

## **SONJA PFEILSCHIFTER CROWNS HER SUCCESS WITH WORLD RECORD !!!!**

Sonja Pfeilschifter was for another time the superior shooter in Mailand.

She wins 4 World Cups in series. There has never been anything like this in the shooting sport!

The **Olympic medalist Torben Grimmel from Denmark** won the Gold medal in Mailand and so did **GUNDEGMAA OTRYAD, the Mongolian pistol shooter**, she also **won the Gold medal!**

**They attribute a part of her success to our Sport drink Headstart focus plus, which is a concentration-boosting and in the same time relieving stress Sport drink.**

What makes **Headstart focus plus** so special and why does **Sonja Pfeilschifter, Gundegmaa Otryad and Torben Grimmel swear on Headstart focus plus?**

**In field tests, a performance improvement up to 12 % was proven!** The test persons felt more relaxed, more attentive and more determined to the tasks. Furthermore they could keep up their improved concentration over a longer period of time. Because after drinking **Headstart focus plus** the level of blood sugar is constant on a high niveau.

This is an abridged version of the report

***“The effects of the performers-boosting soft drink “headstart focus plus” on physical and psychological performance”***

of the Sportklinikum Hellersen, Dept Sports medicine. Please find the whole report on the homepage [www.headstart.at](http://www.headstart.at) .

A great many experiments have demonstrated that **regular carbohydrate (CH) uptake ensures sustained performance** (e.g. strength, stamina and speed) when the body is under pressure through sport for an extended period of time, and **also increases the amount of time for which the body can be kept under this pressure** (10). Increasingly, however, the **influence of this nutrient on people’s “mental performance”** has been under the scientific spotlight. The brain is very sensitive to changes in diet; it is reliant upon a continuous supply of nutrients from the blood.

99% of **the brain’s energy requirement is supplied by blood glucose** (13). Although the brain makes up just 2% of body weight, it can use between 20 and 30% of the organism’s entire energy supply, but saves only a tiny amount of glucose or energy itself (8).

Certain “sweet” foodstuffs like honey, cakes, sweets and also certain drinks with high levels of refined sugar already contain **high doses of glucose**, which is **quickly absorbed**, leading to a **sudden increase in blood sugar levels**.

This process causes in **the following to this short-term “glucose high”** to a reduced availability of glucose, which affects the brain as well (this is known as **hypoglycaemia**, or a lack of sugar), with symptoms such as **feelings of dizziness, reduced alertness and/or nervousness and a lack of concentration** (9).

At the same time, it is important to note, when administering carbohydrates, that there is probably a **U-shaped relationship between the glucose level and cognitive and psychomotor performance**; in other words, the principle is not **“a lot helps a lot“** (too high or too low glucose levels will have the effect of reducing performance (12)), **but “the optimum composition makes it!“**. **“headstart focus plus” has this composition.**

**CH uptake** should occur **continuously in small quantities** of around 100-120ml “headstart focus plus” every 15-20 minutes. In tasks involving **high levels of mental concentration lasting one “headstart focus plus” (500ml) per 1,5 hours would be the optimum amount for “brain performance”**. The composition of the mixed fruit drink, which has been fortified with (“long-chain”) polysaccharides and additional vitamins and minerals, **speeds up and promotes a continuous uptake of CH into the blood and ensures optimum supply of these nutrients to the brain** (and the muscles).

In one of the **current studies with** highly-qualified performance athletes (**squad members**), the effectiveness of the “headstart focus plus”-drink was **demonstrated in spectacular fashion** (6). Those **athletes using the “headstart focus plus”-drink put in measurably (up to 12%) better performances in the “high-stress” competitions, which lasted around three hours and required high levels of concentration.**

The **amounts of adrenaline (A) and particularly noradrenaline (NA) measured, were higher in the “headstart focus plus” group** than in the placebo group. The inter-relationship of the catecholamines (A:NA), which is all-important in **determining sympathetic nervous system activity, was around 30% higher** in the athletes using “headstart focus plus” and thus considerably more beneficial, meaning **that “stress” was lower** in this group.

The **resulting superior performances** were generated by making a direct comparison between all those taking part in the study, **particularly in the last third of the competition, which showed that with “headstart focus plus”, the “highest” (brain) performance capacity could also be maintained for a longer period of time!**

**For more informations please visit our homepage [www.headstart.at](http://www.headstart.at)!**

Kind regards,  
**RIKA Sport GmbH & CoKG**  
Official Supplier of the ISSF and DSB

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