

*CHAMPION'S CHOICE™*

GAIN WEIGHT OR LOSE WEIGHT...  
**MAKE THE™**  
**WEIGHT**



2

CHAMPION'S CHOICE™

# MAKE THE WEIGHT HANDBOOK

By *Rob Blakeman*



It doesn't matter what category of athlete you may be, the chances are you want to gain more **strength, speed and power**. You know that it takes hard work and dedication to succeed, and you may well have the drive and the discipline to work hard consistently but is that enough to help you become the best athlete that you can be?

At some point, sooner or later all athletes need that extra "edge" to help them achieve their potential. Top athletes know that they can't rely on natural ability alone. They search out and find that critical factor or inside knowledge that will separate them from the crowd. That special championship 'secret' that helps them train harder, work longer and recover quicker. There really is no mystery behind great athletes who

consistently deliver. That extra edge they possess is nutritional knowledge, and that can be the difference between winning and losing.

In today's highly competitive environment, Boxers, Martial artists, Bodybuilders and strength athletes are all looking for supplements that will help them get better results. They desire extra strength and energy in sports like boxing and martial arts where they physically compete against other athletes. As many



**MAKE THE  
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Endorsed by **RICHIE WOODHALL**  
FORMER WBC WORLD BOXING CHAMPION

sportsmen and women have discovered to their great cost, athletic ability can be greatly diminished when an athlete is 'weight-weakened'. Not only does the performance suffer but there are also the inherent health risks of forced weight loss and dehydration.

Looking strong and 'cut' at your competition weight is also important for an athlete's confidence. This does not only apply to bodybuilders. In boxing for example, looking the part is almost as important as being the part. Smart fighters know that appearing leaner, harder and more muscular at their chosen weight lets the competition know that they are in peak condition and can only add to ones confidence. Regardless of ability, a rock hard six-pack looks more impressive than a soft waist and midsection. Powerful looking arms and legs built during training often fail due to the strains of forced and incorrect weight loss procedures for competition purposes.

As any athlete worth their salt knows, even the best supplements won't deliver maximum benefits if they are not combined with correct training and nutrition. That's why this booklet contains

all of the nutritional information you will need to produce the finished result with nothing missing.

These days, with so many unethical supplement distributors promoting 'miracle' products that promise to deliver instant and unbelievable results it can be hard to decide what to put your faith in and spend your money on. One way to do so confidently is by ensuring credible approval of the supplement you choose.

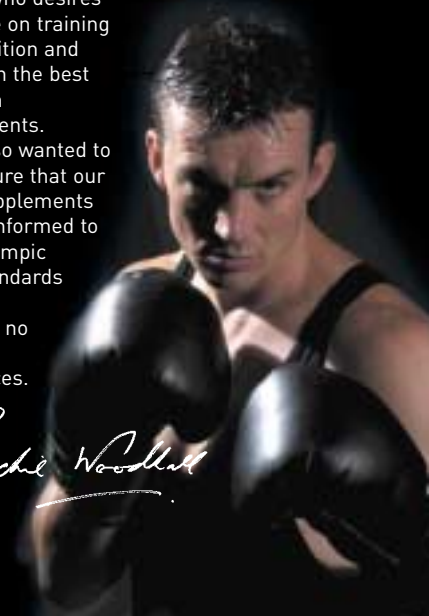
Richie Woodhall is a boxing legend. With an amateur career of 43 England international contests, a bronze medal at the Olympics in 1988 (losing only to the great Roy Jones on points), and a gold medal at the commonwealth games in 1990 his professional career was almost guaranteed. As a professional he was the undefeated Commonwealth middleweight Champion, the undefeated European middleweight Champion and the WBC Super-Middle weight Champion, Richie has done it all. He also rather uniquely, never struggled to make his competition weight limit. Consistently being never more than six pounds above fighting weight, Richie's nutritional discipline gave

him indefatigable energy which led to him being universally acknowledged as the fittest middle-weight ever to come out of Britain. His reputation as a sportsman of impeccable professionalism and integrity is unrivalled. That's why his endorsement of this sports performance product is your cast-iron guarantee of quality and commitment. Working together Richie and I set about putting our combined knowledge into creating a foundation stone for every aspiring athlete who desires guidance on training and nutrition and insists on the best quality in supplements.

We also wanted to ensure that our supplements conformed to Olympic standards and contain no banned substances.



*Richie Woodhall*



## WHY DO YOU NEED A SUPPLEMENT?

The energy required for hard training and competing is provided by a molecule called adenosine triphosphate (ATP). The chemical energy or fuel for making ATP comes from carbohydrates and fats that we get from our nutrition. The food we ingest is broken down to its component parts: carbohydrates into simple sugars like glucose, fats into simple molecules called fatty acids and proteins into their building blocks called amino acids, vital for repairing and rebuilding hard working muscles. We often hear that we can get all of the nutrition we need from our food. Sadly, due to modern food processing combined with aggressive farming methods the quality and nutritional value of our food has fallen drastically with the result that fulfilling all of your body's needs with food alone, is simply not possible.

Secondly, but perhaps more importantly our requirement as athletes is for



optimum nutrition. It is widely accepted by scientists that hard training athletes who exercise intensely on a regular basis have a far greater need for nutrients than sedentary or non-exercising individuals. The unique formula contained in 'Make the Weight' exerts a positive effect on building and retaining lean muscle tissue by providing nutrients not normally available even in optimal levels of a regular diet. The proteins and nutrients contained are in highly absorbable form to aid speedy and optimum digestion with minimum effort. This process in itself encourages fat burning by inducing maximum metabolic rate and brings increased recovery in hard training athletes. Great supplements take good nutrition into the category of Super-Nutrition. Super-Nutrition turns average athletes into good athletes and good athletes into great athletes!

## IS "MAKE THE WEIGHT" ECONOMICALLY EFFICIENT?

Yes, if you were to try to replicate the unique blend of proteins, carbohydrates, fats and other nutrients contained in just one serving of 'Make the Weight' using regular food, not only would it cost twice as much, but it would not be anywhere near as absorbable or 'useable' by the body. Not to mention that by using 'Make the Weight' you remove the inconvenience of cooking and force feeding yourself!





## WHAT ABOUT OVERTRAINING?

As an athlete you may have heard the term overtraining mentioned many times and from many different sources. It's discussed in a multitude of media and sports culture from health journals to conversations in the gym locker room. However because most athletes have never given overtraining a true definition the term plays no real part in their training schedule. You can learn more on this phenomenon by visiting [www.robblakeman.com](http://www.robblakeman.com) but you should know this; As well as other variables such as age, genetics and individual recuperative abilities, poor nutrition in and of itself can lead to overtraining. In point of fact any form of intense exercise taken without adequate nutrition will bring about as much harm as benefit. So many athletes concentrate all of their focus on training and do not pay anywhere near as much attention to nutrition. With many athletes holding

down full time jobs, time also becomes a factor as access to the right foods and cooking facilities can be a problem. That's when 'Make the Weight' really comes into its own. Supplying a perfect balance of proteins and nutrients with every serving it is ideal as a pre-or post-workout serving of vital muscle building and tissue repairing amino acids. The other benefit of using 'Make the Weight' is that you can increase your metabolic rate by consuming beneficial nutrients more often. Let's say you currently eat three meals a day, by adding two servings of Make the Weight in between you automatically increase your energy levels without the inconvenience of forcing two more meals on your digestive system. The formula is designed to deliver an instant and sustained flow of muscle strengthening nutrients in the most convenient and digestible way possible. Diabetic research has consistently proved the benefits of a more stable blood-sugar by ingesting more balanced meals throughout the day rather than cramming lots of food into one or two meals with long periods of no eating in between. Your requirements for high quality protein are greater if you are training hard and regular and must be fulfilled every day. Even on non-training days, your muscles

and immune system are under stress to repair and rebuild tired muscles ready for the next workout. To make this task easier use two servings of Make the Weight along with three smaller solid meals daily. When consuming solid meals make sure they are balanced. Your plate should be divided into thirds, each section containing a good source of protein, a complex carbohydrate and a fibrous vegetable or green salad respectively. This combination of foods is essential in maintaining a healthy digestive system and fuelling your body's ability to build muscle and burn fat.



## WHY CHOOSE MAKE THE WEIGHT?

We know how important it is to athletes and trainers alike that they only use certified-drug-free supplements. Our products are tested in a WADA (world anti-doping agency) accredited laboratory which carries out testing to high international standards (ISO 17025) for human, equine and canine sports. The laboratory is also UKAS (United Kingdom Accreditation Service) accredited, which means that the laboratories are subject to external auditing on a regular basis.

The Nutritional Supplement Screen is designed to assist nutritional supplement manufacturers with their Quality Control procedures in order to help them ensure their products are free from substances that are considered prohibited by the sports regulatory authorities. The screen is capable of detecting a

wide range of prohibited steroids and stimulants at very low detection levels in a wide variety of matrices (including bars, powders, gels, capsules, liquids, tablets). Champions Choice™ insists that the latest analytical technology - both LCMS (liquid chromatography-mass spectrometry) and GCMS (gas chromatography-mass spectrometry) are used for supplement testing to isolate and identify the analytes concerned. We also liaise with the sports regulatory authorities to keep abreast of the latest developments to ensure that our screen is as up-to-date as possible."

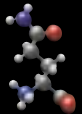


## WHAT ABOUT THE PRODUCT?

The formula comprised in 'Make the Weight' is a blend of whey proteins and carbohydrates with added branch chain amino acids and peptide bonded glutamine. The whey protein concentrate used is a rich source taken from vegetarian sweet cheese whey sourced entirely from European milk. The Whey Protein Isolate used is a rich source of whey protein from sweet whey which is from hard-pressed cheese, again reliably sourced entirely from European milk. This is very similar to the Whey concentrate but involves further filtering

to reduce fat/lactose and increase protein. The formula also contains added L-Glutamine.

L-Glutamine is the most abundant amino acid found in muscle tissue. One of the other key assets of L-Glutamine is it helps maintain a healthy immune system which is a very important for hard training athletes as heavy or intense



workouts tend to greatly deplete Glutamine levels (Glutamine is a primary source for your immune system). Branch Chain Amino Acids (leucine, isoleucine, valine) are also added to Make the Weight. BCAA's are not like other amino acids they are not metabolised in the stomach, and are instead metabolised directly in the muscle. This unique quality means that they are very anabolic (they build muscle) and very anti-catabolic (they stop muscle breakdown).



in muscle growth and retention. The L- glutamine contained will add to the uptake in the human glutamine pool from which lean muscle tissue is formed. The branched chain amino acids will aid directly in the retention of lean body mass as they are not metabolised in the stomach but directly in the muscle. It has been shown that they aid nitrogen retention by up to 80% in some individuals. These will complement the whey protein and Glucosamine uptake in 'Make the Weight' resulting in a product which is the ultimate in joint maintenance, recovery and strength building for athletes of all kinds.

PROTECT YOUR ASSETS

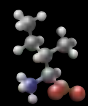


nutritionists and dieticians. Cartilage, as we have said is the slippery material that cushions the ends of bones. Over time or through overuse it wears away, causing pain, stiffness, swelling, 'creaking' and ultimately incapacity. Anti-inflammatory drugs are usually prescribed to relieve symptoms, but can have serious side effects. Glucosamine is the natural way to protect from this problem.

So to sum up; Make the Weight is specifically designed as a multi-purpose supplement. Firstly, for maximum nitrogen retention. Muscle nitrogen in lean body mass subjects (such as boxers and strength athletes) is lost when a person's daily intake of nitrogen from proteins is less than the body's daily excretion of nitrogen. The whey protein in 'Make the Weight' provides this positive nitrogen balance which is proven to assist



These unique Amino acids (Leucine, Isoleucine and Valine) cannot be synthesised by your body so they are essential to your growth. Make the Weight is also the only protein formula to contain Glucosamine Sulphate. Glucosamine Sulphate is a glucose-based chemical produced in naturally healthy joints, where it is used to repair and maintain cartilage for functional joint use and cushioning. Glucosamine has a high success rate in relieving osteoarthritis (bone and joint pain symptoms), and news of its beneficial qualities have spread around the world largely by good



## SLEEP, TRAINING AND EATING PATTERNS

Highly processed 'fast' and microwaveable foods not only deliver poor nutrition, they also contain chemicals and stimulants which may be disruptive to sleep patterns so the rule for choosing foods is simple; eat what will perish before it perishes. If something is packaged and can be kept in your refrigerator for more than a couple of days and still stay fresh it has been tampered with in some fashion. Choose fresh meats and real fruits and vegetables. Keep additives to a minimum. Couple processed foods with late evening workouts and your sleep is bound to be disrupted. Some uninformed boxers do their roadwork at night. This is simply unwise and unprofessional. Running or exercising after 5 or 6pm will not allow boosted metabolic action to subside adequately by bedtime. Bedtime for a serious, committed athlete should be no later than 9-10pm. Poor or disrupted sleep means lying in longer the next day

leaving less time in which to squeeze in 5 or 6 meals or protein drinks. The optimum time for running as far as weight reduction goes, is first thing in the morning between the hours of 6 or 7am on an empty stomach. That way the body has no choice but to burn stored energy reserves or bodyfat in order to do this task.

Have no doubt in your mind; you could definitely train harder and more effectively if your nutrition and training were more scientifically structured. Nutrition and workout scheduling are your first priorities when structuring your new plan.

LIGHTEST MAN TO PULL A FIRE ENGINE



The programme (right) is one I have used successfully for the last 18 months. I maintained a bodyweight of around 15 stones on this regime while still experiencing continuous strength gains, accelerated and improved recovery and increased performance in strength and fitness, plus clearly noticeable lean-tissue growth. I used this regime in my build-up for pulling a thirteen tonne fire engine for a charity event in April 2004. I completed the task comfortably and at the lightest bodyweight recorded by a strongman in the U.K. (see BBC web page)

[http://news.bbc.co.uk/1/hi/england/west\\_midlands/3609595.stm](http://news.bbc.co.uk/1/hi/england/west_midlands/3609595.stm)

The weight training included in the programme (right) was performed just twice weekly; the morning runs and the boxing training were performed three times a week.

Caffeine stimulates the release of fatty acids for use as fuel so a strong cup of black coffee prior to aerobic exercise is especially useful to help mobilise excess bodyfat.





FORMER BODYBUILDING CHAMPION

roadwork, caffeine stimulates the nervous system so should not be consumed after 3-4pm or it may interfere with sleep.

You may, if your bodyweight dictates, divide your 'Make the Weight' shake into two half servings. If your target body weight is lower than it is right now then you still need to eat as often as laid out in the chart but portions must be smaller. Control your calories rather than doing excessive work in the gym or on the road to keep weight down. Likewise, restricting calories to extremes and not doing enough roadwork can be just as detrimental to results. Your gym performances, feeling of wellbeing and bodyfat levels are your guide for achieving balance. If you want to be heavier or bigger, mix your shake with skim milk instead of water. Make sure that the bodyweight you increase by is made from muscle and not fat-there is nothing in between. If you can't flex it, it shouldn't be there.

## EXAMPLE OF MY DAILY NUTRITION & TRAINING PROGRAMME

		PROTEIN	CARBS	FATS	CALORIES
5.00am	Cup of strong coffee (200mg caffeine) followed by morning run.	-	-	-	-
7.00am	One serving 'Make the Weight' mixed with 16oz water.	42	24	2	299
10.00am	Whole-wheat sandwich containing one sliced grilled 6oz skinless chicken breast, 3oz smoked salmon & salad.	70	28	15	566
1.00pm	One grilled skinless chicken breast, one medium sized baked potato with low cal mayo.	59	51	6	510
3.30pm	One serving 'Make the Weight' and one apple.	42	24	2	299
4.30pm	Weight training workout followed by boxing workout.	-	-	-	-
6.00pm	One serving 'Make the Weight' mixed with 16oz of water.	42	24	2	299
9.00pm	2oz Porridge Oats, made with half pint of skim milk and 6 large egg whites, and a handful of mixed fruit. [blueberries, chopped banana, etc]	28	39	5.0	510
<b>TOTALS:</b>		<b>283</b>	<b>190</b>	<b>32</b>	<b>2'483</b>

## THE IMPORTANCE OF WATER CONSUMPTION

The more water you drink, the less water your body will hold. Very often, much of the weight athletes need or wish to lose is excess water. The body stores water when it doesn't have enough through fear of dehydration. Continuous and regular water consumption is vital for any athlete. Water gives muscles the ability to contract and perform. Dehydration is every athlete's worst enemy. Restricting water intake will not aid healthy weight loss and is extremely dangerous. Drinking plenty of water flushes out toxins and waste products and helps eliminate the fat broken down through training. You should always carry a bottle of fresh still (uncarbonated) water everywhere you go.

## FINAL THOUGHTS

So, in order to make this work and achieve your true potential, you must get as excited about your nutritional plan as you are about your training regime. You would probably never miss a workout session so; likewise you now know it is equally important that you never miss a meal or nutritional shake either. Your eating program depends on your being organised and prepared. You must have the good food you need when and where you need it. This is best cooked and prepared in the morning and packed in your work or training bag when you leave home. Blend your 'Make



**STRENGTH TRAINING & NUTRITION  
FOR CHAMPIONS  
BY  
ROB BLAKEMAN**

the Weight' shake, add some ice and take it with you in a flask. Alternatively, keep a blender at work and just carry the sachets you need. You could make a lot of substitutes to this diet. You might prefer a tuna filled jacket potato to a whole wheat chicken sandwich. You might want a salmon steak with boiled rice and green vegetables for dinner. No problem, just weigh portions and adjust their size according to your bodyweight. Small meals eaten often means good healthy weight control. Missed meals will not result in greater weight loss. Just keep the meals nutritious and simple. Avoid fats, butter, sauces etc.

## ABOUT THE AUTHOR

U.K's premier trainer, Rob Blakeman brings more than fifteen years experience as a trainer and dietician to creating the ultimate in athletic products and programs. A former advisor to The Gold's Gym Fitness Academy, Rob has created high intensity workout programs that really deliver results for world champion athletes and beginners alike. He is a special advisor to Holland and



Barrett on slimming and sports nutrition and has designed supplement and nutritional programs sold nationally. He is the director of Body zone Education Ltd, a personal training company based in the UK, which has used the principles and methods contained within this program to enable thousands of people with a wide range of physical requirements to reach their personal athletic goals and achieve the physique or performance of their potential. A recognised authority on training and nutrition, Rob has written numerous articles and special features on his unique methods and they have appeared in top bodybuilding and fitness magazines both nationally and internationally. He is also the author of the best selling book, *Passion for Change*, which examines the obesity crisis in children and adults in the 21st century. Record breaking strongman, full time hardcore athlete, Blakeman has made countless appearances on television and radio and is always in demand as a health and extreme training consultant. As a dedicated bodybuilder and trainer, he has spent countless hours researching exercise physiology and performance enhancement both at theoretical and practical levels.



THE CHAMP



CHAMPION'S CHOICE™  
**MAKE THE  
WEIGHT  
HANDBOOK**

By *Rob Blakeman*



THE ONLY PROTEIN SUPPLEMENT  
CONTAINING **GLUCOSAMINE SULPHATE**  
FOR STRONG BONES AND JOINTS

#### SERVING INSTRUCTIONS

Add one sachet to 1/2 pint (284 ml) of water or skimmed milk and blend.  
299 Calories per serving + 90 calories if mixed with skimmed milk

Richie Woodhall and Rob Blakeman are available for seminars on boxing technique, strength and conditioning training and nutrition. For details on how you can have them visit your gym or health club contact Ultimate Art on **01534 767777** or e mail via 'Contact Rob' on [www.robblakeman.com](http://www.robblakeman.com)

To find details of the ultimate workout knowledge for increasing power, strength, endurance and recovery you can purchase Rob's new book Whatever it Takes from [www.robblakeman.com](http://www.robblakeman.com)

**IMPORTANT.** 'MAKE THE WEIGHT' IS NOT A MEAL REPLACEMENT  
AND AS SUCH NORMAL FOODS SHOULD BE CONSUMED IN CONJUNCTION WITH IT.