

# FUELING WITH GENERATION Ucan :: a SMART NUTRITION CHOICE FOR TODAY'S HOCKEY PLAYER

THERE IS A GROWING AWARENESS IN HOCKEY OF THE IMPORTANCE THE ROLE NUTRITION PLAYS IN PERFORMANCE, ENDURANCE AND STRENGTH. IT IS BECOMING INCREASINGLY IMPORTANT FOR HOCKEY TEAMS TO PROVIDE THEIR PLAYERS WITH THE RIGHT NUTRITION REGIMEN TO GIVE THEM A COMPETITIVE EDGE ON THE ICE.

**AS A PLAYER ::** WITH A GAME 2 – 3 HOURS LONG, IT IS DIFFICULT TO FIND AN ENERGY SOURCE THAT SUSTAINS YOU THROUGH THE ENTIRE GAME. AFTER TRAINING YEAR ROUND, YOU WANT TO BE ABLE TO PLAY ALL 3 PERIODS AT YOUR OPTIMAL LEVEL OF PERFORMANCE. GENERATION UCAN IS NOT ONLY GOOD NUTRITION, IT ADDRESSES A HUGE ENERGY NEED IN HOCKEY TRAINING, AND IT FITS WELL INTO THE EXISTING HOCKEY ROUTINE. TO GIVE YOU PEAK PERFORMANCE FOR AN ENTIRE GAME, AND PLAY AT THE LEVEL YOU'VE TRAINED FOR SO HARD AND SO LONG – THAT IS WHY GENERATION UCAN WAS CREATED.

**AS A COACH ::** YOU ARE ALWAYS LOOKING FOR AN EDGE FOR YOUR PLAYERS. TRAINING METHODS AND EQUIPMENT HAVE LEVELED OUT FOR MOST TEAMS AND CANNOT OFFER A SIGNIFICANT COMPETITIVE EDGE. THE NEW FRONTIER IN GAINING A COMPETITIVE EDGE IS IN FINDING THE BEST NUTRITION FOR YOUR TEAM. YOU HAVE AN OPPORTUNITY TO PROVIDE THAT EDGE TO EVERY PLAYER ON YOUR TEAM. GIVE THEM THE ADVANTAGE OF PLAYING AT THEIR MAXIMUM LEVEL THROUGHOUT THEIR PRACTICES, GAMES AND INTO THE POST SEASON. GENERATION UCAN OFFERS YOUR TEAM A PERFECT GAME PLAN THROUGH OPTIMAL NUTRITION.

## 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.

# GENERATION UCAN :: GAME CHANGING - EXPERIENCES OF THE COACHES

"WE WERE IN SEARCH OF A PRODUCT FOR OUR ATHLETES THAT PROVIDED A HEALTHY AND SUSTAINABLE ENERGY SOURCE WITHOUT THE CRASH, A PRODUCT THAT COULD DELIVER THE RIGHT AMOUNT OF ENERGY PRE-GAME, AND HELP IN RECOVERY POST-GAME. SUPERSTARCH DOES THIS."

~ SHAUN HANNAH, SACRED HEART UNIVERSITY - NCAA DIVISION I

"WE NOTICED WITH THE SUPERSTARCH THAT WE ARE NOT AS TIRED AS A TEAM THIS YEAR WHEN COMPARED TO A SIMILAR TIME LAST SEASON."

~ MARK TAYLOR, HOBART COLLEGE -  
2009 NCAA DIVISION III FROZEN FOUR TOURNAMENT

"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

**DUAL-FUEL POWER** :: THE UCAN COMPANY HAS EVOLVED A CARBOHYDRATE, SUPERSTARCH — IT HAS NO SPIKE AND CRASH, WHICH IS EXACTLY THE CARBOHYDRATE PROFILE THAT IS IDEAL FOR A HOCKEY PLAYER BEFORE BEGINNING A GAME AND AFTER A GAME FOR RECOVERY. 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
- :: SPIKES BLOOD GLUCOSE AND INSULIN
- :: RESULTS IN REBOUND HYPOGLYCEMIA
- :: POTENTLY BLOCKS 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

- :: LEMONADE
- :: BLUEBERRY-POMEGRANATE
- :: CHOCOLATE
- :: VANILLA

#### GENERATION UCAN SIZES

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

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GENERATION  
**UCAN**