



Advisor's Preface

The Nutritional Sciences have been a big part of my life for over two decades. As far back as fifteen years of age I peered into muscle, fitness and nutrition magazines to gather advantageous information that could be applied to enhance my performance in sport. This interest motivated my postsecondary studies at the University of British Columbia where I studied biochemistry and human nutrition.

My university research and studies were first tailored to serve my personal initiative - performance enhancement. I soon became my own test subject. The application of my research resulted in personal victory. After winning many local bodybuilding events I went for the gold in Los Angeles to win the 1992 IFBB North American Bodybuilding Championships. I can tell you from grueling personal experience that this athletic success is not possible without at least a fundamental knowledge of human biochemistry and nutrition.

I have experienced the Canadian Health Products Industry from various perspectives: an avid consumer, formally educated student, researcher, competitive athlete, product formulator and owner of a nutritional company. I

Module Two

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have had the privilege of working closely with several world-renowned researchers on various fronts. All of these experiences have contributed to a deeper understanding of not just the science, but also formulation and production protocols as well as Health Canada regulations, statistics and recommendations.

My research today has taken only a slight turn from my original initiative, mainly because prevention, therapy and athletic performance are related by common science. My research focus for the last seven years has been therapy and prevention and I have had the privilege of passing on this science to consumers and retailers Canada-wide through seminars, booklets, articles, consultations and newsletters.

Alternative health care has come a long way to finally be accepted in Western Society as a viable peer reviewed method of health care. Interestingly, much of the knowledge supporting athletic performance was, in many cases, first uncovered in clinical research designed to prove the potential of these incredible nutraceuticals for recovery from trauma, disease and surgery. Ironically, it has taken longer for our health care professionals to embrace this knowledge than it has for competitive athletes.

Since the inception of my sports nutrition company in 1991, I have seen our health products industry warm up to this category. Today it is a major driving force of the retail business. As active lifestyles play a large role in prevention, sports nutrition is a logical component of the defense plan. The demise of our medical health care system has created the opportunity for our nutraceutical therapies and preventive strategies to shine. This momentum has resulted in deeper and more abundant research to set a new pace and put a new face on health care. The representatives of the nutraceutical

industry will play a large role in the presentation of this new face and the education provided by this much needed CSNA education program will contribute to the pace.

Module Two educates in the realm of fundamental biology, biochemistry, sports nutrition and concurrently you will gain an understanding of the preventive and therapeutic nature of these incredible applications. As performance enhancement is launched from a platform of optimal cellular and metabolic health, biological efficiency and better overall health are consequential developments.

Congratulations to Cory Holly for recognizing and developing this vital requirement and congratulations to you, the student, for realizing the significance of this exciting subject. The CSNA course will change your personal life and create an incredible opportunity for you to grow with an ever-developing, exhilarating industry.

Module Two: Energy & Cellular Metabolism will bring you deeper into the cell and closer to metabolic pathways. This section will help instill a better understanding of cellular biochemistry, macronutrient metabolism (fat, protein and carbohydrate) and the delicate co-dependence and interactivity amongst these and the vital micronutrients, vitamins and minerals.

With a better understanding of how our cells utilize dietary nourishment to produce energy and maintain and build the body, you will be better able to determine your nutritional needs and the needs of others, and establish how these needs can be met. Additionally, you will be able to confidently assess nutritional supplements, articles and collateral material to make educated decisions about efficacious supplement programs. This expertise will serve you and consumers in all walks of life.