



Advisor's Preface

I have been involved in sports for more than 30 years, both as a competitive bodybuilder and judoka, as well as a nutritional consultant. Unfortunately, as I became informed and involved in the natural health industry a little over 20 years ago, I became conscious of the major deficiencies (pardon the pun) in sports nutrition. Information was often based on fad, not science, and, furthermore, it was very limited in scope, not holistic.

As the market and the need for sports nutrition supplements and information increase, retail stores will be expected to know significantly more than the majority of their customers. Education in view of acquiring more knowledge is and will remain the most effective way of guaranteeing credibility, results and sales. With this Certified Sports Nutrition Advisor course, retailers and wholesalers alike are given factual, sound and holistic information that will help them increase sales by helping their customers achieve their goals. Furthermore, the information will help the students themselves achieve peak performance in their favorite sport

Module Three

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Module Three, which I have had the privilege to review, focuses on the body's primary building blocks, the cornerstones of health. When we address the subject of sports nutrition, we often do it in a vacuum, generally concentrating on the obvious and most popular factors associated with performance and muscle growth. Optimal sports performance and muscle growth, whether for the endurance athlete or the bodybuilder, require optimal health. Optimal health can only be achieved through an optimal use of the body's primary building blocks.

One of the unique facets of this course is that it emphasizes the primary building blocks of health and deals with subjects that are generally not dealt with in other sports nutrition courses. Cory discusses traditional native diets, water, nutritional myths and the future of the human diet. However, he goes further than other sports nutrition courses have gone by discussing nutrients that are generally overlooked such as water and oxygen. Yes, by the widest definition of the term, water and oxygen are nutrients. We don't produce water or oxygen, and yet, we cannot live without them, we need to acquire them from an outside source.

The CSNA course reveals a long and deep reflection on subjects that are of primary importance for optimal health and peak performance. This is indeed a holistic sports nutrition course, and in this module, students will get a grasp of holistic concepts that would otherwise take decades to learn. These concepts, the primary building blocks, if applied, will help to significantly improve both performance and overall health.