

CasePerformance

July Newsletter Part II



CasePerformance

“For Sport, For Life”

www.caseperformance.com

Here is the news that we'll cover in Part II of this month's newsletter....

I. Welcome	2
II. Donations.....	3
III. Article News at CasePerformance.....	4
V. Articles on Partner Websites....	6
VI. SuppVersity Corner.....	7
VIII. CP Performance Tip: Sponsored Studies – Are they evil?	11

CasePerformance

“For Sport, For Life”

www.caseperformance.com

Hello,

Glad to see that you're tuning into Part II of this month's newsletter! I hope you enjoyed [Part I](#) of our newsletter which featured an interview with powerlifter turned figure competitor, Christina Anderson, who shared with us her story on making the transition as well as her background in sports massage therapy. In addition, SW shared with us some great tips on how NOT to alienate everyone in his piece, *Scathing Observations of a Gym "Goer"*.

In Part II of our July newsletter, we take a quick peek at the news of note here at CasePerformance. Our newsletter closes with our CasePerformance Community tip, "Sponsored Research Studies... Are They Evil?"

Respectfully,

Sean Casey

CasePerformance

“For Sport, For Life”

www.caseperformance.com

II. Donations for CasePerformance Are Welcomed

As you've probably noticed while surfing around the CasePerformance website, we do not litter our pages with advertisements or have "Members Only" sections that require a paid subscription.

Why do we do this?

My goal is to reach as many individuals as possible. If an individual truly wishes to improve their health and performance, I want them to succeed. This holds true regardless if they are a multi-millionaire or those pinching pennies.

A Potential Downside & What You Can Do To Help

The cost of running a website in conjunction with paying for full access to the various sport science and nutrition research journals I use is extremely expensive. Also, all of the authors at CasePerformance put considerable time into writing the articles for this site. If you enjoy the free information provided on this site, we humbly ask you to show your support by making a small donation. Thanks for your support!

[CLICK HERE](#) to make a donation. Please know that **ANY AMOUNT** is greatly appreciated!

CasePerformance

“For Sport, For Life”

www.caseperformance.com

III. Article News at CasePerformance

Three new articles have been added to the CasePerformance library since the last newsletter was sent out:

- 1) [2013 ISSN Conference Part II: Research Presentations](#) by Sean Casey

In Part II of our review of the 2013 ISSN Conference, we discuss those presentations that fell on the "research" side of the equation. Specific ones include those presented by Dr. Jacob Wilson, PhD, CSCS (HMB, Oral ATP, Phosphatidic Acid), Chris Lockwood, PhD & Mike Roberts, PhD (Comparison of WPH vs. Other Whey Protein Forms: What the Science Tells Us), Hector Lopez, MD (Omega 3 Fish Oil: A Keystone Nutritional Prescription for Athletes) and the keynote address speaker, Frank W. Booth, PhD (Basic Science Research in Exercise Science and Sports Nutrition: Where We've Been, Where We Are and Where We're Headed). Additionally I highlight a poster presentation by Dr. Jason Beam, PhD, CSCS entitled, "The effect of post-exercise caffeine and chlorogenic acid supplementation on blood glucose disposal and insulin sensitivity."

- 2) [Can you trust the Better Business Bureau?](#) by Puccio

According to their website, the BBB is an authority on trust that sets and maintains high standards for an ethical marketplace. However, I discovered some surprising discrepancies recently while viewing some BBB business reports.

- 3) [2013 ISSN Conference Part I: Practical Application Presentations](#) by Sean Casey

In Part I of our review, we discuss those that fell on the "applied" side of the equation. Specific ones include that presented by Brandon Marcello, PhD (Nutrition Strategies for Stanford Athletics), Alicia Kendig, MS, RD & Jennifer Gibson, MSc, RD (Logistical Issues & Nutrition Strategies for Summer & Olympic Sport Athletes), Paul Cribb, PhD (Nutrient Timing), David Sandler, MS (Research vs. Training Application), Carla Sanchez, IFBB Pro (Creating a Competitive Physique) and Shawn Phillips (The Anatomy of A Successful Supplement). Additionally I share with you my thoughts on "The Art of a Successful Disagreement" and a few tidbits on the expo portion of the event.

CasePerformance

“For Sport, For Life”

www.caseperformance.com

One newly updated article has been reposted at CasePerformance:

- 1) [Using Your Levers to Reach Maximum Deadlifting Potential](#) by Phil Stevens

If one is looking to throw on some thick, dense muscle and increase total body strength levels, it's hard to beat the deadlift. Learn how your body structure influences your set-up for this lift.

NEW UPDATE:

This article has been "reloaded" with new video from Phil's recent seminar in Alberta Canada. In it he explains and demonstrates how to set up for a deadlift based off your body structure.

Top Read Article in June at CasePerformance...



[2013 ISSN Conference Part II: Research Presentations](#) by Sean Casey

Following the posting of this article on my Facebook page, Cary Nosler and I discussed the newer supplements studied by Dr. Jacob Wilson's lab - Phosphatidic Acid (PA), Oral ATP and HMB Free Acid (HMB-FA). Mr. Nosler mentioned that it would be interesting to see what the costs of stacking these products will be once they are brought to the retail market. In discussing this, he had a great line which he gave me permission to share on Facebook....

"....you are really going to be spending a bundle. But I know for some people the allure of size and strength is something they will gladly endure dollar wise."

Hearing this statement made me think about how ironic it is that the best non-hormonal muscle building supplement on the market, good 'ol creatine monohydrate, also happens to be one of the cheapest supplements too! Last time I checked it out, 600g (120 servings) of CreaPure creatine monohydrate, which to my knowledge is one of the purest sources of CM on the market, can be purchased for only \$14.55.

CasePerformance

“For Sport, For Life”

www.caseperformance.com

V. Articles & Interviews on Partner Websites

During the past month, I have contributed articles or interviews to the following websites:

[Nucleo: Nutrition Research & Exercise Physiology Blog](#)

* This is a great site for those looking for "quick hit" articles. During the past month I contributed the following "quick hit" article to this website:

[Analysis of the Isagenix and Advocare Challenges](#)

* Isagenix and Advocare have been picking up steam during the past five years. In large part, their surge in popularity can be partially attributed to their “challenge” packages (24-Day Challenge™ – Advocare; 30 Day System™ – Isagenix). Are these worth buying into? Check this article out to find my thoughts on the subject.

[Iron Radio](#)

Iron Radio is hosted by CasePerformance contributors Phil Stevens, Rob "Fortress" Fortney as well as Dr. Lonnie Lowery. This past month they interviewed me...

[Iron Radio Episode 217 – Guest Interview with Sean Casey](#)

* Lonnie and Phil share controversial news before talking to dietitian and strength coach Sean Casey. From free speech to whole grains to creatine foolishness, plenty gets attention. Then, Sean shares personal experience and a brief literature review on prolotherapy. What is it? Is it a legitimate alternative to surgery? Which athletes and even specific joints or tissues might benefit most? And being fair, what about real-deal effectiveness, side effects and cost? The guys take a critical eye; this is not a sales pitch. Tune in for the usual straight talk!

CasePerformance

“For Sport, For Life”

www.caseperformance.com

VI. SuppVersity Corner Report!



One of the things we do on the CasePerformance [FACEBOOK](#) page is highlight one of the posts in our SuppVersity Post of the Week, a website ran by my friend [Adel Moussa](#). This past month, the following ones made the cut

Week of July 1st

[Protein Timing Reloaded: A Reminder on the Importance of Repeated 20g Pulses for Optimal Protein Synthesis](#)

CP Quick Thoughts

When I first got into sports nutrition, the big thing was "nutrient timing", more specifically how to time your carbohydrates and protein during the magical 2 hour window post workout. Within the past 3-5 years, talk of this magic time period has died down. What's still being debated though is how to best time protein throughout the entire day. This article takes look at the most recent discussions on the topic.

CasePerformance

“For Sport, For Life”

www.caseperformance.com

Week of July 7th

[The Glucose Repartitioning Effects of Exercise: Moderate Beats High Volume Training When It Comes to Shuttling Glucose Away From Fat and Right into the Muscle](#)

CP Quick Thoughts

One of my favorite things about exercise is that it makes the body so much more efficient at handling carbohydrates.

Week of July 14th

[More Than 3x Higher EPOC Induced Energy Expenditure With HIIT vs. LISS! But Does That Really Matter? Plus: Why Headlines Like This May Compromise Your Progress](#)

CP Quick Thoughts

This article became the post of the week simply because I loved the closing lines of it:

"...So what can you do? Lift weights, improve your conditioning and diet, if you feel you have got to lose weight, but don't train to lose weight. Train to maintain weight: Muscle weight! Train to get faster, train to get stronger and train to build your endurance. Record your progress set short-term goals for the gym, the track and the kitchen, be patient and cherish every success and you will shed that belly, not despite, but because you are not "burning enough calories."

Week of July 21st

[BDNF-Driven Athletic Brain Optimization For Wise Guys: Better Hard, Than Long, But Always Without Interruptions](#)

CP Quick Thoughts

This week's SuppVersity post of the week examines the link between exercise, and its brain boosting effects on BDNF, a hormone associated with "nerve morphology and survival."

CasePerformance

“For Sport, For Life”

www.caseperformance.com

Week of July 28th

[Fructose Toxicity or Bacteria Deficiency? 10 Billion CFU of Probiotics Ameliorate, But Don't Solve the Fat Problems That Are Brought About by a Crappy Diet + Fructose Water](#)

CP Quick Thoughts (Ok, maybe this one is "long" thoughts!)

I find prebiotics, probiotics and the gut microbiome to be an extremely interesting topic of conversation. One area that has gained my interest during the past 5-7 months is focusing on increasing intake of dietary prebiotics vs. actually taking probiotics on a long term basis. I find prebiotics (ie - the food sources bacteria feed on) to be extremely interesting. Ultimately if we can create an environment that allows the "good" bugs to thrive, they'll drown out the "bad" bugs (I put quotes around "good" and "bad" because we're still far from drawing definitive conclusions on which ones are good and if they're good/bad ONLY when present in certain ratios with all the other bacteria in the gut). A lot of research has shown that simply adding prebiotic food sources to one's diet increases the amount of what we believe to be the healthy bacteria in our gut without having to do any sort of additional probiotic supplementation. This is in contrast to simply taking a probiotic and not feeding it the prebiotics it needs to thrive.

I really think that when it comes to probiotics there is a pile of stuff (good/bad/indifferent) that we really don't know; especially when it comes to adding them to the diet of a healthy individual. What irks me is when a guru promotes them as if they know EXACTLY how/what they're doing in the gut and short/long term implications of their presence. Using an analogy: Taking probiotics and thinking that we "know" with certainty about the beneficial effects it will have on our health is like going into a bathroom that you've never been in before, with the lights turned off, taking a pee and assuming that it is going directly into the toilet simply because you "know" you are standing somewhere in the bathroom.... yes we "know" these bacteria are in the gut but do we really "know" how they're interacting with the rest of the environment?"

And just so the point of my message above is not lost, I'm by no means anti-probiotics. If you find something that really works well, continue on – I'm not here trying to stop you. I myself have experimented with various bacterial strains in the past. There is some cool research on them with respect to disease states/sickness, and/or following anti-bacterial meds to repopulate the healthy bacteria (Please note, even in these instances, research is still in the infantile state and far from conclusive). However, I believe there is a lot of guesswork still involved when it comes to probiotics, especially in those who already eat a nutritionally sound diet.

CasePerformance

“For Sport, For Life”

www.caseperformance.com

CP Thoughts (continued from previous page)

Besides... Do we really know what the 'good' bacteria are at certain stages of life? Do we TRULY understand the symbiotic relationship between the 'good' bacteria, the 'bad' bacteria as well as their relationship with us, the human host? To what degree does the “optimal” gut microbiome vary from individual to individual?

These are the questions I continue to explore with respect to probiotics, prebiotics & their usefulness in maximizing human health... which, who knows, may make for a future CasePerformance article!

CasePerformance

“For Sport, For Life”

www.caseperformance.com

VI. CP Performance Tip: What to do about sponsored research studies... Are they evil?

A question I have been asked about from time to time is "*What should we make of sponsored research studies?*" At one time I used to be pretty skeptical of any research put out by companies who had a vested interest in their success. However, my viewpoint on this issue has changed during the past couple of years. Recently I got into a Facebook conversation with an individual who was extremely "pro" [paleo](#) and argued that dairy and grains are evil; furthermore we can't trust studies that show them to be "healthy" because most are sponsored by USDA, National Dairy Council, etc. Below is my response:

"Certain data may appear in studies, certain data may not appear in studies. However, of the data that does appear in studies, are you suggesting that it's fabricated simply because the funding came from some organization? I have a lot of friends who research for a living. It's not a cheap process and funding must come from somewhere (there are not too many philanthropists that randomly drop 100's of thousands of dollars to a university research department and say "*just use this for whatever research products your PhD's and grad students are interested to work on*"). If the funding to perform a study on bioactive whey peptides comes from the dairy council or the USDA funds a study on beta glucan from oat consumption, does this make whatever results they obtain false? Of course not, at the end of the day DATA IS DATA! Now someone may draw a false conclusion based on misinterpreting the data but that's a whole new conversation...."

My message to this individual parallels my thoughts on supplement companies funding research on their supplements. I personally don't have a huge problem with this research; Obviously if I had my way, the funding for these studies would come from an independent source; but again, what is the likelihood of this scenario ever happening – likely zilch!

What I've personally found to be the biggest drawback with supplement funded studies, is that a lot of them don't really "test" what I want them to examine or correctly interpret the data they present when forming conclusions. I'm not saying that I'm always perfect in interpreting data, but I've come across A LOT of studies where the conclusions formed by the research team clearly fail to be supported by the data.

So in short, I conclude by saying - Don't be a sponsored study basher; be a sponsored study analyzer!

CasePerformance

“For Sport, For Life”

www.caseperformance.com

That wraps up this CasePerformance newsletter. Thanks for being a part of the team. We look forward to hearing your feedback on anything and everything so drop us a note on [FACEBOOK](#).

And as always... Train smart, train hard and leave the excuses to someone else!

Sincerely,

[The CasePerformance Team](#)