTAMINE (PRE-WORKOUT/POST-WORKOUT)

(Non-) GMO

Glutamine helps to maintain a positive nitrogen balance crucial for any active individual, provides a fuel source for rapidly growing cells and helps to regulate the body pH to support homeostasis, which is critical for overall fitness.\*







# L-LEUCINE (PRE-WORKOUT/INTRA-WORKOUT/POST-WORKOUT]



POWDER

L-ORNITHINE [POST-WORKOUT]



## WHY ARE AMINO ACIDS IMPORTANT?

behind without a steady supply of amino in sports nutrition are the Branched-Chain Amino Acids (BCAAs). They form the largest pool (35 to 40%) and are present in high levels (14 to 18%) in muscle tissue. If you've reaching your fitness goals, amino acids may be the missing link.\*

#### PRO-GH<sup>™</sup> POWDER [PRE-WORKOUT/POST-WORKOUT]



## ENERGY PRODUCTION\* •

World-class endurance athletes and casual exercisers alike need ample energy to fuel workouts. NOW® Sports offers a full line of energy-focused supplements to give everyone that extra boost needed to dig deep and take every workout to the next level.\*



#### NEW! BCAA BLAST [PRE-WORKOUT]

With 5 g of BCAAs and 100 mg of natural caffeine per scoop, this thirstquenching supplement assists in maintaining physical energy and focus during workouts, while supporting the body's natural recovery processes.\*

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#### NEW! B-12 ENERGY BOOST STICKS [PRE-WORKOUT]

A powerful blend of vitamin B-12 (10,000 mcg), natural caffeine (50 mg), and nutrients like folate and taurine for supplying cellular energy production.\* All in an onthe-go, super tasty powder stick!

#### NEW! CARBO GAIN (PRE-WORKOUT/ INTRA-WORKOUT/POST-WORKOUT)

This is pure maltodextrin, a complex carbohydrate derived from non-GMO corn, which is easy for the body to digest and assimilate for energy production.



NATURAL RASPBERRY

600 g 0218

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#### DEXTROSE POWDER (PRE-WORKOUT/ INTRA-WORKOUT/POST-WORKOUT)

Dextrose is a simple sugar that is the primary source of energy for the body, which helps fuel intense activity, maintain exercise endurance, and support recovery from exercise.\*



**ENERGY EXTREME [PRE-WORKDUT]** With a full complement of B vitamins and other cofactors such as chromium, magnesium malate, and carnitine, this formula supplies the nutrients needed to promote sustained energy production and mental alertness.\*

## VEG CAPS 90 Veg Caps 3352

EXTREME

Pyruvate, or pyruvic acid, is involved in a number of the body's metabolic processes, including the metabolism of fat and carbohydrates; the storage of glycogen; and the production of cellular energy.\* It's basically fuel for your cells.\*

PYRUVATE (PRE-WORKOUT)

Ribose is a simple sugar that occurs naturally in all living cells,

supporting ATP production and supplying muscle fuel.\*

750 MG VEG CAPS

60 Veg Caps 2144

120 Veg Caps 2145



POWDER

4 oz. 2146

8 oz. 2147

16 oz. 2137

1000

PYRUVATE

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D-RIBOSE [PRE-WORKOUT]

## WEIGHT MANAGEMENT\* •

If you're devoted to managing your weight the healthy way but still want to maximize your committed efforts, nutrition support and weight management supplements from NOW<sup>®</sup> Sports can help take your healthy, strong lifestyle to the next level.\* At NOW we understand that, even with a healthy diet and consistent exercise, some of us just need a little extra

> help maintaining a fit body composition.\* Our targeted selection of diet and weight management products feature only quality inaredients.\*

#### CLA EXTREME (PRE-WORKOUT)

CLA Extreme<sup>™</sup>, which combines guaraná and green tea extract with conjugated linoleic acid, helps support healthy fat metabolism and energy production, especially when used along with an exercise program and a healthy diet.\*

#### T-LEAN<sup>®</sup> EXTREME (PRE-WORKOUT)

T-Lean<sup>®</sup> Extreme features GreenSelect<sup>®</sup> Phytosome, a standardized green tea extract with superior bioavailability, which has been clinically tested and shown to promote a healthy metabolic rate and support weight management when used alongside a well-balanced diet and exercise.\*





180 Softgels 1733 **K** Contains

Gelatin

**CLA EXTRE** 

#### KETO FRIENDLY! MCT OIL (PRE-WORKOUT)

Medium-chain triglycerides (MCTs) are fats found naturally in coconut oils and more easily and rapidly digested than other types of fats. MCT oil's thermogenic properties encourage the use of fat for energy healthy diet may therefore help to support healthy weight and body composition.\*













1000 MG SOFTGELS

∕**K**∖ Contains NEW! UNFLAVORED Non-GMO

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## PROTEIN POWDERS

Protein is the foundation of sports nutrition, and muscles need lots of protein to function and recover after exercise. Give hard-working muscles the fuel needed to meet any challenge with the great variety of NOW® Sports protein powders. Our protein powders never use artificial flavors and are perfect for athletes looking for clean products that taste great. From traditional varieties of whey to innovative plantbased options, NOW has protein powder options for every diet type including vegan and keto friendly.



#### BONE BROTH PROTEIN POWDERS (POST-WORKOUT)

Chicken and Beef Bone Broth Protein Powders are both products of the USA and are natural sources of protein, amino acids, collagen, and more. These paleo-friendly protein products are made of premiumquality bone extract without artificial ingredients and are free of many common allergens, making it an ideal source of protein for individuals with food sensitivities.



#### CASEIN

Micellar Casein is a slowly digested, complete protein, with an excellent amino acid profile that typically has over 4,500 mg of branched-chain amino acids per 1 scoop serving. It mixes easily and is an ideal choice for sustained protein support.



#### EGG WHITE (POST WORKOUT)

Egg White Protein Powder rates as one of the highest quality proteins available when measured using the Protein Digestibility Corrected Amino Acid Score. This powder can also be used in recipes by mixing two tablespoons of powder with six tablespoons of water to equal two egg whites.



#### PEA PROTEIN (POST-WORKOUT)

Pea Protein is a non-GMO vegetable protein isolate and is an ideal source of post-workout nutrition for athletes who may have difficulty supplementing with other types of protein.



#### PLANT COMPLEX (POST-WORKOUT)

Plant Protein Complex is formulated with a non-GMO vegan protein blend from pea, hemp, and guinoa sources. Competitive athletes who are regularly tested should check with their sanctioning body for the status of hemp.





#### SPROUTED BROWN RICE (POST-WORKOUT)

Sprouted Brown Rice Protein Powder is ideal for active individuals with allergies and sensitivities to ingredients such as whey, egg, and soy. It's natural and pure, with no added ingredients, and mixes easily into drinks and smoothies.



#### WHEY [POST-WORKOUT]

Looking to give your baked goods a little protein boost? The rule of thumb is 1/3 of the flour in a recipe can be exchanged with whey protein powder.

**CONCENTRATE** Whey Protein Concentrate, including BCAAs, is a high-quality protein that is both bioavailable and easily digested, making it perfect to mix into before, during, or after workout drinks or smoothies. Great for active individuals hitting the gym every day!





## ORGANIC 1 lb. 2205

#### SOY (POST-WORKOUT)

Soy Protein Isolate is a good vegetable source of high-quality complete protein with an excellent amino acid profile.

UNFLAVORED 1.2 lbs. 2156 2 lbs. 2152 0 Non-GMO SUY PROTEIN ISOLATE /**K**\ WHICH WE





#### **GRASS-FED**

Grass-Fed Whey Protein is ideal for active individuals seeking the most wholesome milk protein for themselves and their families. It's concentrated from pure milk collected exclusively from grassfed cows that are pasture-raised without any synthetic growth hormones (rBGH), antibiotics, or pesticides.







#### ISOLATE

Whey Protein Isolate yields more protein with less fat and carbohydrates than concentrates and are instantized for easy mixing in milk or water. For athletes on high protein regimens and for those aggressively seeking to build muscle, isolate is ideal.



#### **NEW! ISOLATE PACKETS**





CREAMY

VANILLA

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Non-GMO



#### **ISOLATE & CONCENTRATE COMBINATION**

Whey Protein is a blend of three of the highest quality whey protein concentrates and isolates from around the world (ultrafiltered, microfiltered, and enzymatically hydrolyzed) with extra glutamine added and designed to maximize amino acid absorption and biological value.



## WHEN'S THE OPTIMAL TIME TO CONSUME PROTEIN?

Muscles are the most receptive to fuel 15 to 30 minutes after exercise when your metabolic window is open. Try consuming a protein/carbohydrate shake during this window. The body can absorb twice the amount of carbohydrates immediately following a workout.

Not sure which protein powder is right for you? Check out our Protein Powder Chooser Tool at nowfoods.com/pickmyprotein

## MEN'S HEALTH

Combined with a healthy diet and lifestyle, sports and dietary supplements are a stellar way to ensure you get the right levels of vitamins, nutrients, and body fuel needed to maximize your hard work spent during training sessions. If you place a premium on clean, pure, effective workout supplements that support a fit, active lifestyle, then NOW<sup>®</sup> Sports products are made just for you.



#### IGF-1

IGF-1 (Insulin-Like Growth Factor) is a small polypeptide that plays a critical role in the proper regulation of adult cellular growth in almost all tissue types.\* NOW® IGF-1 is extracted from New Zealand deer antler velvet. Competitive athletes who are regularly tested should check with their sanctioning body for the status of this supplement.



#### MEN'S ACTIVE SPORTS MULTI

This daily multi-vitamin for active men features free-form amino acids, ZMA®, tribulus, MCT oil, herbal extracts, and more. Competitive athletes who are regularly tested should check with their sanctioning body for the status of this supplement.



#### TESTOJACK

TestoJack male performance formulas are designed to support healthy sexual activity and virility enhancement.\* Competitive athletes who are regularly tested should check with their sanctioning body for the status of this supplement.



#### TRIBULUS

These premium quality tribulus supplements may help to promote healthy endocrine function and male reproductive health.\* Competitive athletes who are regularly tested should check with their sanctioning body for the status of this supplement.





EXTREME VEG CAPS 90 Veg Caps 2273

## ENDURANCE\*

Endurance athletes are always striving for optimal performance, and sports supplementation is a very important aspect of daily training for endurance sports. Proper supplementation may help to increase speed, reduce times, and help push through fatigue for a stronger finish.\* For peak performance, the body demands nutrients to stay strong, fast, and focused.\*



#### **BEET ROOT POWDER [PRE-WORKOUT]** This superfood powder is a pure derivative from non-GMO beets and naturally abundant in a variety



#### BETA-ALANINE (PRE-WORKOUT)

of nutrients including nitrates.

Beta-Alanine is backed by scientific research demonstrating that CarnoSyn<sup>®</sup> supplementation results in delayed muscle fatigue and rapid recovery time, thereby helping attain strength and endurance training goals.\*







#### CARBO ENDURANCE [PRE-WORKOUT/INTRA-WORKOUT]

Carbo Endurance provides an energy source from isomaltulose, which has the same caloric value as other sugars (4 kcal/g), but its sustained release makes it an excellent choice for fueling endurance athletes.



• A smaller calorie

meal of complex carbohydrates and protein (avoiding dietary fats) several hours prior to exercise will strengthen your performance.

HOW CAN ININCREASE

 In a typical diet you usually get enough electrolytes to sustain the first 60-90 minutes of moderate exercise.
After 90 minutes water is no longer enough and that is when electrolytes need to be replenished.

#### WAXY MAIZE [PRE-WORKOUT/ INTRA-WORKOUT/POST-WORKOUT]

Waxy maize supports glycogen resynthesis well after working out, sustaining energy levels throughout the day.\*



Rest and recovery are essential components of any worthy workout routine – overall impacting potential fitness gains. Stretching at a low intensity after a workout helps remove lactic acid from your muscles, reducing stiffness and soreness. But is stretching alone enough? Protein is absolutely

essential post-workout to help muscles recover and rebuild after exertion. NOW® Sports offers a full line of recovery supplements to make sure you get the most out of training programs.\*

#### NEW! EFFER-HYDRATE EFFERVESCENT TABLETS [INTRA-WORKOUT/POST-WORKOUT]

This line of effervescent, electrolyte tablets are made to help athletes and fitness enthusiasts of all levels rehydrate and recover.\* The convenient pocket size makes stashing a tube of these in a gym bag super easy for on-the-go replenishment and recovery.\*



#### NEW! EFFER-ENERGY EFFERVESCENT TABLETS [PRE-WORKOUT/INTRA-WORKOUT]

In addition to recovery, Effer-Energy effervescent electrolyte tablets are made to provide energy to athletes or anyone who wants to put some pep in their step.\*



ORANGE

STRAWBERRY

10 Tab Tube 2243

#### HMB (PRE-WORKOUT/POST-WORKOUT)

HMB is a clinically researched, naturally occurring metabolite of the branched-chain amino acid leucine. It helps maintain muscle strength and mass when combined with regular exercise and a healthy diet and may help to enhance recovery from intense exercise.\*



**ZMA<sup>®</sup> [PDST-WDRKDUT]** ZMA<sup>®</sup> is a combination of zinc, magnesium, and vitamin B-6. It is designed to maximize absorption and to promote recovery from exercise.\*

## VEG CAPS 90 Veg Caps 2200 180 Veg Caps 2201

#### HOW CAN I HELP MY BODY RECOVER?

- Eat plenty of protein and complex carbohydrates. If you don't give your body food high in protein and carbs it will begin to take it from your muscles.
- Muscles need anywhere from 24 to 48 hours to repair and rebuild.



# **NOW® SPORTS** QUALITY PRODUCTS YOU CAN TRUST



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