

PowerBar exclusively available for Watersports from Seasure. The balanced nutritional performance system for sailors, canoeists and rowers.

Traditionally, sailors have not been great at supporting their performance with the correct nutrition – at worst chocolate and energy sapping fizzy drinks and at best flapjacks and water. Now there is a complete nutritionally balanced system available -

PowerBar, which is ideally suited for optimising sailing performance and is graded to “energise” before, “fuel” during and “rebuild” afterwards: 1-2-3. The best part is that the **PowerBar** bars, gels and drinks taste nice and come in a variety of flavours!



There is an easy to follow numerical colour guide, to ensure that every athlete can follow the three part system correctly. The **PowerBar** solution balances vital carbohydrates, minerals and vitamins against the correct fluid intake. Stage One, before training or racing, is to provide the body with sustained energy using balanced carbohydrates, at the same time



preventing muscle fatigue with magnesium. The second stage is to refuel and hydrate the body during performance, which works for either back to back races, training or touring. Finally, after intense activity, it is essential to rebuild the body and **PowerBar's** recovery shake is carefully balanced to restore glycogen stores, rebuild fatigued muscles and fuel the immune system.

For dinghy and catamaran sailors the PowerBar programme will generate more energy over a longer period - ideal for regattas and Championships.



For racing yacht crew, the PowerBar programme will generate more energy over a longer period - inshore or offshore.



The **PowerBar** performance 1-2-3 system was developed to fuel elite athletes by sports nutritionists in 1983 and since then has gone from strength to strength across a variety of sporting regimes, both endurance and sprint.

The system is well suited to sailors with an “energise” build prior to a week long regatta, followed by continual energising and fuelling throughout the series. The wide selection of shakes, drinks, bars and gels, will provide a sufficient energy increase to maintain optimum performance in every race, without a reduction of energy levels even at the end of a physically and mentally demanding championships.

This system is also of benefit to anyone in other extreme, endurance or sprint watersports, such as kayaking, canoeing and rowing. All the packaging is waterproof and user friendly, even for single handers and the bars will not disintegrate when taped to a boat.

seasure

SEA SURE ENGINEERS
CONCENTRATING ON
WEIGHT REDUCTION



PowerBar has been widely used by tri-athletes and cyclists and is now available to sailors, paddlers and rowers exclusively from Seasure.

PowerBar is the world leading brand in sports nutrition, and has been owned by **Nestlé** since 1999. There are in excess of 300 scientists working on the formulation of **PowerBar** products to ensure that exactly the right nutritional balance for maximised energy is provided to each athlete whatever their activity, just prior to, during and in recovery from exercise.

For more information please visit: <http://www.sea-sure.co.uk>

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