

# FUELING WITH GENERATION UCAN :: THE SMART NUTRITION CHOICE FOR TODAY'S FEMALE HOCKEY PLAYER

There is increasing awareness in hockey of the role nutrition plays in performance, endurance, and strength. Energizing the body while burning fat stores and becoming leaner, faster and stronger is the ideal state that the explosive female hockey player seeks.

**AS A PLAYER ::** With a game 2-3 hours long, you want to be able to cultivate energy and fuel the body to maximize strength, quickness, and explosiveness and stay at peak performance for all 3 periods. As a female athlete being lean and building lean muscle mass is also very important to you. In Generation UCAN you have a dual-fuel product that maintains constant sugar levels without a spike and crash, enabling you to “run” off the fat stores of your body, keeping you at peak performance while burning fat.

**AS A COACH ::** You know how important it is for the female hockey player to be lean and energetic. Current sugar based nutrition products spike sugar levels and contribute to the buildup of body fat instead of lean muscle. You need an energy system that works alongside your training. Generation UCAN is a sports nutrition innovation that delivers energy while enhancing fat burn, helping female player’s sustain energy and maximize the use of body fat.

## TYPICAL Game Day NUTRITION Regimen



**PRE-GAME ::** There is a strong need and growing interest among hockey coaches and trainers to find the right nutrition before the game begins, delaying the onset of fatigue and giving the athlete fuel for the game, and without causing the digestive distress that often comes with food eaten within an hour of game time. Some players look to use hydration or “energy” drinks in that hour before the game starts. The problem is that the carbohydrate sources in these drinks – most commonly dextrose, maltodextrin, or both - cause a rapid rise in blood glucose levels followed by a precipitous crash, which is precisely the least desirable carbohydrate profile for a hockey player prior to a game (or a workout).

**POST-GAME ::** There is an additional post-game opportunity to provide an excellent source of carbohydrate to enhance recovery by supporting maintenance of blood glucose and glycogen synthesis while still encouraging fat burning. It is important to avoid the spike and crash and elevated insulin levels caused by existing sugar and maltodextrin-based sports drinks that can have a negative impact on body composition.

UCAN PREPARE. UCAN ENERGIZE. UCAN WIN.

# GENERATION UCAN :: THE "SUPER" PLAYER LEADING THE WAY

"I have seen a big difference in the girl's performance since the team started using the Generation UCAN products. Their energy during the game is excellent. Following a game, after using the product, their recovery starts immediately. At times we have played up to five games in a weekend and I don't see a difference in their energy levels from the first game to the fifth. Thank you UCAN for giving us an edge!"

~ MIKKO MAKELA, FORMER NHL PLAYER;  
DIRECTOR OF HOCKEY/HEAD COACH OF WARNER HOCKEY SCHOOL

"My body fat is lower than ever. I am both lean & strong. SuperStarch has helped me to be in the best shape of my life. I think SuperStarch is the ultimate answer for a female athlete that wants to be faster and stronger."

~ KIM INSALACO, 2006 U.S. OLYMPIC HOCKEY TEAM; 3 YEARS NCAA DIVISION I ASS. COACH

"SuperStarch represents a major innovation in the sports drink industry that aids in the breakdown and use of fat while simultaneously providing a more ideal release glucose profile."

~ DR. CATHY YECKEL, ASSOCIATE PROFESSOR, YALE UNIVERSITY

**DUAL-FUEL POWER ::** The UCAN Company has evolved SuperStarch, a unique carbohydrate that has no spike and crash, which is exactly the carbohydrate profile that is ideal for a hockey player before beginning a game, and for recovery after a game. SuperStarch is completely natural, derived from corn starch with no added chemicals. Unlike quick fix sugar drinks that provide quick energy and have to be used repeatedly, Generation UCAN products extend glucose maintenance in the body with minimal impact on insulin levels, increasing the muscle's ability to burn fat for fuel. Quick fix sugar drinks block access to body fat, the body's largest energy reserve. Generation UCAN provides a better fuel balance between fat and carbohydrate. We call this dual-fuel power. Generation UCAN is the most efficient way to spare muscle glycogen, maintain blood glucose, prevent fatigue and stay healthy.

**MOST  
SPORTS  
DRINKS  
ARE  
SUGAR-  
BASED**

#### PROBLEMS WITH TODAY'S SPORTS DRINKS:

- :: High Osmotic Stress
- :: Spike Blood Glucose and Insulin
- :: Result in Rebound Hypoglycemia
- :: Potently block fat breakdown and fat burning
- :: Long term health implications

#### THE GENERATION UCAN DIFFERENCE:

- :: No Gastric Distress
- :: Avoid Spike and Crash
- :: Slow Time-release Glucose Profile
- :: Mobilizes Fat for Fuel
- :: Clean, Healthy Energy

#### GENERATION UCAN FLAVORS

- :: VANILLA
- :: POMEGRANATE-BLUEBERRY
- :: CHOCOLATE (COMING SOON)
- :: LEMONADE (COMING SOON)

#### GENERATION UCAN SIZES

- :: 2 LB CONTAINERS
- :: SINGLE SERVE PACKETS

#### GENERATION UCAN ORDERING

- :: 203.397.UCAN(8226)
- :: 1.866.338.1308
- :: WWW.GENERATIONUCAN.COM
- :: EMAIL US - INFO@GENERATIONUCAN.COM

#### GENERATION UCAN LEARN MORE

- :: WEBINARS
- :: SAMPLES
- :: WHITE PAPERS

#### GENERATION UCAN PRICES

- :: SPORTS DRINK - \$2.00 PER SINGLE SERVE
- :: PROTEIN ENHANCED DRINK - \$2.50 PER SINGLE SERVE
- :: PRO, COLLEGIATE, HIGH SCHOOLS - TEAM PRICING AVAILABLE



GENERATION  
UCAN

WWW.GENERATIONUCAN.COM

**“Our players that used SuperStarch noticed an increase in energy levels throughout the game. They also used it to replenish energy stores after games, which consequently gave them a boost going into our second game of the weekend.”**

**~ DOUG DERRAUGH, CORNELL UNIVERSITY WOMEN – NCAA DIVISION I**

**“I started using the Generation UCAN drinks before and after every game this season. They give me a lot of energy, and by using them I am capable of playing a full sixty minute game at the top of my level.”**

**~ SARAH DAVIS, U-18 CANADIAN NATIONAL TEAM MEMBER;  
TEAM CAPTAIN, WARNER HOCKEY SCHOOL**

**“I started using the Generation UCAN products before and after hockey games this season. I feel they have really helped me. I have lots of energy and recover quickly for the next game. I feel ready for every game.”**

**~ BAYLEE GILLANDERS, U-18 CANADIAN NATIONAL TEAM MEMBER**

**“As an elite athlete from 2004-2006, while training for the XX Olympic Winter Games in Torino, I was searching for an edge - a way to legally take my training to the next level. Unfortunately, Generation UCAN did not exist at this time. I assure you I tried every other performance enhancing powder out there at that time, and did not find a product that worked quite like Generation UCAN. My body fat is lower than it has ever been. I am both lean & strong. Generation UCAN has helped me to be in the best shape of my life, including during the 2006 Olympics.**

**I believe in this product because I've used it now for close to six months & I feel the results. Not only can I train harder, recover quicker, and I am less irritable on tough training days, but it has also helped me to loose a significant amount of body fat. I think Super Starch is the ultimate answer for an elite female athlete that is trying to be faster and stronger.”**

**~ KIM INSALACO, 2006 U.S. OLYMPIC HOCKEY TEAM MEMBER;  
3 YEARS NCAA DIVISION I ASSISTANT COACH**

**Generation UCAN Sports Drink - \$2.00 per serving  
Generation UCAN Protein Enhanced Drink - \$2.50 per serving  
PRO, Collegiate, High Schools : Special team pricing available**

**To buy product or for more information:: Call 203-397-UCAN(8226) or shop  
online at [www.generationucan.com](http://www.generationucan.com)**