

Module Four

CSNA EXPERT ADVISORY BOARD



Advisor's Preface

My initial interest in sports nutrition was as an athlete trying to enhance my own physique and athletic performance. I feel fortunate that something that began as a personal passion has been my career for over twenty years. In that time I've had the opportunity to speak with many health food retailers, their staff and the customers who shop in their stores. In those conversations, there's a question that comes up frequently "is there a book that you could recommend that tells me everything about supplements and sports nutrition?"

Well, that's a tougher question than it may seem because, although there's a lot of great information available, finding it all condensed into a single source had been all but impossible, until now.

Module Four deals specifically with the wide array of vitamins, minerals, EFAs, amino acids, enzymes, super foods, and specific sport supplements that are currently available to athletes and provides a tremendous overview of the whole sports nutrition category. It also points out that the enormous benefit of having a well-nourished body is not the exclusive

property of athletes. An example of this is that at one point in this module Cory touches on some of the supplements his children take. This is a wonderful reminder to health food retailers that the sport nutrition section of their store is an invaluable tool for anyone who is seeking ongoing vibrant health, and who wishes to feel stronger and more youthful, with greater vitality, energy and longevity. This in reality equates to everyone who walks through your door.

Perhaps the most obvious benefit of this course, for retailers, is the greater knowledge and understanding you and your staff will have of sports nutrition. This will assist you in helping customers make prudent choices, which will enhance their athletic performance and ultimately the quality of their lives.

From a business standpoint I'm sure you realize an informed consumer is your best customer. The additional benefit of this course is that it can become a personal blueprint for your own health and vitality, teaching you how to nourish and condition your body and help you in the ongoing pursuit of optimum health. Becoming a Certified Sports Nutrition Advisor will be challenging, but I'm sure you'll find the journey well worth taking. Good Luck.