



GET

THE EDGE

Issue: 02
MAY 2018



Fresh Shakes



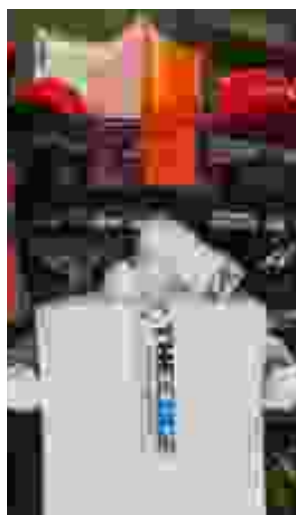
Healthy Snacks



Gym Gear



Vitamins & Supplements



Accessories



Huge Range of Bars



Gym Gloves and Belts



Opening Hours

Monday-Friday **9.00am-8.00pm** | Saturday **9.00am-5.00pm** | Sunday **10.00am-5.00pm**

73 Macquarie St, Parramatta, 2150
theedge.com.au

☎ 02 9633 3321
@TheEdgeSportsNutrition

✉ parramatta@theedge.com.au
@theedgesportsnutrition

SOLUTIONS FOR EVERY BODY

WHAT'S GOING ON

@ The Edge

TASTE TESTING

The Edge serving it up at your local gyms.
Find us in May:

Day, Date	Location
Mon, 07/05/18	Fitness First, Parramatta
Mon, 14/05/18	Anytime Fitness, Sth Parramatta
Mon, 21/05/18	Anytime Fitness, Winston Hills

For tastings at your gym please contact the team on 9633 3321.

OPTIMUM NUTRITION Sampling In-store



Come join us at The Edge on Tuesday the 15th of May and visit Rhys from optimum. He will be sampling a range of Optimum's best supplements between 12 - 3pm.

Even better.....

OUR MASSIVE SALE CONTINUES.

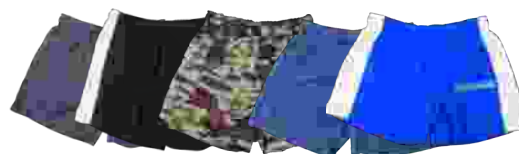
Huge discounts across the **Optimum Nutrition** range of proteins & pre-workouts.

So come in and grab yourself a bargain!

NEW
CLOTHING



In-store NOW. Get in quick, Limited stock available!



The Edge Exclusive Towel

The only towel that doesn't slide away while keeping you clean.



TEAM MUTANT IN-STORE

Come in on Thursday the 24th of May between 12 - 3pm and visit Claire from Mutant.

She will be sampling a range of their latest products right here in-store for you to try before you buy.



ICN NSW 2018 Sydney International Super-show

@ the fitness show ICG, Darling Harbour Sydney



OVERALL & PRO QUALIFIER CHAMPIONS

Saturday, 21 April 2018

Ms Fitness Model Open & Overall:	47 - Lana Propovednikova
Ms Sports Model Open & Overall:	147 - Maria Caparon
Men's Body-building Open & Overall:	114 - Jordon Boddam- Whetham
Men's Fitness Model Open & Overall:	136 - Sudip Sauden
Pro Men's Fitness Model Qualifier:	142 - Justin Burton

Sunday, 22 April 2018

Men's Physique Open & Overall:	51 - Aaron Picman
Ms Bikini Overall:	50 - Liz Emslie
Ms Figure Open & Overall:	126 - Lauren Philip
Pro Ms Bikini Model Qualifier:	17 - Felicity Ward



The Edge, ICN NSW Headquarters

"Every champion was once a contender that refused to give up!"

Get a Better

GRIP

- Easy to Use
- Stronger Grip
- Longer Lasting
- Less Mess
- Enhance Sports Performance



Liquid Grip: Application



① Apply a dime sized drop of Liquid Grip into the palm of your hands. When using the pump, 1 to 3 pumps is sufficient.

② Evenly coat fingers and palms for 3 to 5 seconds and allow to dry. [Remember: Do not rub like lotion]



JUST IN @ The Edge



LEANER AND CLEANER
SMART BARS
ALL NATURAL

Have you tried a Smart Protein Bar yet?

Raw, cold pressed whey protein isolate + prebiotic fibre

- ALL NATURAL
- LOWEST IN CARBS
- HYDROLYSED PROTEIN ISOLATE
- GLUTEN & SOY FREE
- PRESERVATIVE FREE
- NO SUGAR ALCOHOLS
- NO ADDED SUGAR
- LOW IN FRUCTOSE, FAT & SODIUM
- MANUFACTURED WITHOUT HEAT
- MADE IN AUS



"Start where you are, use what you have, do what you can!"

What do the colours of



Contains powerful
antioxidants e.g.
lycopene &
anthocyanin

Protects cells from
damage and helps
reduce the risk of
cancer, stroke
and heart
disease.

Remember to wash

Unless your fruit and
veges are 'certified organic',
they have been exposed to
pesticides at some stage. Be sure to
wash your fresh produce before you
consume it.

Highest in Vitamin C and Beta-carotene

Supports your immune system, skin & bone health and
vision.

Allacin & quercetin

Anti-viral, anti- bacterial and
anti-inflammatory properties.

High in anthoxins

Helps lower cholesterol

of your fruits and vegetables tell you?



5 digit code starting with 9 means:

ORGANIC

(grown naturally without chemicals)



4 digit code starting with 4 means:

CONVENTIONAL

(grown with pesticides and chemicals)



5 digit code starting with 8 means:

GMO

(genetically modified - grown unnaturally)

Contains a range of phytochemicals (carotenoids, indoles and saponins) along with high levels of iron and folate.

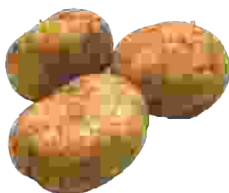
Indoles work in synergy with vitamin C & carotenoids to offer the health benefits above in addition to aiding hormonal balance, and enhancing cell nourishment.

Folate plays a role in DNA synthesis & repair and along with iron encourages growth and healthy function of the body.

Cook minimally to retain nutrients

large quantities of water and longer cooking times cause more nutrients in vegetables to be lost. Leafy greens can lose up to 45 % of their water soluble vitamins when covered in water during cooking.

Vita-Right



"If it doesn't challenge you, it doesn't change you"

MUSCLE OF THE MONTH

GO DEEP

Whether you are doing squats, leg press or lunges ensure you do full reps to work the complete muscle group. Adding more weight but doing half reps will not increase your strength in the long run when trying to complete the full motion.

VARY YOUR STANCE

By changing your foot positioning in these exercises you can focus on specific muscles in your legs and involve different muscular recruitment patterns to develop overall size and strength.

For example, a wide stance will focus on your outer quads/glutes, a shallow stance on your inner quads, while your feet shoulder width apart with toes slightly pointed outward will give you the most power.

****USE MAX AMOUNT OF WEIGHT YOU CAN DO WITH THE REPETITIONS GIVEN****

1. Bike

Warm up
5 - 10 min.

2. Leg Extensions (to warm up muscles & knees)

3 Sets
Start off light with the first set and increase weight each set to reach your maximum on the final set

3. Squats

3 sets
6-8 reps (for strength and size)
10-12 reps (for conditioning)

4. Leg Press

3 sets totaling 18 reps
(6 wide stance,
6 Shoulder width, 6 close)

5. Walking Lunges

6 steps per leg



Tips to avoid Chicken Legs

*Consult your doctor before starting any exercise program



Give your **mum**
her '**whey**'
this

Mothers Day

SAVE up to \$20

+



or



Add a box of
Maxine's Burn
or Yumm bars
for only \$35

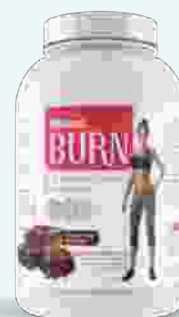
Thats < \$3
for an easy,
healthy snack
to assist you in
kicking away
those sugary
cravings and
keep you on
track with
your fitness
goals.

Receive a free gift pack with any
purchase of the following low-
carb and thermogenic protein
powders:



EHP Labs OXYWHEY,

MAXINE's BURN,



Horley's SCULPT,



BSN BIOBURN



Offer valid until Sunday, 13th May or while stocks last.

"Failure is not falling down but refusing to get up!"

I am a female and my main goal is to lose weight and tone up

I am a male focusing on losing fat while maintaining my muscle

Thermogenic Protein



I am a vegan and struggle to consume enough protein

Plant



I am lactose intolerant or have a sensitive stomach.

Collagen



I want a protein to use primarily pre or post-workout for optimal results

I want the highest protein content and quickest digesting protein powder no matter the cost

Hydrolysed WPI



I want a protein powder i can use anytime of the day.

(WPI+WPC) Blend



I want a protein powder to use as a meal / healthy snack in the day to increase my protein intake and keep me sustained.

Casein



I want a protein to help me recover and sleep better at night.



Get the right protein, get the results !



Protein:

Facilitates the repair and development of your muscles, organs, blood and hormones. Large amounts can be found in meat/poultry/fish, dairy, tofu, eggs and legumes.

Fats:

Insulates and protects your bones and organs. Acts as a secondary fuel source. Healthy unsaturated fat sources include; nuts, seeds, avocado and salmon.

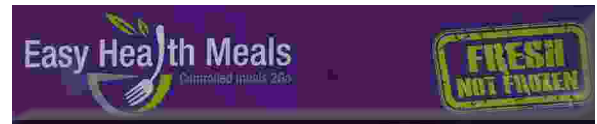
Carbs:

Provides fuel/energy for your body and mind. Found in all plant foods (fruits, veges, grains, legumes), milk and yoghurt.

APRIL's WINNER!!!

Congratulations Carlo Jassone! You are the lucky winner of a 90 serve XTEND BCAAs. Thank you for being a loyal customer and participating in last's month's crossword puzzle.

Match the MACROS



HOW TO ENTER:

Draw lines to match the calories and macros of some of our freshly made Easy Health Meals. Once complete, cut out and hand in in-store at THE EDGE or email a photo of the completed puzzle and your contact details to parramatta@theedge.com.au before 26/05/18 and be in the draw to win a 25 serve GIANT DELICIOUS Protein Powder. Winner will be drawn by lucky dip and announced in next months edition of 'GET The Edge'.

FIRST NAME..... LAST NAME..... D.O.B..... CONTACT NO.....



Chicken +
Veg + Sweet Potato



Lasagna



Turkey +
Veg + Rice + Sweet Potato



Salmon +
Veg + rice + sweet potato



Basa Fish +
Veg + rice + sweet potato



Chicken +
Veg only



Lamb +
Veg + rice + sweet potato

Protein: 42.1g
Fat: 30g
Carbs: 60.2g

690 Cal

Protein: 41.1g
Fat: 2.3g
Carbs: 11.4g

244 Cal

Protein: 40.2g
Fat: 4.9g
Carbs: 30.3g

343 Cal

Protein: 52.6g
Fat: 31.4g
Carbs: 30.3g

627 Cal

Protein: 52.8g
Fat: 7.4g
Carbs: 30.3g

416 Cal

Protein: 53.4g
Fat: 15.2g
Carbs: 30.3g

486 Cal

Protein: 42.2g
Fat: 2.6g
Carbs: 6.4g

231 Cal

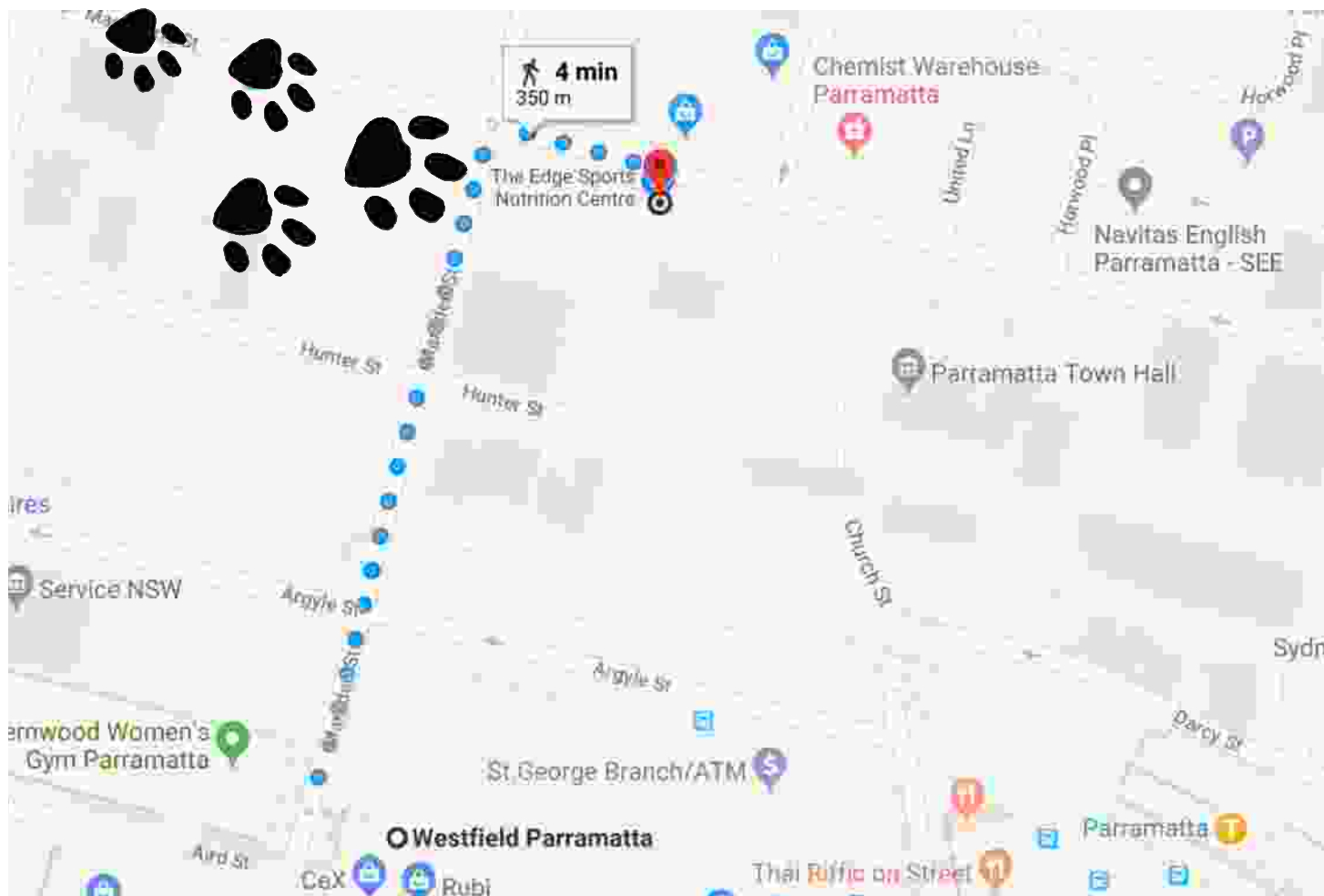
"Do something today that your future self with thank you for"



(LATE NIGHT EVERY NIGHT)
Monday to Friday 'till 8:00 pm



Less than a 5 minute walk from Westfield
Parramatta and Parramatta Train Station



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