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Global Sports Nutrition Leader Xendurance Announces Clinical Study Results Demonstrating a Significant Reduction in Lactic Acid, Oxidative Stress and Muscle Trauma with Use of Extreme Endurance

Newly Released Clinical Study on Extreme Endurance Shows a Substantial Improvement in Biomarkers Used to Assess an Athlete's Performance

NOVEMBER 2, 2016, CAREFREE, ARIZONA – Xendurance (<https://www.xendurance.com/>), a leading global sports nutrition company on the forefront of using science to aid the success of athletes in every sport, is announcing today the results from a recently completed clinical study on **Extreme Endurance** (a revolutionary athletic performance product that reduces muscle soreness and trauma) resulting in a **26% reduction in lactic acid, a 39% reduction post exercise oxidative stress, and a six times reduction of Creatine Kinase levels** in just 10 days.

Conducted at the University of Louisiana at Lafayette by Dr. David Bellar, Director of the School of Kinesiology, *The Effects of 10 Days of Extreme Endurance on Performance, Buffering Capacity During Exercise and Post Exercise Muscle Damage, Oxidative Stress and Inflammation* was a double-blind, placebo controlled, crossover study with 16 active males that assessed the total effects of Extreme Endurance during exercise.



“This is the second double-blind clinical study that once again proves without question that Extreme Endurance is the most important discovery in sports nutrition since creatine,” said **Xendurance President, Robyn Kellin**.

This second study follows the published clinical study conducted in Germany in 2010, which showed the average lactic acid reduction was 15% in 22 elite athletes with an increase in aerobic threshold by double digits in a short, ten-day period. The scientific data and quantitative results from both studies were conducted by third parties and concludes that Extreme Endurance helps increase performance, combats and reduces muscle damage associated with exercise, and speeds up recovery for any athlete whether a World Champion or weekend warrior.

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“Anyone not using Extreme Endurance could definitely be at a disadvantage,” commented **Dr. David Bellar, Director of the School of Kinesiology** at the University of Louisiana at Lafayette. “The evidence is scientifically sound.”

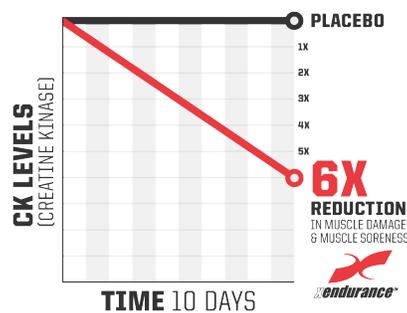
Extreme Endurance was the first U.S. sports nutrition product to be certified and tested for banned substances by Informed Choice and Informed Sport, the world-class sports anti-doping lab, LGC. Additionally, Extreme Endurance has also been proven to substantially reduce Creatine Kinase levels and muscle damage which in turn helps to speed recovery.

“I have been using Extreme Endurance every day for over three years and I love the way it helps with my recovery, muscle fatigue and soreness,” added **Josh Bridges**, retired **Navy Seal** and **2011 Crossfit Games 2nd Place Finisher**. “I am able to train at a much higher intensity and for a longer period of time.”

Xendurance is a sports nutrition company founded in the U.S. in 2006 when the formula Extreme Endurance was under development. The parent company, Lifespan International US, located in Carefree, Arizona, set out to develop an all-natural, drug-free, product which would improve an athlete's performance by improving both aerobic and lactic acid threshold. Lifespan International recognizes that diet and training is essential to every athlete and active person, and with proven science, sports nutrition can dramatically add to the complete package for optimum performance, no matter the sport.

With that in mind, Lifespan International continuously expands the Xendurance product line with products that compliment any training regimen providing proteins, pre and post workout formulas, electrolyte drinks, power-packed multi-vitamins, omega and joint formulas. Xendurance continues to be on the forefront of using this science and success in providing sports nutrition to athletes in every sport and on every level.

For more information on Xendurance, visit www.xendurance.com.



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