

12 WEEKS OF PROFESSIONAL TRAINING SUPPORT CAN BE YOURS

# RISE TO THE CHALLENGE

Even top athletes need a little help. So make like a pro and let Lucozade Sport ensure 2010 is the year you achieve your sporting and fitness goals, thanks to their nutritional know-how and professional training support

From the haze of New Year celebrations come resolutions to train harder and get in shape, whether for specific sporting achievements or personal fitness reasons. And while such aims may appear far off as you approach your first training session, you don't have to do it on your own. Once again, Lucozade Sport has teamed up with *Men's Health* to offer six readers the chance to pursue their fitness and sporting goals with the same level of coaching and nutritional support as top-flight sportsmen. If you're selected for the challenge you'll be following the same training plans and nutritional strategies as three of Lucozade Sport's top athletes: Liverpool FC and England legend Steven Gerrard, Stade Français and England giant James Haskell and GB sprinting powerhouse Harry Aikines-Aryeetey.

This year, the challenge has evolved to include specific sports – football, rugby as well as weights/cardio training – and will show how the right nutrition combined with intelligent training reaps great rewards. With the added bonus of a training session with James Haskell and Harry AA as well as Steven Gerrard's top training tips, this year's Lucozade Sport challenge really is a once-in-a-lifetime opportunity, so sign up today and make sure 2010 is the year you smash your sporting goals.

Sign up now at [menshealth.co.uk/2010challenge](http://menshealth.co.uk/2010challenge)

2009 Challenger Andy Lloyd smashed his goals. Will this be you in 2010?



Before



After

One of last year's success stories: Andy transformed his body in three months

Test Results



After: 10 CHIN-UPS

(Before: 5 Chin-ups)



## FEED YOUR FITNESS

Whatever your reason for training – increased strength, sporting performance, weight loss – the job's only half done without a nutritional plan. Put simply, you won't get the results you're looking for if you don't pay careful attention to what you put in your body. You need carbohydrate to fuel your labours, protein to help repair your muscles and a small amount of fat for energy and to get vitamins to where your body needs them. And don't forget hydration. Not drinking enough can seriously limit your ability to train effectively, whether your training is track or gym-based. Get your nutrition right and you can expect improved performance, whatever your discipline.

### Three Nutritional Essentials

**STRENGTH** As soon as you finish training your muscles are crying out for protein. Lucozade Sport Pro Muscle products provide 20g of good quality whey protein – 20g being the optimum dose to stimulate muscle recovery – as well as all the essential amino acids needed for the growth, development and maintenance of muscles. Along with your training, protein consumption will aid muscle growth and make sure you're ready for your next training session. There's no quicker way to get it into your body than Lucozade Sport Pro Muscle supplements.



STRENGTH

**FUEL** Loss of fluids and lack of carbohydrate are the two main factors that'll stop you getting the most out of your training. Lucozade Sport Body Fuel provides fluid, carbohydrate and electrolytes and optimises fluid delivery into the body, which means it'll keep you more effectively hydrated than water. Plus your muscles will get the carbs they need to keep them working. Taking on carbs while exercising will help you perform at a higher intensity for longer, making Lucozade Sport Body Fuel as essential to your gym bag as your trainers.



FUEL

**RECOVERY** Ensuring you're ready for your next training session is a top priority for sportsmen. Lucozade Sport Recovery products contain carbohydrate, to help replenish your muscles' energy stores, and protein, to aid recovery. When taken together they enhance subsequent performance, endurance capacity and delay fatigue. Containing whey protein they also include all the essential amino acids required by your body to recover and support muscle growth. Lucozade Sport Recovery products jumpstart muscle recovery and make sure you're raring to go.



RECOVERY

## 2010 Lucozade Sport Challenge for the readers of *Men's Health*

Sign up by 22 January at [menshealth.co.uk/2010challenge](http://menshealth.co.uk/2010challenge)

**Perform like a professional** Fancy upgrading your performance? Then sign up for the 2010 Lucozade Sport challenge and you could be chosen to receive 12 weeks of pro training support from top sports trainers and nutritionists. This year the challenge has evolved to incorporate more aspects of your training on and off the field. We're looking for six readers from three disciplines – two each with football, rugby and weights/cardio backgrounds – who want to improve their performance. The six lucky readers will be invited to a training session on 30/31 January, where they'll be assessed by the Lucozade Sport sports scientists and have a sport-specific programme developed for them. They'll also be supplied with the best combination of Lucozade Sport products to support them, adidas training kit and advice from the Lucozade Sport and *MH* experts. There'll be a further training session, 13 March, and the end-of-challenge assessment is on 1 May. Sign up today at [menshealth.co.uk/2010challenge](http://menshealth.co.uk/2010challenge) and be part of the challenge. Plus, there's a brilliant training session with James, Harry and top-flight football coaches to look forward to. So, what's stopping you?

### Be inspired by the Lucozade Sport athletes



#### 1 Football Challenge with Steven Gerrard

"There's no substitute for proper sports nutrition. Being part of this challenge will have you performing like a pro. If, like me, you take your football seriously, you'll want to perform at your very best. So sign up to my Football Challenge and, with the support of Lucozade Sport experts and my top tips, make 2010 the year you achieve your footballing ambitions. Start the season strong, finish even stronger."



#### 3 Weights/Cardio Challenge with Harry Aikines-Aryeetey

"Signing up today could be the beginning of you achieving your lifelong sporting and fitness goals. No matter what your discipline, there's one common element: power. If your training is gym-based, you run or cycle, you need to have access to explosive strength. If you win a place in my Weights/Cardio Challenge you'll be training to get into the shape of your life and will prove how well you're doing in the training day during the Challenge."



#### 2 Rugby Challenge with James Haskell

"This is a great opportunity to enjoy the benefits of training at the highest level. With rugby especially, there's no half measures, regardless of what level you play at. My Rugby Challenge will have you training at the same levels of intensity I need to maintain form throughout the season. I'm looking forward to meeting you at a training session in the spring and together we'll work on evolving your game."



### Sign up today and be part of the Challenge

The closing date for this year's Challenge is Friday 22 January 2010. Simply go to [menshealth.co.uk/2010challenge](http://menshealth.co.uk/2010challenge) and tell us, in no more than 250 words, why you want to perform like a pro.

**EXCLUSIVE OFFER** Get challenge-ready with a £10 discount\*

Use code MCHAL2 at [lucozadeshop.com](http://lucozadeshop.com) \*When you spend £40 or more

