

SON Formula® is a patented, 100% natural, food supplement that provides a unique pattern of essential amino acids.

SON FORMULA® can provide healthier, easier, and more effective protein nutrition, in comparison with any other dietary protein or amino acid formula.

The use of SON FORMULA® in conjunction with a well-balanced diet and proper exercise helps to:

- **Maximize body-protein synthesis;**
- **Maximize strength, endurance and volume of muscles;**
- **Strengthen and firm body tissues (e.g. skin, muscle);**
- **Minimize body-fat tissue;**
- **Minimize the recovery period after physical activity.**

While releasing less than ½ calorie per day!

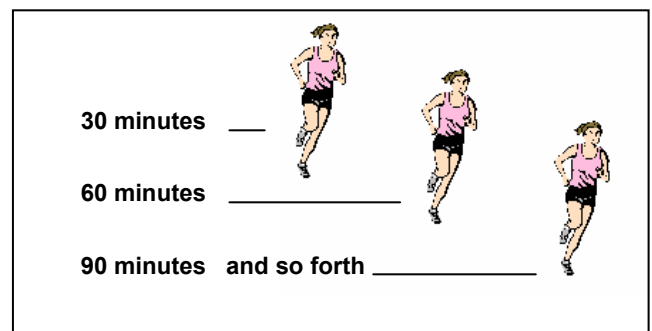
The use of SON FORMULA® can provide a healthier and more effective way to maximize muscle strength, endurance and volume, in comparison with any dietary protein, amino acid formula, or even with the misuse of steroids, due to the following facts:

- **SON FORMULA® provides the highest nutritional value (NNU) in comparison with any other dietary proteins or amino acid formulas.** SON Formula® provides an unprecedented 99% NNU, which means that 99% of its constituent amino acids act as precursors or “building blocks” in the body’s protein synthesis. In comparison, dietary proteins provide an NNU between 16% (casein) and 48% (hen egg).
- **SON FORMULA® releases the lowest amount of metabolic waste in comparison with any other dietary protein or amino acid formula.** SON FORMULA® releases only 1% nitrogen catabolites (metabolic waste)! In comparison, dietary proteins release between 52% and 84% nitrogen catabolites.
- **SON FORMULA® provides the lowest amount of calories in comparison with any other dietary protein or amino acid formula.** Ten (10) tablets of SON FORMULA® releases only about half a calorie of energy.

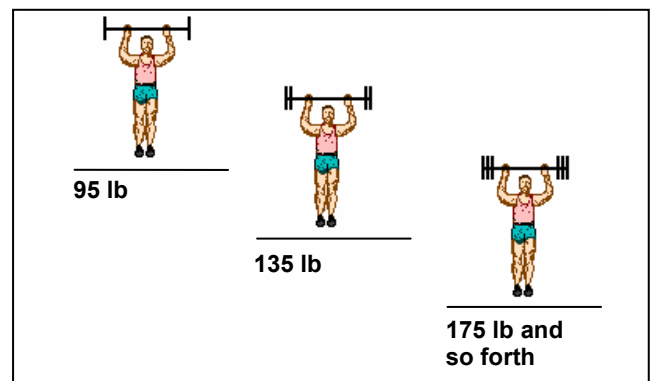
- **SON FORMULA® is digested in less than 23 minutes.** This is far less time than the 3 to 5 hours necessary to digest common dietary proteins.
- **SON FORMULA® is not a medicine, it is a dietary supplement.** SON Formula® can be safely used by everyone to meet their daily protein requirement, regardless of age, gender or health status.
- **SON FORMULA® contains no fat, sodium, sugar, yeast, gluten, soy, corn, wheat, milk products or preservatives.**

Tips for beginners:

1. **SON FORMULA® suggested use:** Take 5 to 10 tablets of SON FORMULA® 30 minutes before performing physical activity.
2. **To increase muscle endurance,** progressively increase the duration of exercise until you reach your goal. (Caution: Before starting any physical activity, consult your physician). To illustrate:



3. **To increase muscle strength:** progressively increase the physical work load until you reach your goal. To illustrate:



Tips for intermediate or advanced athletes:

1. Take 5 to 10 tablets of SON FORMULA® 30 minutes before working out.
2. In addition, eat the correct amount of dietary protein to meet your Protein Daily Requirement (PDR) (see Table I). Also take your daily requirement of vitamins, minerals, trace elements, and essential fatty acids.
3. Follow either the A or B technique described below. **Caution:** These techniques are intended for intermediate or advanced athletes.
4. To avoid serious injury, observe the following precautions:
 - Read all warnings and obtain proper instruction on the use of workout equipment prior to using it.
 - Use appropriate positioning, speed and controlled movements.
5. After physical activity, allow at least 48 hours for the exercised muscles to recover.
6. Get adequate rest (sleep at least 9 hours per day).
7. For best results, try to increase your maximum weight resistance for each specific muscle group every week.
8. Follow a program based on the chosen technique until you reach the desired muscle strength and volume.

A. The Decreasing-Resistance Technique.

This technique can be implemented alone or in combination with the Movement-Segmentation Technique (B). The purpose of this technique is to vary the degree of weight resistance for a specific muscle group, beginning with the Maximum Resistance* and progressively decreasing to the minimum resistance. This technique can be used for any muscle-group exercise. **Maximum Resistance (MR) is the maximum weight that can be actively moved as a result of a muscle contraction (pull) or extension (push).* Proceed as follows:

1. Warm up the muscle group you are going to work out for about 15 minutes; use only 25% of that specific muscle group's Maximum Resistance (e.g. weight).
2. Start working out by using the muscle group's Maximum Resistance, with a smooth, slow and controlled movement. Then return to the starting position. If you indeed use the Maximum Resistance, you should be able to perform no more than two repetitions.
3. After resting 2 minutes at most, decrease the resistance by 10% and perform as many repetitions as possible.
4. Repeat number 3 for as long as the exercise requires muscle effort.

B. The Decreasing-Resistance Technique combined with the Movement Segmentation Technique:

The purpose of this technique is to use a varying degree of weight resistance throughout each segment of the muscle group's full range of motion (length of movement). This technique can be used for any muscle-group exercise.

1. Warm up the muscle group you are going to work out for about 15 minutes, use only 25% of the specific muscle group's Maximum Resistance.
2. Start working out with the Maximum Resistance with a smooth, slow and controlled movement of the first 2-3 inches of the muscle's full range of motion. Then return to the starting position. If you use the Maximum Resistance, you should be able to perform no more than two repetitions.
3. After resting 2 minutes at most, decrease the resistance by 10% and at the same time, increase the segment (length) of the movement by 2-3 inches, and perform as many repetitions as possible.
4. Repeat number 3 until you reach the full length of the movement. Continue with number 5.
5. After resting 2 minutes at most, decrease the resistance by 10% and perform as many repetitions as possible.
6. Repeat number 5 for as long as the exercise requires muscle effort.

Table I. Protein Daily Requirements (PDR) (Grams)		
Height	Male	Female
5'	45	40
5' 1"	47	42
5' 2"	50	44
5' 3"	52	46
5' 4"	54	48
5' 5"	56	50
5' 6"	59	52
5' 7"	61	54
5' 8"	63	56
5' 9"	65	58
5' 10"	68	60
5' 11"	70	62
6'	72	64
6' 1"	74	66
6' 2"	77	68
6' 3"	79	70
6' 4"	81	72
6' 5"	83	74
6' 6"	86	76

1 gram (1 tablet) of SON Formula® is equivalent to 2.5 g of high biological value protein.

SON FORMULA® Recommendations

Suggested use: Take 5 to 10 tablets of SON FORMULA® 30-45 minutes prior to activity to enhance the results of any exercise regime.