



# Supplement Company

**SECRETS**

**What they  
Don't Want You  
To Know !!**

by **Will Brink**

# TERMS, TERMS, TERMS

## Supplement Company Secrets: What They Don't Want You To Know!

### Knowledge is power...

My e-book, "Fat Loss Revealed," contains detailed information on a large number of supplement ingredients — both the science and the doses are covered. That way, you can look at the label and see for yourself if a supplement will live up to its claims.

## Introduction

**H**ow many times have you seen ads for some supplement that claimed it was "natural" or "doctor-recommended" or "clinically proven," only to try it and find it didn't work? That's the experience of millions of people year after year. This report will attempt to cover the most common and misleading marketing terms you will see in ads or find on web sites.



Part I focuses on misleading marketing terms the supplement industry regularly uses to separate you from your money. You will recognize most of them I am sure, and after reading the section, should recognize them for the scam they are.

Part II covers a marketing strategy that is not found in ads as such, but appears on the label of many supplements and causes endless confusion for buyers. You won't be fooled by it again...hopefully.

# TERMS, TERMS, TERMS

## Supplement Company Secrets: What They Don't Want You To Know!

### Supplement doses...

play a big part of the effectiveness of a supp. Many ads discuss the merits of their supplement ingredients in glowing terms, but fail to disclose the amounts. Dose is important too—it's a point my mods and I make when we review supplements on my private forums. Think about it this way: if you had a headache, would you take two aspirin...or 1/4 of one tablet? After all, the ingredients are the same...right?

### Part I

**T**he supplement industry, like all industries, is so full of confusing marketing terms designed to baffle people with BS, that it's hard to make informed decisions as to what to buy or which companies to trust. It's confusing as hell for the average buyer. Never fear, Will Brink is here! In the following pages, we will explore and/or explain some of the most common marketing terms designed to part you from your money, thus helping you make more informed decisions.



The standard fare of slick marketing terms is all too common in the advertising campaigns of unscrupulous supplement companies, and frankly, they drive me nuts! I start foaming at the mouth with irritation when I see these tactics used to sell products to people. After a decade of trying to inform and educate people, I often feel I am getting no closer to my goals of helping them make better decisions regarding the supplements they spend their hard-earned money on. What follows are some of the most common marketing terms and what they actually mean to you, the buyer. Hopefully you will see them for what they really are, and think more carefully about the supps



3

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# TERMS, TERMS, TERMS

## Supplement Company Secrets: What They Don't Want You To Know!

### Don't be misled...

by supplement labels using chemical names for their ingredients rather than common names. For example, seeing "2-aminoglutaramic acid" on a label looks more high-tech and impressive than "L-glutamine" (an amino acid), even though they're exactly the same. This is a trick my moderators have spotted several times when reviewing different supplement formulas.

you buy in the future.

### Commonly Used Marketing Terms:

**"Clinically proven"** Whenever I hear this term I want to call the company up and ask "which clinic and where is it located?" This term means absolutely nothing to the average buyer. What the term is insinuating, of course, is that the product has been in clinical use for some time and has been found to be effective in a clinical setting, but it's rarely—if ever—true.



**"Patented"** This one of the most powerful of the misleading marketing terms used in the industry. People assume that a patent means the United States Patent and Trademark Office has evaluated a product and found it to be so effective, it's deserving of a patent. That is simply not the case. The granting of a patent (and there are several forms of patents, but that's beyond the scope of this discussion) means the company has an exclusive right to sell the product for the length of the patent, and they have convinced the US Patent office that the idea, or formula, etc., is original enough to grant a patent. It does not mean — in any way — that the product or idea is effective for its intended claim or use, or that it is backed up by legitimate research.

One would hope the product was backed up by legitimate research

# TERMS, TERMS, TERMS

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**Botanical names...** are also frequently used to promote supplements in advertisements. "Avena sativa," for example, sounds much more exotic and scientific than "oats," although that's exactly what it is. My moderators do a great job of deciphering confusing terms for the members of my forums.

and that's why the patent office granted the patent, but it's often not the case. A patent simply protects a company's legal/financial/intellectual interests — it's not a guarantee that the product is effective per se. Translated, this means that there are some really silly patents out there that have virtually nothing to do with a product's effectiveness. A quick perusal of the patent office web page at [www.uspto.gov](http://www.uspto.gov) can be fun. Patents are important and very useful for a company or individual to legally protect their concept or product so others can't simply copy it, but it has little to do with efficacy of the product in question. It may be a great product with a patent or it may be a really crappy product with a patent.



**“Doctor recommended”** Like “clinically proven,” I always want to call the company up and ask “which doctor is that and can I have his or her phone number?” Somehow I know they won't have a doctor for me to talk to. And what type of doctor are they talking about? A medical doctor (MD), or a person with a Ph.D. (also a doctor) in a totally unrelated field? Do I care if a person with a Ph.D. in French History recommends the product? Of course not! Also, does this doctor — or doctors — listed in their ad have financial interests in recommending the product or is he doing it out of the goodness of his heart? The reality is that most MD's have very little knowledge of nutrition or nutritional supplements anyway. Bottom line, 99% of the time, “Doctor recommended” is a worthless term with no bearing on the effectiveness, quality, or safety of a product, so don't fall for it.

# TERMS, TERMS, TERMS

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Many of the questions the mods and I get on the forums concern brand name supplements. There are thousands of different brands available over the counter and online. We now have over 200 reviews of brand name supplements, with more being added each week.

**“All natural”** I just hate this term! It means nothing at all, yet people seem to fall for it virtually every time. Flying is not “natural” to humans, yet we do it all the time. Uranium is natural, do you want to eat the stuff? Of course not! It’s an irrelevant, ambiguous term. Ignore it.



**“Scientifically formulated”** As opposed to what, unscientifically formulated?! Designed by monkeys working on a computer? One would hope the product in question was formulated with some scientific grounding in mind, but this is rarely the case, sad to say. Many products are designed with their marketing power in mind, not their scientific strengths, which leads us to our next term:

**“Research proven”** If the company has funded legitimate studies at an independent location and the study was published in a peer-reviewed journal somewhere, great! I applaud that company, as I have lamented about the number of companies that refuse to pay for research to support their own products for many years. The sad fact is, very few companies spend money on real



research, preferring instead to spend money on marketing. If the company has some real research to back up the claim of “research proven,” they should have no problem supplying that information right? Wrong. My calls to many companies either

# TERMS, TERMS, TERMS

## Supplement Company Secrets: What They Don't Want You To Know!

A new feature... on both of my forums is the "Supplement Review of the Month." While we review specific supplements whenever a member requests one, an article-length, in-depth review of specific supplements is also posted for comment and discussion each month.

yielded a mish-mash of junk science or nothing at all. One guy said to me "hey man, it's a marketing term" and quickly got off the phone.

You would not believe what passes for "research" with some companies. The real harm here is that good companies that do shell out the money for real research have to compete with companies that simply pretend to. That can put the good companies at a real disadvantage, not to mention it fools people into buying a product with no research at all behind it.

**"Used for thousands of years..."** Last, but not least, is this gem of a marketing term. So if the product has only been used for 300 years, is it no good? People have also been eating things like tiger penis for thousands of years, does that mean it works or is safe? The answer is (drum roll)...No!



Of course, at one time the earth was considered flat, and it was once believed the sun revolved around the earth — but times change. Sure, if an herb has been used for a few thousand years, such as ephedra (Ma Huang), this lends some legitimacy to claims for its safety and effectiveness, but it's far from proof. The bottom line here is that people have been using all sorts of things for thousands of years, some good, some not so good, some safe, some not so safe. The term should not drive anyone to buy a product and assume that — because it's been used for a thousand years (and

7

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# TERMS, TERMS, TERMS

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I am always reviewing current research on nutrients and supplement compounds as new studies are published in peer-reviewed journals. That way, I can update the members of my forums on the latest developments, as well as keep my articles and e-books current.

remember, we are assuming the company is even telling the truth about that) — it's safe and effective.

Well there you have it: my down-and-dirty guide to the world of marketing terms employed by some companies to sell products. Can you think of others you would like explained? Contact me and I will see if it's yet another BS marketing term worth exposing. As I alluded to above, these marketing tactics harm the legitimate companies out there trying to sell you a high-quality, effective product by confusing the buyer who buys into the outlandish claims. Are there more misleading tactics out there? Yes, and one of the major tactics is covered in Part II below.



The next time you hear or see an ad that says their product is “clinically proven, doctor recommended, all natural, scientifically formulated, and patented,” don't assume it's any of those things or that any of them tell you anything about the effectiveness of the product.

# TERMS, TERMS, TERMS

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### On my forums...

there are links to a variety of online supplement retailers, along with feedback from users. Shopping online is typically less expensive than over-the-counter retail, and in many cases, it's possible to view label information...so it's easier to make comparisons between different supplement brands.

### Part II

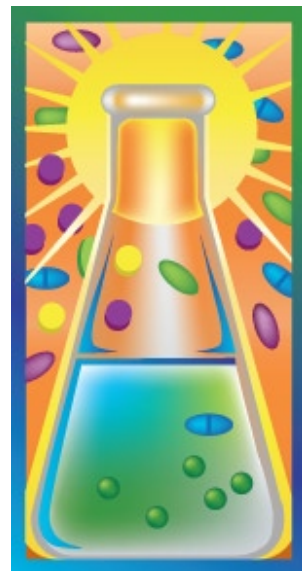
In Part I, I covered well-known marketing terms seen in many supplement advertisements. However, one term I didn't cover, was "proprietary blend" which in many cases is the most potentially misleading term of them all, though not a term always seen in ads per se, but on the side of the bottle.

I felt it was a topic that should be covered separately, as it does not fit under the classic definition of a commonly-used marketing term found in ads. It's a more complicated subject—thus, much more space is required to explain it.

Proprietary blends are not inherently a negative for the consumer, though they are inherently confusing in most cases.

A "proprietary blend" might be listed on a supplement label for one of two reasons:

- to prevent the competition from knowing exactly what ratios and amounts of each ingredient are present in the formula, in order to prevent them from copying their formula exactly (commonly referred to as a "knock off"); or



# TERMS, TERMS, TERMS

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It's not unusual...

for health and fitness conscious people to take a range of different supplements. My e-books offer guidance on how to prioritize your supplements, so you get the most "bang for your buck."

- to hide the fact the formula contains very little of the active ingredients listed on the bottle in an attempt to fool consumers.

Sadly, the latter use is far more common than the former. They see a long list of seemingly impressive ingredients listed in the "proprietary blend" none of which are there in amounts that will have any effects. This is commonly referred to as "label decoration" by industry insiders. Thus the first use of the term is a legitimate way for a company making a quality supplement from having the competition copy or "knock off" their formula and the second use is to scam people.

So how does the consumer tell the difference?

They can't, or at least they can't without some research and knowledge, which the scam artists know few people have the time and energy to dedicate to finding the answers. Although there are a few tips the consumer can use to decide if a product with a "proprietary blend" is worth trying, no one, not even me, can figure



out exactly how much of each ingredient is in the blend or in what ratio of each is contained within the formula, hence why the honest and not-so-honest companies employ "proprietary blends" so often.

Thus, we have something of a conundrum here and conflict between a company making a quality formula attempting to protect that formula from other companies vs. the company simply looking to baffle buyers with BS.

# TERMS, TERMS, TERMS

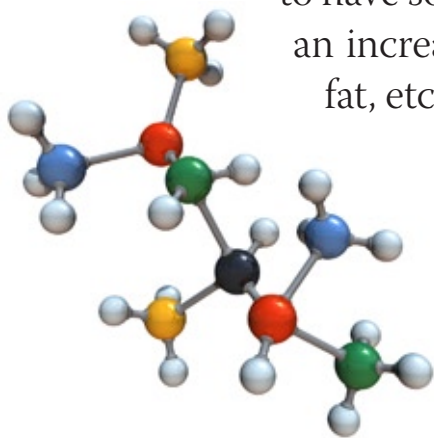
## Supplement Company Secrets: What They Don't Want You To Know!

**Take the K.I.S.S...** approach to supplements: in my e-books and on the forums, I advise people to avoid creating complex supplement stacks. When you add too many variables at one time, you can't tell what's working and what isn't. You may be wasting a lot of money on unnecessary supplements.

There are at least some basic tips or food for thought here regarding this problem. A formula that contains — say — 10 ingredients in a “proprietary blend” is by no means de facto superior then one with three ingredients in it. It's the dose that matters. Clearly, it's better to have higher amounts of ingredients that will have some effects vs. a long list of ingredients in doses too low to have any effects.

Some times it helps to look at both what's in the blend and how much of the blend actually exists. As an example, if say the blend is 300 mg total and contains ten ingredients, that's only 30 mg per ingredient, assuming (and you know what they say about assuming!) that each is found in equal amounts. Clearly, for most compounds out there, 30 mg won't do jack sh\*&.

On the other hand, if say the blend is 3000 mg (3 grams) and contains three or four ingredients, there is at least a better chance that the formula contains enough of each (and remember, we can't tell how much of each is in there as that information is “proprietary”) to have some effects you are looking for such as an increase in strength, or a decrease in body fat, etc.



Unfortunately, the above examples are so vague as to be close to worthless as it's easy enough to formulate a 3000 mg blend where all the ingredients are worthless to begin with or a 300 mg blend that contains compounds

# TERMS, TERMS, TERMS

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**On my forums...** we cover more than just fat loss and muscle-building supplements. We also discuss supplements that can enhance your health and well-being. Ultimately, you need to have a healthy body if you want to achieve an optimal body composition.

that only require small doses to have an effect and or can be toxic at higher doses.

For example, the mineral zinc tends to be no more than 30 mg in most formulas and no more is needed or recommended. Much of this comes down to the consumer knowing what the various ingredients are and how they work (to decide if they are even worth using in the first place) then deciding if said blend appears to at least contain a dose that would have the desired effects, which just brings us back to my prior comment: most people have neither the time or inclination to research all that info just to decide if they want to use a product and thus the many “proprietary blends” on the market that are no more than a long list of underdosed ingredients.

Wish I could be of more help giving specific advice to readers of this section as to what makes a good blend and what constitutes a poorly made blend, but the above advice is the best I can do under the circumstances. Although a “proprietary blend” is not by default a negative to the consumer, it is by all means the poster child for the well-known Latin term “Caveat Emptor,” which translates into English as “let the buyer beware”.



# TERMS, TERMS, TERMS

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**Need feedback on your supplements?** On the forums, members can post their supplement stacks for comment and evaluation, to make sure that they'll make a useful contribution towards their goals of losing fat, increasing lbm, and enhancing performance.

### Conclusion



The above gives the reader a good idea of just how confusing and misleading supplement marketing can be, which makes it very difficult to make educated choices. To explain every supplement on the market would take an entire book, which, by no coincidence, I have written! If you are interested in knowing which supplements actually work, which are worthless, which are based on real science, which are based on marketing hype, which are potentially dangerous, what doses to take and when as well as 1000 other relevant issues surrounding weight loss supplements, as well as diet and in-depth exercise advice, then you need to look no further than my e-book, *Fat Loss Revealed*, on that very topic.

# TERMS, TERMS, TERMS

## Meet Will Brink: Author of “Fat Loss Revealed,” and “Bodybuilding Revealed.”

**What I am best known for** is my pull-no-punches, no BS approach to giving people objective, fact-based, information they can use to achieve their goals. If I have accomplished one thing in this life it would be that, and I am damn proud of it.

**W**ill Brink is a columnist, contributing consultant, and writer for numerous health/fitness, medical, and bodybuilding publications. His articles on nutrition, supplements, weight loss, exercise and medicine



can be found in magazines and journals such as *Lets Live*, *Muscle Media 2000*, *MuscleMag International*, *Life Extension*, *Muscle & Fitness*, *Inside Karate*, *Exercise for Men Only*, *Oxygen*, *The Townsend Letter For Doctors*, as well as many others.

Will Brink is the author of the book *Priming The Anabolic Environment: A practical and Scientific Guide to the Art and Science of Building Muscle*, as well as various chapters in sports nu-

trition-related textbooks and the e-books *Fat Loss Revealed* and *Brink's Bodybuilding Revealed*.

Will graduated from Harvard University with a concentration in the natural sciences, and is a consultant to supplement companies.

He has served as an NPC judge and as a Ms. Fitness USA judge. A well-known trainer, Will has helped many top level bodybuilders through all facets of pre-contest and off-season training. He has also worked with athletes ranging from professional golfers, fitness contestants, and police and military personnel.

# TERMS, TERMS, TERMS

Meet Will Brink: Author of “Fat Loss Revealed,” and “Bodybuilding Revealed.”

I have a quantifiable proven track record as a published author, consultant, and trainer of both high level athletes and every day people looking to lose fat and get into the best shape of their life.

Will has co-authored several studies relating to sports nutrition and health published in peer-reviewed academic journals.

His monthly column on supplements, “The Intake Update,” is one of the most popular features in MuscleMag International.

Will has lectured at trade associations and universities around the United States and has appeared on numerous radio and television programs to examine issues of health and fitness.

He can be contacted at:

PO Box 812430

Wellesley MA

02482

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# TERMS, TERMS, TERMS

## Introducing Will Brink’s “Fat Loss Revealed” e–Book: Your Guide to Reducing Unwanted Body Fat and Improving Health!

**Brink clearly explains** what works and what doesn’t and why. Unlike most authors who simply spout research findings or anecdotal reports, Brink melds both scientific evidence and real–world experience to give you an unparalleled grasp of this subject that is certain to help you in your quest to build a better body.

Kevin Pezzi, MD

If permanent, healthy and awe–inspiring fat loss is what you really want, you need *Fat Loss Revealed*, my fully–comprehensive program for losing excess fat and optimizing your body composition. *Fat Loss Revealed* is more than just an e–book, it’s the most up–to–date resource available for fat loss, health and fitness information. When you purchase the e–book, you receive 12 months of unlimited access to the Members’ Zone, where you can ask questions and receive support for your fat loss program. The Members’ Zone is constantly being updated with supplement reviews, articles, member features and downloads—all of which will be free to you as an FLR member.

I hope that you like what you see, and decide to join me and my great moderators in the FLR “Members’ Zone.” You’ll meet others there who share your goals. More importantly, they also share feedback and information.

I am so confident in my program, it comes with an iron–clad, no questions asked, 100% money–back guarantee.

The *Fat Loss Revealed* e–book features:

- 40 complete reviews of supplement compounds,

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## Introducing Will Brink's "Fat Loss Revealed" e-Book: Your Guide to Reducing Unwanted Body Fat and Improving Health!

Few disciplines of human health and wellness are plagued with as much unscientific conjecture and over hyped marketing as that of nutrition, particularly nutrition for fat loss. During roughly the past decade, Will Brink has emerged as one of the few voices of reason in this particular industry.

Evan R. Peck, MD

- A comprehensive diet program that works — to shed those unwanted pounds and keep them off for good,
- Training advice and sample routines,
- Links to Members' Zone resources and information,
- Advanced fat loss, recipes, bonus reports and more,
- Full integration with the "Members' Zone" — your online gateway for information. The Members' Zone features over **220** brand-name supplement reviews, articles, book reviews, Q & As with Will and his team of expert moderators, recipes, workout information, videos, diet tracking tools, photo gallery and more!

All you need to do is click the link on the left side of the page and *Fat Loss Revealed* will be yours within minutes.

### When you purchase *Fat Loss Revealed*, you'll discover:

- ✓ **...why resistance training is important for permanent fat loss.** But resistance training is more than just picking up weights and pushing/pulling them around. Find out how the right kind of training can help you keep, and even increase your lean body mass, while helping you raise your metabolism and shed excess fat.

# TERMS, TERMS, TERMS

## Introducing Will Brink's "Fat Loss Revealed" e-Book: Your Guide to Reducing Unwanted Body Fat and Improving Health!

I always knew I could do it. When I finally decided to meet the challenge I wanted a nutrition plan that could be customized for me. The FLR diet and Will (Brink) did a great job of teaching me what I needed to know and outlining a nutrition plan that even I could follow.

Dave Higby

- ✓ **...which supplements are worth taking — for your health as well as for fat loss.** Many supplements sold for fat loss have minimal effects on your waistline, but offer significant benefits to your health and well-being. In the right doses, many help fight free radicals that can cause premature aging, improve cognitive function, reduce stress, and improve blood lipid levels.
- ✓ **...why aerobics aren't the best kinds of exercises for losing fat.** Aerobic exercise burns some calories and improves cardiovascular conditioning. Yet people do aerobics for years and never really seem to change their body compositions or appearance. Find out why, and how to use cardio to your advantage.
- ✓ **...how the scale can be deceiving.** Having a lean and fit body isn't about weight loss — it's about FAT loss. Who wants to lose weight if you're left with a sagging, droopy body? If you want to lose the fat and keep the muscle, you need to stop relying on the scale as a measure of progress. Learn how to measure your body fat %, so you can keep your diet on track.
- ✓ **...which fats will actually help prevent fat storage, and help you burn excess body fat.** And yes — you read that correctly. Not all fats are bad for your waistline...learn which ones are, and which ones aren't — and why.
- ✓ **...how eating extra meals each day will help you lose fat!** One of the first things that people do when they want to lose extra flab is skimp on breakfast, lunch and dinner — or skip some meals completely. Find out why this is the wrong ap-

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## Introducing Will Brink's "Fat Loss Revealed" e-Book: Your Guide to Reducing Unwanted Body Fat and Improving Health!

**My favorite source** of healthy nutrition and fat loss diet info came from Will (Brink) and his FLR fat loss system. His information was my first line of defense in eating correctly to lose the body fat. I recommend it without hesitation to my friends & family and continue to do so.

Pamela Blackburn

proach, and why eating 5 – 6 meals is better.

- ✓ **...why fat and starch-blocking supplements aren't the cure—all they're advertised to be.** Do they work? What else might they be blocking?
- ✓ **...critical adjustments that you need to make to your diet to lose fat permanently.** Find out which carbohydrates will help you towards your goals and which ones you should avoid. Find out the right amounts to eat for your goals and activity level.

You'll find out about all of these things — and more — when you download your own copy of *Fat Loss Revealed*.

We are 100% confident that if you follow the information in the e-book, you will lose your excess body fat...just the same as Will's personal training clients have. This is not hit-and-miss information: it's been tested time and time again. We know it works. And all it takes to get started are a few clicks of the mouse.

Download your copy of *Fat Loss Revealed* now!

# TERMS, TERMS, TERMS

## Introducing Will Brink's "Fat Loss Revealed" e-Book: Your Guide to Reducing Unwanted Body Fat and Improving Health!

See what others have to say about *Fat Loss Revealed*:

I learned so much from Will about losing fat with the correct diet and supplements, I wouldn't be this lean and healthy without him. His knowledge is unparalleled. I strongly suggest you read what Will has to say. It's a must for any man or woman trying to lose body fat and shape up.

Lee Apperson

### I lost 30 pounds of Fat & 7" off My Waist!

It was obvious to me that I had to do something about my weight problem. The problem was I did not know where to start, what to eat, what exercise for my body-type, or what supplements worked or didn't. Thankfully I came across the FLR program.



*The Fat Loss Revealed* program (FLR) is a "fat-loss blueprint" that clearly lays out, on a "step by step" basis, how to lose weight—whether the goal is for better health (my initial goal) or getting ripped.

I was honored when the man himself, Will Brink, who writes for popular magazines and who has trained world class champions answered questions that I posted on the forum.

I have definitely surpassed my initial goal of just "losing extra baggage" I've achieved a condition I just didn't think possible thanks to Will Brink's information.

Sergio Lares

# TERMS, TERMS, TERMS

Introducing Will Brink's "Fat Loss Revealed" e-Book:  
Your Guide to Reducing Unwanted Body Fat and Improving Health!

A person who knows his stuff, has a scientific background, and plenty of experience working with people for over a decade, is hard to find today. Will is one of these exceptions, and if you are looking for unbiased information about fat loss supplements without any marketing hype to decide for yourself what to buy, this is definitely for you.

Torsten Albers, MD

**I dropped from 52% fat to 15% fat!**



Here are my before and after pictures. The "after" was taken on my 48th birthday after a workout. I've made more progress in 5 months following the principles in your information than the entire (almost) 3 years of dieting and exercise. I never would've thought a guy my age could've done this!

Pat Sitton

**I have lost over 50 pounds of Fat!**



I have lost over 50 pounds of fat while gaining lean muscle. I didn't do it as a crash, or quick fix diet, but as a steady healthy reduction in bodyweight as outlined in "Fat Loss Revealed."

Thank you, Will!

Amy Fox

# TERMS, TERMS, TERMS

Also by Will Brink: “Bodybuilding Revealed”...Your Guide For Gaining Lean Muscle — Without the Fat!

Will Brink’s “no BS” approach stands in stark contrast to the hype you see elsewhere on the internet, where the “information” is designed to sell supplements and additional products. Thanks to the BBR e-book and forum, I’m in the best shape of my life.

Elissa Lowe

*Fat Loss Revealed* is the ultimate guide to fat loss supplements, diet and exercise. Many have used it successfully as a guide to losing their excess fat, and achieving leaner, healthier physiques.

Losing fat, however, may only be the first step towards achieving your ideal body composition. Gaining muscle and strength is the logical next step, for both men and women.

If you’re serious about taking that “next step,” then you need a copy of my other book: Brink’s *Bodybuilding Revealed*. BBR is focused on the subject of gaining lean body mass, while minimizing fat gains. Just as with *Fat Loss Revealed*, BBR is a comprehensive, no BS approach to muscle building: it’s all there: nutrition, diet, workouts, and supplements. There’s also an active Members’ Area, filled with articles and tools to help you plan and manage your diet and exercise programs. The forum is loaded with information on nutrition, supplements, and exercises, with more material being added daily. And as always, I am there, along with my expert moderators.

Brink’s *Bodybuilding Revealed* isn’t just for bodybuilders — it’s for anyone who wants to enhance their lean body mass, health, and appearance.

See what others have to say about *Bodybuilding Revealed*:

# TERMS, TERMS, TERMS

Also by Will Brink: “Bodybuilding Revealed”...Your Guide For Gaining Lean Muscle — Without the Fat!

I first met Will many years ago in Niagara Falls. We started talking about exercise physiology and performance nutrition....Will is the most honest and down to earth guru's in the industry, I trust him implicitly, the changes I was able to make to my physique with his advice are simply amazing.

Milos Sarcev



I've lowered my body fat from 32% to 13%

I don't think there is a more complete teaching tool on the subject of fitness and nutrition out on the market than Will Brink's *Bodybuilding Revealed*... This program is perfect for anyone wanting the very best of health and fitness, taught by the very best in the business, regardless of your age.

Jim Donaldson

## You're Ready For Bodybuilding Revealed



Will Brink has helped thousands build muscle, lose fat, and transform their bodies. And with his new resource, *Body Building Revealed*, Will provides one of the most comprehensive muscle building resources available today. If you're ready to build muscle, you're ready for *Body Building Revealed*.

Dr. John Berardi, Ph.D., Adjunct Assistant Professor, Ottawa, Canada. Author of *Scrawny To Brawny*, *Precision Nutrition*, *Gourmet Nutrition*.

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Also by Will Brink: “Bodybuilding Revealed”...Your Guide For Gaining Lean Muscle — Without the Fat!

...Will covers every aspect of the bodybuilding equation, including the confusing subjects of muscle building nutrition, training supplementation and cardiovascular exercise....Nothing is left to interpretation so once you are done reading the book, you will know exactly what needs to be done.

Hugo Rivera, CFT, SPN, BSCE

## ...Will Brink's E-book is Simply Superb!

It would take pages to do complete justice to reviewing Will's latest piece of work — Brink's *Bodybuilding Revealed* — because it is such a monumental piece of work. I can't imagine the man-hours that went into the creation of this resource let alone the research that had to be done.



In my eyes, even more important than the sheer quantity of information is the honesty and objectivity of the reviews and recommendations, which is very important in the shady, biased and confusing bodybuilding marketplace. In particular, Will's method of looking at “what the science says” AND “what the real world” says is the best possible approach to making informed decisions about products or programs. Overall, two very big enthusiastic thumbs up!

Tom Venuto New Jersey  
Author of *Burn The Fat — Feed The Muscle*

# TERMS, TERMS, TERMS

Also by Will Brink: “Bodybuilding Revealed”...Your Guide For Gaining Lean Muscle — Without the Fat!

I have gotten lots of valuable information from the Bodybuilding Revealed e-book and members area. There is so much information and misinformation out there, and Will's information takes a rational and reasonable approach to it all. It's information that can be trusted.

Paul Afek, MD

## Success Is Virtually Guaranteed.



Combine Will's nutrition and supplement information with my training tips and advice, and success is virtually guaranteed.

Charles Poliquin B.Sc, M. Sc. Ottawa, Canada. Author of *Modern Trends In Strength Training*, *German Body Composition*, *The Poliquin Principles*, *Winning the Arm's Race*.

## I've gained Serious muscle mass and lost a lot of fat quicker than ever before.



Hi Will: just a quick note to say thank you really. The information has helped me so much. I've gained serious muscle mass and lost a lot of fat quicker than ever before with the information and help you provided."

Scott Brouse

Click on the “*Bodybuilding Revealed*” link at the left to get started on your muscle-building program today!