

# PURE

SPORTS NUTRITION



**Product Weight:**  
200g  
**Recommended Retail:**  
\$35  
**Product Code:**  
200BP

## PURE HIGH NITRATE BEET POWDER

**Pure is passionate about good sports nutrition.**

Pure Beet Powder contains high amounts of nitrates which scientific studies\* have shown to improve power and endurance in athletes. If you're looking for a natural supplement to assist in your sport or exercise then Pure Beet Powder will help give you an edge against the competition.

Pure Beet Powder is full of natural nitrate. The nitrate in beet juice has two physiological effects;

1. It widens blood vessels, reducing blood pressure and allowing more blood flow.
2. It affects muscle tissue, reducing the amount of oxygen needed by muscles during activity.

The combined effects have a significant impact on performing physical tasks, whether it involves low-intensity or high-intensity effort.

Simply mix the Pure Beet Powder with up to 250ml plain water and consume for 2 – 5 days prior to your planned event.

### KEY BENEFITS

- Made from 100% powdered beetroot.
- Excellent taste compared to juice concentrates.
- Helps to increase endurance, speed, power & overall strength when used prior to an event.
- Assists to Improve overall performance.

*\* A 2011 study found that men who pre-race consumed 500ml of beetroot juice (40g Pure Beet Powder equivalent) improved simulated 4 km and 16.1 km cycling time-trial performance by 2.8 per cent (11 seconds) and 2.7 per cent (45 seconds), respectively, as compared to when they completed the rides after drinking a placebo.*