

pure. proven. perfect.  **Creapure**<sup>®</sup>

# Power to stay young

Creatine - the body's own dietary supplement.

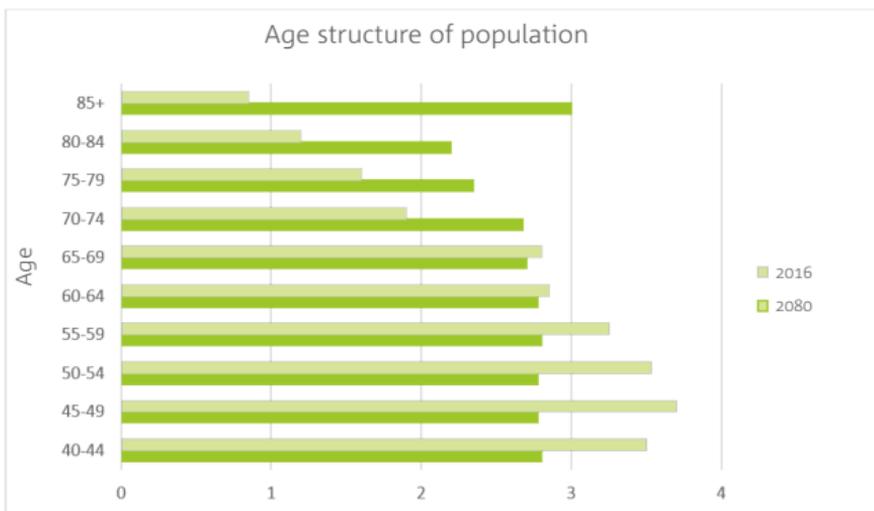
**NEW Health Claim - approved by the EU-Commission**

*Daily creatine consumption of 3 g can enhance the effect of resistance training on muscle strength in adults over the age of 55.*



# Demographic change

There is a constant change in the age structure of society due to a rising life expectancy. While the share of young people is diminishing, the group of Best Agers is growing continuously.



Source: [http://ec.europa.eu/eurostat/statistics-explained/index.php/Population\\_structure\\_and\\_ageing](http://ec.europa.eu/eurostat/statistics-explained/index.php/Population_structure_and_ageing)

# Healthy life years

Although people of today's society are getting older, there is a clear discrepancy between life expectancy and the years spent as healthy life years.



Source: [http://ec.europa.eu/eurostat/statistics-explained/index.php/Glossary:Healthy\\_life\\_years](http://ec.europa.eu/eurostat/statistics-explained/index.php/Glossary:Healthy_life_years)



# Quality doesn't happen by chance. It's a question of competence.

Not all creatine is the same. Effectiveness is certainly important and purity as well. There are huge differences in manufacturing processes and quality.

AlzChem uses their proven, reliable process to manufacture highest purity creatine at a dedicated production facility in Germany.

This process ensures optimum quality with regular internal and external quality controls and a full analysis of every batch. Creatine monohydrate from AlzChem is marketed under the Creapure®-brand to well-known manufacturers of nutrition products worldwide. Consumers look for the Creapure®-logo on the manufacturer's packaging to be sure, that they are getting the best quality German creatine from a reliable source.

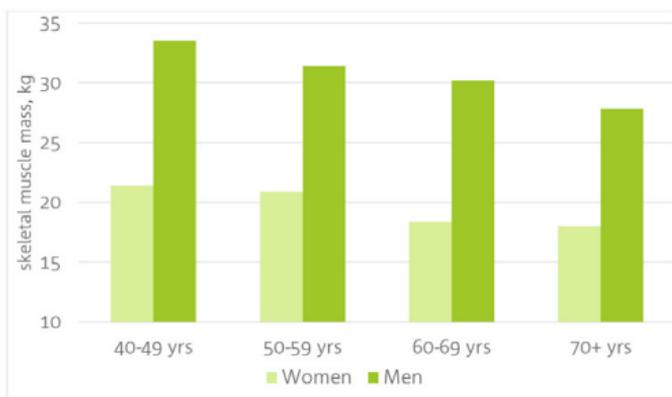


For more information on Creapure® go to [www.creapure.com](http://www.creapure.com)

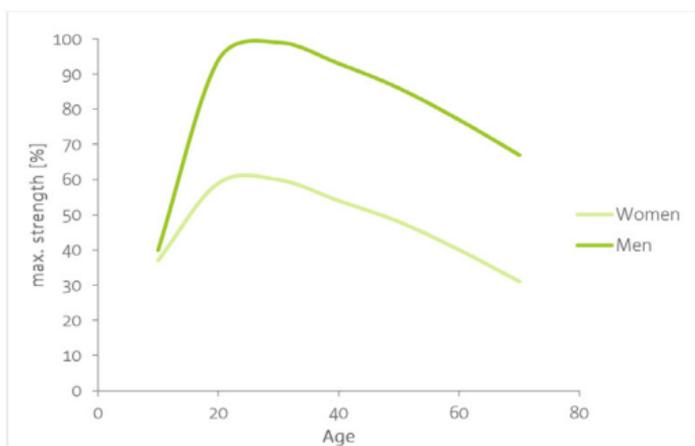


# Healthy aging

In order to augment the number of healthy life years throughout life expectancy, practicing sports is undoubtedly a successful measure. Sports, above all weight training, is considered the most effective method to counter the natural loss of muscular mass and strength which comes along with increased age.



Source: Janssen et al., J. Appl. Physiol. 2000, 89: 81-88



Source: Hettinger, T. (1958); Int.Z.Angew.Physiol. , 17(4), S. 371-377

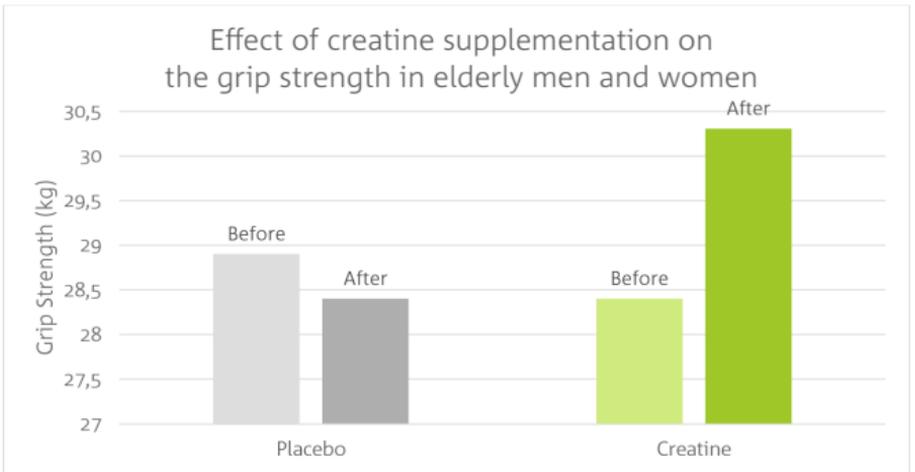
# Creatine concentrations in the elderly

Those who do not practice any sports risk a further diminishing of muscular mass and strength. As a consequence, this leads to more physical limitations. The change in muscles at an advanced age can, however, not only be attributed to a reduction in muscular mass and strength, but also to a decreased concentration of creatine in the muscles.



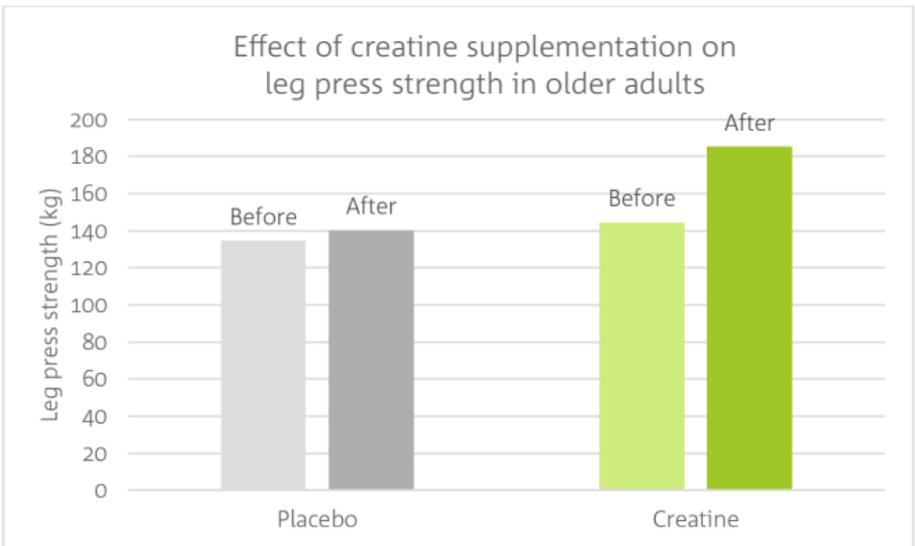
# Creatine for Best Agers

Creatine perfectly supports regular training, because taking creatine daily can enhance the effect of weight training on muscular strength for the over 55 year olds. An increased muscle mass and strength as well as an improved fitness can considerably contribute to better health, well-being and vitality in advanced age.



men n = 7    women n = 8

Source: Stout et al. (2007); The Journal of Nutrition, Health & Aging, 11(6)



Placebo n = 12    Creatine n = 12

Source: Candow et al. (2015); Applied Physiology, Nutrition, and Metabolism; 40 (7)



# Scientific quotes & certificates

„ (...) our study demonstrated that creatine supplementation augments muscular performance and lean tissue adaptations to resistance training in untrained older men during a beginning strength training program.

*Chrusch et al.(2001); Medicine and science in sports and exercise; 33(12)*

„ At present, creatine monohydrate is the most extensively studied and clinically effective form of creatine for use in nutritional supplements in terms of muscle uptake and ability to increase high-intensity exercise capacity.

*Kreider et al. (2017); Journal of the International Society of Sports Nutrition14 (18)*



## Creapure® production uses HACCP

Hazard Analysis and Critical Control Points (HACCP) is a management system which is widely used to identify, assess and control health risks in food production.



## Creapure® is on the Cologne List®

The Cologne List® is a list of nutritional supplements which have been tested for banned substances. By using only products on the Cologne List® athletes reduce the risk of unintentionally becoming the victims of doping. Approved products also require a satisfactory assessment of contamination risks carried out by the manufacturer. Creapure® meets all these requirements.



## Creapure® is kosher certified

Kosher refers to foods and food preparation methods which satisfy the requirements of Jewish dietary law. Creapure® is certified to meet these regulations.



## Creapure® is halal certified

In the context of food, halal indicates products which may be eaten by Muslims because they satisfy Islamic dietary regulations. Creapure® is produced in compliance with these regulations.



## Creapure® is vegan

Creapure® is produced free of any animal-derived substances and is a perfect addition in a vegan dietary plan.

