

# LAMUSCLE WORKOUT

ISSUE 13 / 2022

REAL WORLD  
EFFECTS OF  
**COVID**

**MUSCLE**  
NUTRITION  
HACKS

**5** BEST ARM  
BUILDERS

**10 THINGS THAT CAN**  
STOP SUPPLEMENTS  
FROM WORKING

**WHY YOU**  
**NEED**  
TESTO  
BOOSTERS

HOW MUCH  
CARBS DO  
I NEED FOR  
MUSCLE?

3 WAYS  
TO BEAT  
**WEIGHT**  
**LOSS**  
PLATEAU



# LA REWARDS

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Genuine Since 1997

## WORKOUT WELCOME

The pandemic has been a great strengthener and a great divider. It has strengthened many people's resolve to become healthier, stronger, leaner, exercise more and eat better. Yet, it has divided people and nations. The divide between the pro-vaccine and anti-vax population is much like Apple vs Android! They all feel so strongly about their choice.

France thinks the UK is bringing Covid onto its shores. The Portuguese think the Spanish are crossing over the border bringing in Covid and so on. The world seems to have gone mad and our control over our lives seems to be eroding.

As a race, we owe it to ourselves, our fellow human beings and our future generations to uphold certain values. Your choices and rights should not infringe on those of others and your decisions should not negatively affect others. In a crazy age of rapidly moving technologies, social issues and uncertainty, there is one area where you can have total control over and be at peace. That area is your body and health. No matter how old you are, how healthy or unhealthy you are or what your mental health is like, you can make a decision TODAY to improve upon those aspects of your life. Winning starts with beginning.

LA Muscle is here every step of the way to help you. As the world's premier sports nutrition supplements company, LA Muscle not only provides you with THE BEST sports nutrition in the world; you also get full access to all of LA Muscle's arsenal of literature and media such as LA Muscle TV. Whether you are reading the latest articles on [lamuscle.com](http://lamuscle.com) or watching the latest exclusive LA Muscle videos, you are in safe hands. No choice is right or wrong. It is only what it means to YOU that matters. Make the right choices to become a healthier person today and stick with it.

This issue of WORKOUT gives you many great articles including some very informative ones on supplements to help you make the right choices.

Parham Donyai

Editor

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# 3 WAYS TO BEAT WEIGHT LOSS PLATEAU

Losing weight is a hard-fought battle with many ups and downs. When you start your weight loss journey, you will see changes in the numbers on the scale and in the mirror. Then, these changes slow down until you can no longer see any significant weight loss. This is what a weight loss plateau feels like. It is such a frustrating stage of your weight loss journey when your fat loss grinds to a halt even though you continue to put in the work and maintain your weight loss diet. But it is normal to hit a plateau.

**MANY PEOPLE DREAD THE WEIGHT LOSS PLATEAU AND TEND TO LOSE THE DRIVE TO CONTINUE OR SWITCH THINGS UP SIMPLY BECAUSE THE NUMBERS ARE NO LONGER A SOURCE OF MOTIVATION. DO NOT GIVE UP JUST YET!**

The fact is, as you continue to lose weight, your rate of metabolism slows down to prevent further loss of fat. At this point, you have two options, you either cut down your calories intake or burn more calories. The best way to look at a weight loss plateau is that you have almost reached your goals, and it is a sign that you are doing something right, and you need to switch things up a notch.

## REDUCE CARBOHYDRATES

Since you are on a weight loss journey, that means you are likely on a low carb diet. But since you have hit the weight loss plateau, it may be time to further cut down on your carbs. Reducing your carb intake may be the solution you need to get your scales working in your favour once again. Low-carb diets reduce hunger and encourage the feeling of fullness. They help your body produce ketones, which reduces your appetite. So the fewer carbs you eat, the better for your weight loss.







#### SWITCH UP YOUR EXERCISE

When you hit a weight loss plateau, something has to give. And for many people in this situation, that could mean increasing the frequency or intensity of exercise. Remember that the more weight you lose, the fewer calories your burn. So if you continue with the same number of reps and sets, you will struggle to lose more weight. You need to increase workout intensity and try new workout routines to increase your chances of burning more calories. Focus more on strength training to retain muscle mass, which you need to increase your metabolic rate. Combine strength training with aerobic exercise for better results.

#### KEEP TRACK OF WHAT YOU EAT

Keeping track of what you eat will help you identify what you should eat more of or less. If you are not sure why you have hit a weight loss plateau, taking a quick look at your diet records can help you see why you may not be losing weight. Studies have found that people underestimate how much they eat. But if you keep track of what you eat, you will know where to make changes.

When keeping track of what you eat, ensure you know how many calories and nutrients you are eating. Track your macros – protein, fat and carbs, as this will help to modify your diet. Tracking your food intake will give you accountability and increase your chances of reaching your weight goals. Many Apps do this or you can just write them down in a diary on a daily basis.

**“TAKING LA MUSCLE’S  
FAT BURNERS  
REGULARLY IS  
THE BEST WAY TO  
KEEP IN SHAPE.  
STACK AND CYCLE  
THEM AS SUMMER  
APPROACHES TO  
LOOK EVEN BETTER”**

One of the best supplements you can take for weight loss is Fat Stripper® Intense. This best-selling fat loss supplement has been a best-seller since 1998 for men and women around the world. Millions sold in over 140 countries.

Fat Stripper Intense has proven Pharma Grade fat burners as well as stimulants to get your body to really start burning fat and getting you leaner from the very first week of use.

Fat Stripper Intense is easy to take and 100% natural. Order exclusively from [LAMUSCLE.COM](http://LAMUSCLE.COM)







# REAL WORLD EFFECTS OF **COVID** ON SUPPLEMENTS

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Let's talk about something that you may not have directly noticed. That is, how Covid has affected your sports nutrition and the supplements you buy. If you haven't seen the effects of Covid (and Brexit) then you must have been living under a rock (lucky you!).

Covid has affected and continues to affect the following in a pretty bad way:

- \* Price of raw ingredients for supplements
  - \* Availability of raw ingredients
  - \* Lead times for raw ingredients
  - \* Price and availability of packaging
  - \* Lead times for packaging
  - \* Transport costs
  - \* Storage costs
- 

As you may have noticed, everything is going up in price, especially in the UK. Also, you may have noticed things not just getting much more expensive but also scarce! This is the world we currently live in. Lack of microchips, lack of containers, lack of staff, lack of raw ingredients etc

When it comes to sports nutrition, LA Muscle has been trying extremely hard in the background to ensure your prices and availability stay the same. Unlike many other competitors, LA Muscle still has most of its range in stock pretty much at all times. Prices have also stayed the same despite a general 20-40% price rise on some raw materials. There is a shortage of things like Suma Root, Creatine, Plastic tubs and prices for many raw ingredients have shot up and continue to go up weekly!

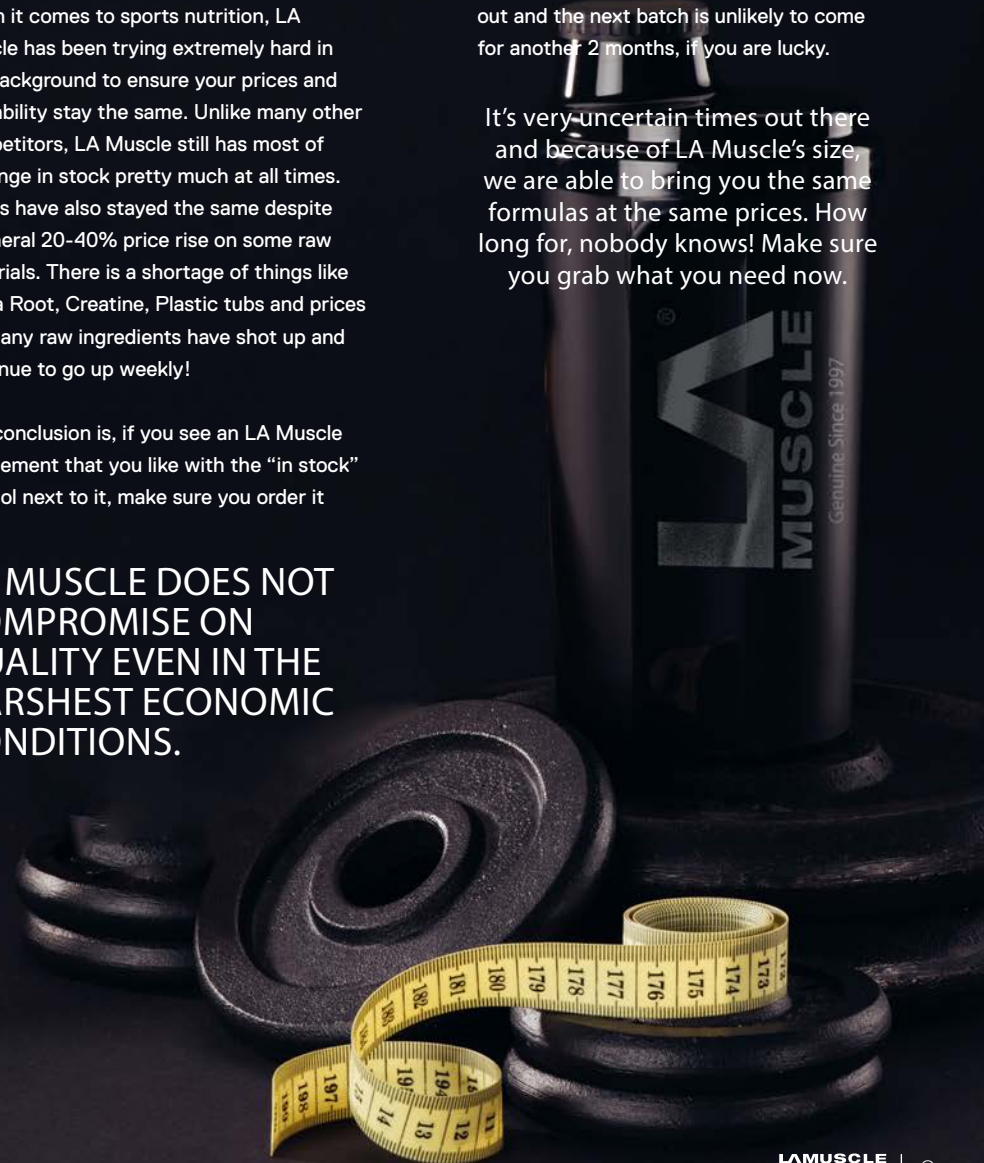
The conclusion is, if you see an LA Muscle supplement that you like with the "in stock" symbol next to it, make sure you order it

**LA MUSCLE DOES NOT  
COMPROMISE ON  
QUALITY EVEN IN THE  
HARSHTEST ECONOMIC  
CONDITIONS.**

then and there! There is no guarantee of anything these days! People are buying more and supply lines are extremely uncertain.

Take Burn Belly Fat for example. A beautiful powerful new product by LA Muscle. Demand has been so high that it is now sold out and the next batch is unlikely to come for another 2 months, if you are lucky.

It's very uncertain times out there and because of LA Muscle's size, we are able to bring you the same formulas at the same prices. How long for, nobody knows! Make sure you grab what you need now.







LA MUSCLE IS DEDICATED TO YOU IN EVERY WAY ACROSS R&D, CUSTOMER SERVICES AND AMAZING AFTER-CARE POST PURCHASE

In order to keep supply lines open and for you not to run out of your favourite LA Muscle supplements during these difficult Covid and Brexit times, LA Muscle has put in several measures.

These include the replacement of ingredients in short worldwide supply with others of the same quality, replacing packaging with alternatives, to ensure stock availability and alternative delivery methods. LA Muscle has also ramped up production to have an over-supply of all supplements because of the uncertainty of deliveries. Some raw ingredients that used to take 4 weeks to arrive are now taking 6 months to arrive - at best! LA Muscle is dedicated to ensuring you never run out of your favourite LA Muscle supplements even during these testing times.

Many customers are all too aware of the current conditions and have decided to stock up on

their favourite LA Muscle supplements. Look around you and you will see why! So many brands put their prices up monthly. So many brands have no goods or have sold out of some of their main lines. Some people say they can't even find batteries in their local store! The world and in particular, the UK has really felt the impact of Covid and Brexit and this will continue for a while. Rest assured, LA Muscle is doing everything it can to counteract the current state of things.



# SLIM WHEY

**LA  
MUSCLE**  
Genuine Since 1997



**YOU WILL WANT TO  
SHOW OFF EVERYWHERE**

AVAILABLE EXCLUSIVELY FROM:  
**LAMUSCLE.COM**



# TOP 5 NUTRITION HACKS FOR BUILDING MUSCLE



Here are some nutrition hacks for you to build muscle any time of the year.

## 1. Try new foods

Maybe you already have the perfect nutritional formula for bulking up, but there is absolutely nothing wrong with trying new things. Take

some time off your usual diets and explore during this winter. It's time to swap your chicken with salmon and add some variety here and there. The wintertime is a period where your brain tends to slow down, so you need to tweak your diet to avoid food intolerances. Sometimes your body you to eat new foods.

Because you spend less time outdoors during winter, you do not get enough sunlight, and your vitamin D levels may begin to drop. It is crucial to include foods rich in vitamin D. Do not skip the following foods rich in vitamin D:

Mackerel, Sardines, Beef liver, Cod liver oil, Eggs.

## 2. Probiotics for boosting the immune system

It is common knowledge that many people feel sick during winter, and that is why it is sometimes called the flu season. During the cold months, your immune system drops and when combined with other factors, you become exposed to different types of sicknesses. The digestive tract is the breeding ground for different kinds of bacteria and viruses. So, eating foods with high amounts of sugar and fat will create an imbalance of gut bacteria, which will make you susceptible to illnesses.

Foods such as Greek yoghurt and Kombucha are excellent sources of probiotics. But you could try other popular foods including, Tempeh, Kimchi, buttermilk, and pickles.

## 5. Eat more protein

If you are serious about bulking during the winter, then you need to up your protein intake. Your body needs amino acids, which are essential for repairing broken muscle tissue, and protein is rich in these compounds. Protein supplements help boost your protein needs to improve muscle growth during winter. Try and use a high quality protein supplement like LA Whey Gold to provide your body with all the needed amino acids.

## 3. Don't reduce carbohydrates

Carbs indeed have a reputation for weight gain, so people are constantly looking for ways to reduce their carb intake. Reducing carbs may be counterproductive to your winter muscle gains since you need the calories to create energy for a workout. Carbs not only provide you with energy but also allow your body to utilise protein more efficiently. If you are worried about overeating, you should calculate your daily calorie intake to keep you on track.

## 4. Keep a specific eating schedule

Eating whenever you feel like it will most likely make you fat, and the last thing you want is adding fat when you should be adding muscles. Create a meal schedule and stick to it religiously. When you eat is as crucial as what you eat. So, you must ensure that you stay away from eating late.





# WHICH NORATEEN MUSCLE BUILDER IS BEST FOR ME?

This is one of the most common questions asked of LA Muscle. Norateen Heavyweight II Let's simplify things for you, so you can choose the right Norateen to start getting some immediate gains.

If you want to get instant strength and muscle size  
Then try the best-selling Norateen Heavyweight II. It will work for everyone in increasing muscle & strength.

If you want to build muscle AND lose weight at the same time

Then try the new **Norateen Black**, specially designed to do both things at once. A very powerful formula that builds muscle mass whilst shredding you and getting rid of body fat.

If you want to get bigger and LOOK bigger in the gym quickly

Try new **Norateen Nitro**, designed to quickly increase size and also make you look like a bodybuilder through the use of Nitric Oxide to get you looking more muscular in the mirror.

If you want to look like a bodybuilder

If you want something extra for bodybuilding **Norateen Extreme** is another great option for those who have tried other Norateens or those who want to get even bigger. You can take it with any other Norateen or by itself.



If you want the most popular muscle builder

The most popular Norateen is the top-selling **Norateen Heavyweight II**, millions sold worldwide in over 140 countries. Results are guaranteed for all ages and sizes. Norateen Heavyweight II rapidly increases Testosterone and Growth Hormone within your body. It is 100% natural & safe. If you want even more gains, you can stack Norateen Heavyweight II with any other Norateen to double your gains. There is no right or wrong Norateen. They will all work for muscle building and strength building. Choose the one you like the sound of and you are guaranteed to see the best gains of your life.



## TIPS TO BOOST YOUR IMMUNE SYSTEM



Consume Protein Food



Exercise more Often



Get a good night sleep



Reduce Your Stress



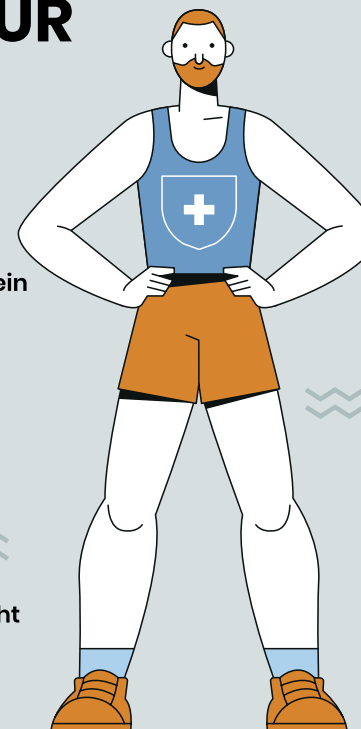
Wash Your Hands



Eat fruits and Veggiee



Stay Positive





# 5 BEST ARM BUILDERS



**Are you ready to give your arms a little more attention to get them into shape? We have rounded up the best simple exercises that you can do at home or the gym.**

**If your goal is to boost your upper body strength, don't ignore your arms! Strong arms mean that you can easily lift your luggage, play sports, and improve your bone health. Plus, having strong-looking arms can improve your body image and make you look attractive.**

## 1. Bicep curl

The bicep curl is one of the uncomplicated arm strengthening exercises to start with. While holding weights in each hand (dumbbell, barbell, bottles of water), stand with your feet shoulder-width apart.

With the weights at your thigh level, your palms facing forward, and elbows fixed to your hips, lift the weights high up to your shoulder level. Slowly reverse the curl and repeat. Perform 8-10 bicep curls, rest and do another two sets. Try not to go too fast when doing bicep curls. Focus on maintaining the proper form and smoothly lifting the weights. This exercise can be done standing or sitting on a bench.

## 2. Hammer curl

The hammer curl is similar to the bicep curl as they both target the muscles in the upper and lower arm. Like the bicep curl, this exercise can be done with a dumbbell and is always a great addition to your upper body workout routines.

With a dumbbell in each hand, stand with your legs straight and your knees aligned. Lower your hands to your sides with your palms facing your body and your elbows fixed to your sides. Then lift the dumbbells to your shoulders. Take your time lowering your arms and repeat the motion 8-10 times. Rest for a few minutes, then do 2-3 sets.



### 3. Concentration curl

According to experts, the concentration curl is considered the most effective exercise for strengthening and isolating your biceps.

Sit on a bench or chair, lean forward slightly with your legs apart. Pick a dumbbell with your right hand while resting your elbow on the inside of your right thigh, then slowly curl the dumbbell towards your shoulder. Pause for two seconds, then slowly return to your starting position. After completing a set with your right arm, do the same with your left.

### 4. Triceps Pushdown

This is a great exercise for building and sculpting your triceps. Do a warm up set first. then make sure you have your arms at your side when you perform this movement. The most important thing here is for you to control the movement. Let the weight come up slowly, getting your muscles to do the work. Don't jerk the weight. then slowly push down the weight, keeping your arms by your side at all times. At the bottom of the movement, make sure you fully contract your triceps and hold for 1-2 seconds.

### 5. Wide curl

Stand with your feet apart and your arms at your side while holding a dumbbell with both hands. Turn your palms away such that they are facing away from your body. While keeping your elbows pressed against your waist, lift the dumbbells towards your shoulders. Slowly return to your starting position and complete 8-10 reps and 2 sets.



# SIX PACK PILL EXTREME

AVAILABLE EXCLUSIVELY FROM:  
**LAMUSCLE.COM**

SUPER-RIPPED  
ABS IN  
A BOTTLE

Six Pack Pill Extreme is a powerful triple action formula that rapidly targets the fat gathered around your abdominal region. Six Pack Pill Extreme is Pharma Grade (not just food grade) and works very fast for men and women alike. Six Pack Pill Extreme contains Chromium to assist with the maintenance of macronutrients metabolism; the three main macronutrients are carbohydrates, fats and protein. Chromium also contributes to the maintenance of normal blood glucose levels. Raised glucose levels can contribute to weight gain. Another important active ingredient in Six Pack Pill Extreme is Choline which contributes to normal lipid metabolism.

Additionally caffeine is present in the form of the highest grade Green Coffee Bean Extract and Green Tea Extract at a standardised potency (not the average generic crop). The Green Tea Extract contains 40% Polyphenols, meaning that it is also a strong antioxidant that can effectively decrease the amount of toxins in the body as a result of hard training.

### AS USED BY CELEBRITIES AND ACTORS FOR QUICK WEIGHT LOSS.

LA Muscle has been selling the original Six Pack Pill and Six Pack Pill Extreme for over two decades and in that time, they have had a cult following from all walks of life including many celebs who need to get in shape quickly and need a reliable supplier. No other supplement on the market has the same synergistic formula, safe & natural ingredients and Pharma Grade quality of Six Pack Pill Extreme. Do not accept copies or cheaper imitations. If you want to see rock hard abs and want to see results fast, then nothing comes close to this incredible world class supplement.

**Six Pack Pill Extreme comes with LA Muscle's 100% money back guarantee even if you have used the whole tub. Throw your skepticism away and try this incredible result-producing formula today.**

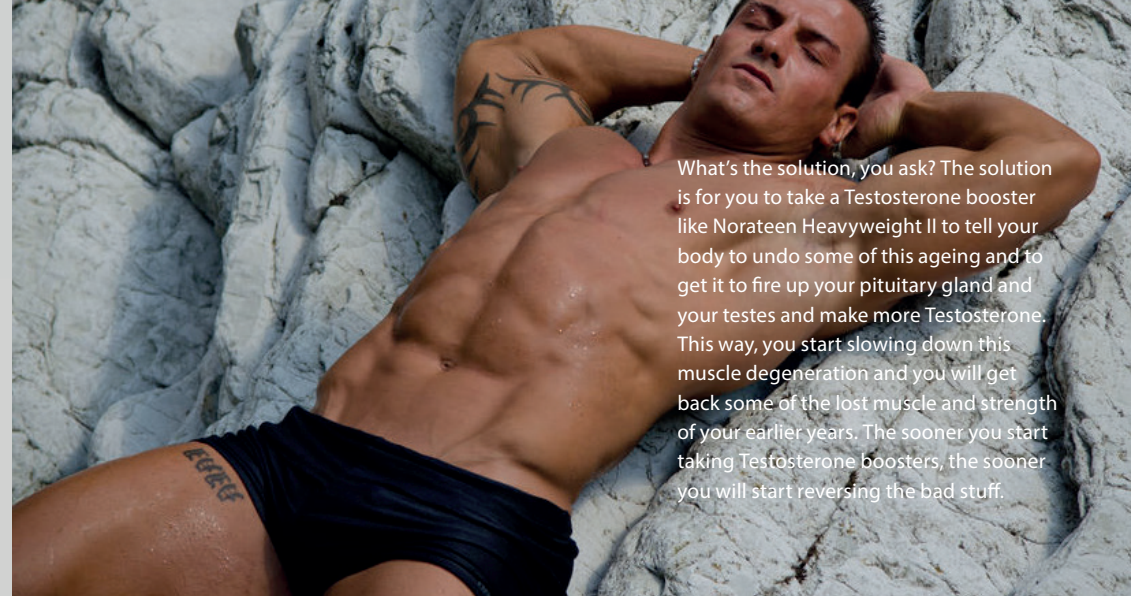




# WHY YOU NEED

## TESTOSTERONE BOOSTERS FOR GROWTH

**It is an undisputed scientific fact that Testosterone levels start declining in your early twenties. The only disputable point would be, by how much? Each person differs. As you may know, Testosterone is the hormone responsible for muscle mass, strength and also helps with fat loss, confidence, motivation and a whole host of other things.**



What's the solution, you ask? The solution is for you to take a Testosterone booster like Norateen Heavyweight II to tell your body to undo some of this ageing and to get it to fire up your pituitary gland and your testes and make more Testosterone. This way, you start slowing down this muscle degeneration and you will get back some of the lost muscle and strength of your earlier years. The sooner you start taking Testosterone boosters, the sooner you will start reversing the bad stuff.

In your 20s and 30s, you may not even notice this loss of Testosterone. That's why you get young people on forums and social media commenting with things like "Just eat right and train hard bruv and you will be ok. You don't need supplements."

These very people will be begging for some Testosterone boosters by 50 years of age if they are lucky, but mostly by their 40s.

Why? Because as clever as you think you are and as knowledgeable as you think you are, you can't fight nature. As simple as that! Don't you think David Hasselhoff or Arnold Schwarzenegger also train hard and eat right? How come their pecs are disappearing and their bellies growing?

As you enter your 40s, you will notice that even if you haven't changed your diet or training for years, you are beginning to get a bit of a belly and your muscles are not getting as big. You will require more training, more weights and more intensity to get the same results. By the time you reach 50, you will actually notice that you have less muscles and more body fat, no matter what you do, how you train and what you eat. Sure there will be a genetic freak that will still look like they are in their 30s. But this will be 1 in 1000 people.





You can't argue with that fact that a re-introduction of Testosterone will help you build more muscle and strength. Agreed?

So the only thing you may argue about is whether Testosterone boosters actually work. This may be your sticking point. Apart from a whole host of scientific studies on the various ingredients in supplements like Norateen Heavyweight II and Norateen Extreme, you may want to know that they have been best sellers since 1998 and have helped millions of men (and women) re-build their bodies or just build their muscles. If you are still skeptical, you will be pleased to know that they are the only Testosterone boosters in the world that come with a 100% guarantee. You risk nothing.

Now you have no excuses for looking weak and having no strength. Order today for guaranteed next day delivery and start growing from tomorrow.

**LA**  
**MUSCLE**  
Genuine Since 1997



**Today's Special Promotion**  
Exclusive to  
LA Muscle Richmond  
Save money now  
Limited stock

**POWERFUL  
MUSCLE BUILDER  
AND FAT BURNER  
IN ONE FORMULA**

AVAILABLE EXCLUSIVELY FROM:  
**LAMUSCLE.COM**

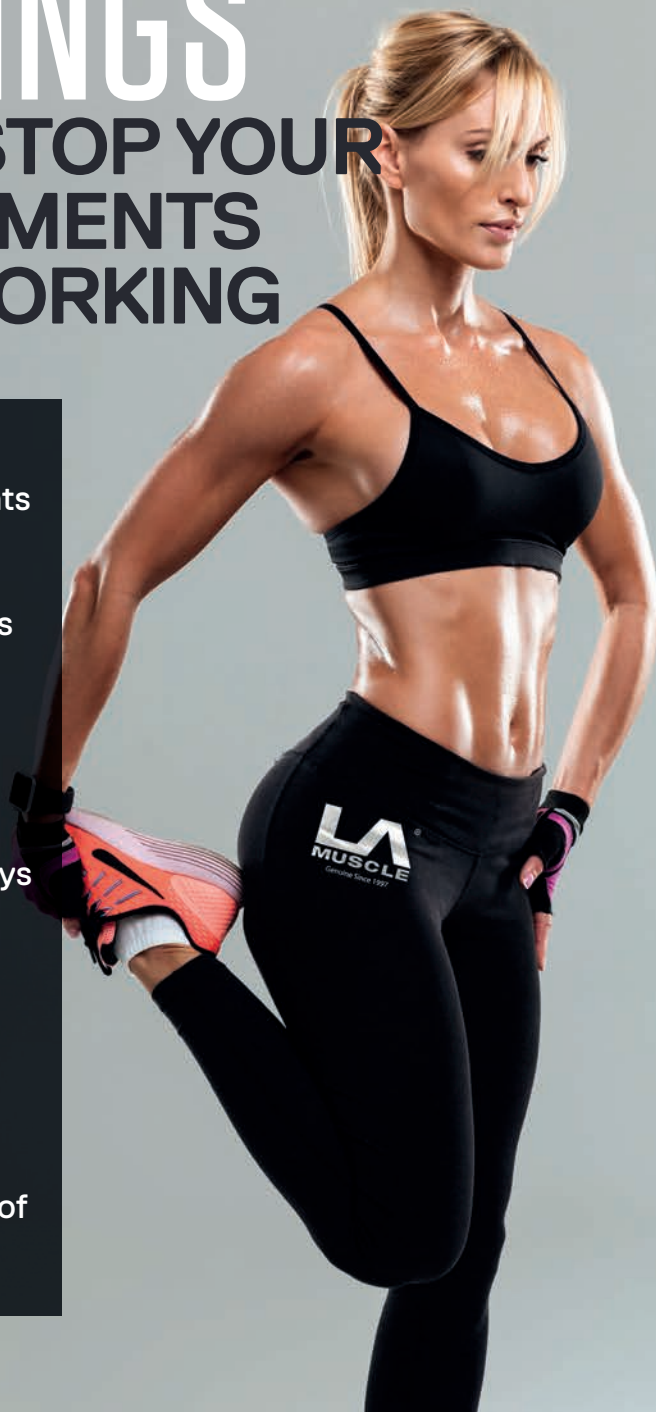




# 10 THINGS THAT CAN STOP YOUR SUPPLEMENTS FROM WORKING

LA Muscle's fat loss and muscle building supplements are the strongest on the market. Millions of people have seen incredible results from them since 1997. One of the most frequently asked questions some customers ask is whether the supplements **WILL** work?! The answer is always a big **YES!**

However, when it comes to muscle building and fat loss, certain things "can" affect the effectiveness of supplements and it would be wise to pay attention to them, to get the most out of your supplements.



## 1. Alcohol

Alcohol can be full of calories which counteracts your efforts to lose weight. Alcohol is also a massive oestrogen-elevator, meaning it defeats your efforts to boost Testosterone and build muscles. So if you are taking any fat loss or muscle building supplements, you should ideally avoid alcohol for maximum gains or at least reduce its consumption.

## 2. Cannabis/ Drugs

Another known oestrogen elevator and extremely detrimental to your body especially if you are taking Testosterone boosters and wanting to build muscle mass. Cannabis also has a tendency to sap your energy and motivation, so not the best thing when you have purchased your amazing supplements to get motivated and build a new body!

## 3. Stress

People underestimate the harm that stress can do, not only to your body but to your overall progress in the gym. Stress triggers the release of Cortisol, which is a hormone that commands your body to store fat and destroy muscles! Imagine, you are taking muscle builders or fat loss supplements but you are under heavy heavy stress. What do you think happens? Not much! Even the best supplements in the world can't deal with your body well if you are constantly producing a hormone that keeps telling your body to destroy muscles and hoard on to fat! Pay attention to stress and try and reduce it with things like meditation, yoga, walking, taking a break and relaxing. This is the No.1 reason why muscle builders or fat loss supplements may not be working for you or may suddenly seem to stop working.



Starman® is an incredible male sexual performance supplement available exclusively from: [LAMUSCLE.COM](http://LAMUSCLE.COM)

## 4. Dehydration

Your body is 70% water. To build muscles with muscle builders, you need to drink plenty of water. The same goes if you are taking fat loss supplements. You need to drink plenty of water to shift all that fat out. Without good water intake, you will not see the best results from your supplements.



## 5. Lack of sleep

When do you build muscles? When you sleep of course! Your fat burning furnace is also fine tuned at night. So if you don't have enough sleep, you will not build enough muscles and your body will not be fully efficient to take advantage of the fat burning supplements you may be taking.



#### 6. Over-training

Supplements like Norateen do without doubt increase your ability to train longer and harder. Supplements like Fat Stripper do give you more energy for working out longer too. However, there is a fine line between working out smartly or even a lot and over-training. When you over-train, your body will be in a state which will not allow it to make the best use of the supplements you are taking. If you are muscle building, try and do a split routine, giving each muscle enough time to recuperate. If you are trying to lose fat and taking fat burners, make sure you don't over-do it and get so tired that you have no energy.

Tip: If you are over-training, make sure you take in extra protein in the form of LA Whey Protein.



#### 7. Protein

30% of your muscles are protein. If you are taking a muscle builder and your protein intake is low, then you will not get the best results. A supplement like Norateen goes into your body and looks for protein to synthesise it into more muscle. No protein, no extra muscle! The same goes for fat burning supplements. If you are taking fat burners, then you need to up your protein and reduce your carbohydrates for the best results from that supplement.



#### 8. Diet

Paying attention to your general diet is very important. If you are taking a muscle building supplement, you need to eat like a bodybuilder and not like a bird! If you are taking fat burners, you need to not eat like a pig and eat more smartly. A bad diet can dramatically reduce the effectiveness of your supplements. A good diet can make supplements produce even better results.



#### 9. Missing doses

Some people don't pay attention to the doses when it comes to supplements. They think it is OK to miss a dose here or there. Doing this will reduce the effectiveness of your muscle building or fat loss supplements. A Testosterone booster like Norateen should be taken as recommended and every day, not just on days that you train. You need that constant Testosterone boost day and night for best results. The same goes for fat burners. Many of LA Muscle's fat burners have appetite-suppressants in them. You need to take them every day and as directed for that continuous appetite suppression and fat burning.

#### 10. Taking too much

Taking too much of a supplement (over the recommended dose) or for too long can reduce its effectiveness. Why, you ask? Because your body will get used to it, it will get lazy and won't do its own job well. This is why it is important to stick to the dosages and always try and cycle supplements. So, 2 months on and 1 month off. In the month off, you can take something else.

LA Muscle's supplements are the best your money can buy. Pay attention to the above and you will get





# Follow **LA MUSCLE** on **Social Media**

 la\_muscle



**You Tube**

Over 19 million views



Over 188,000 followers



Over 1 million video views a month



Over 100 000 followers



# WHY I TURNED MY BACK ON

# SOCIAL MEDIA

## AND ON REACHING 10M PEOPLE PER MONTH!

BY: PARHAM DONYAI, ENTREPRENEUR, LA MUSCLE FOUNDER

2 weeks ago, I decided to turn off all my social media accounts.

Actually, let's go back a bit further. Let's go back to around 3 years ago when I started taking social media more seriously.

I started posting on Instagram just before Instagram switched their algorithm and growth on there became difficult. For a few months, I had tremendous growth and interaction, reaching around 50k followers in 6 months. For the following 2.5 years, my account only grew by 5k - a direct result of the algorithm change. I got a blue tick for Instagram after 2 years of being on social media.

Even after the algorithm change the views and interactions on my Instagram account were still pretty crazy. As a result of being on social media, my reach as an entrepreneur grew tremendously. If you are on social media, you will know that it enables you to meet people you would otherwise never meet and helps you grow your network. You come across a lot of interesting people and some crazy ones!

Through social media, notably Instagram, I launched courses, podcasts, books and more clients came to me for business mentoring. At the height of my social media life, I was reaching upwards of 10m people a month

through Instagram, Tik Tok, Youtube etc I had to take off my private number plates on cars when in London because so many people were coming up to me. Same in shops and other places. I would go to eat and people would come up wanting to talk about my latest post or wanting to learn about business. I didn't mind at first but sometimes you just want to have your private life.

As an entrepreneur and founder of LA Muscle, I was never a fan of the public life. Business was and is my life but I never invited publicity. Social media changed all that. For the most part, it was a good thing as it meant my brands reached a different audience

through my personal social media presence.

Then 2 weeks ago, something happened.

I had been toying with the idea of closing my social media accounts for a while but social media had become such a huge project in itself that it seemed ludicrous to close off something I had spent so much time and effort building. Let's not forget that in today's world, YOU need to be your own PR.

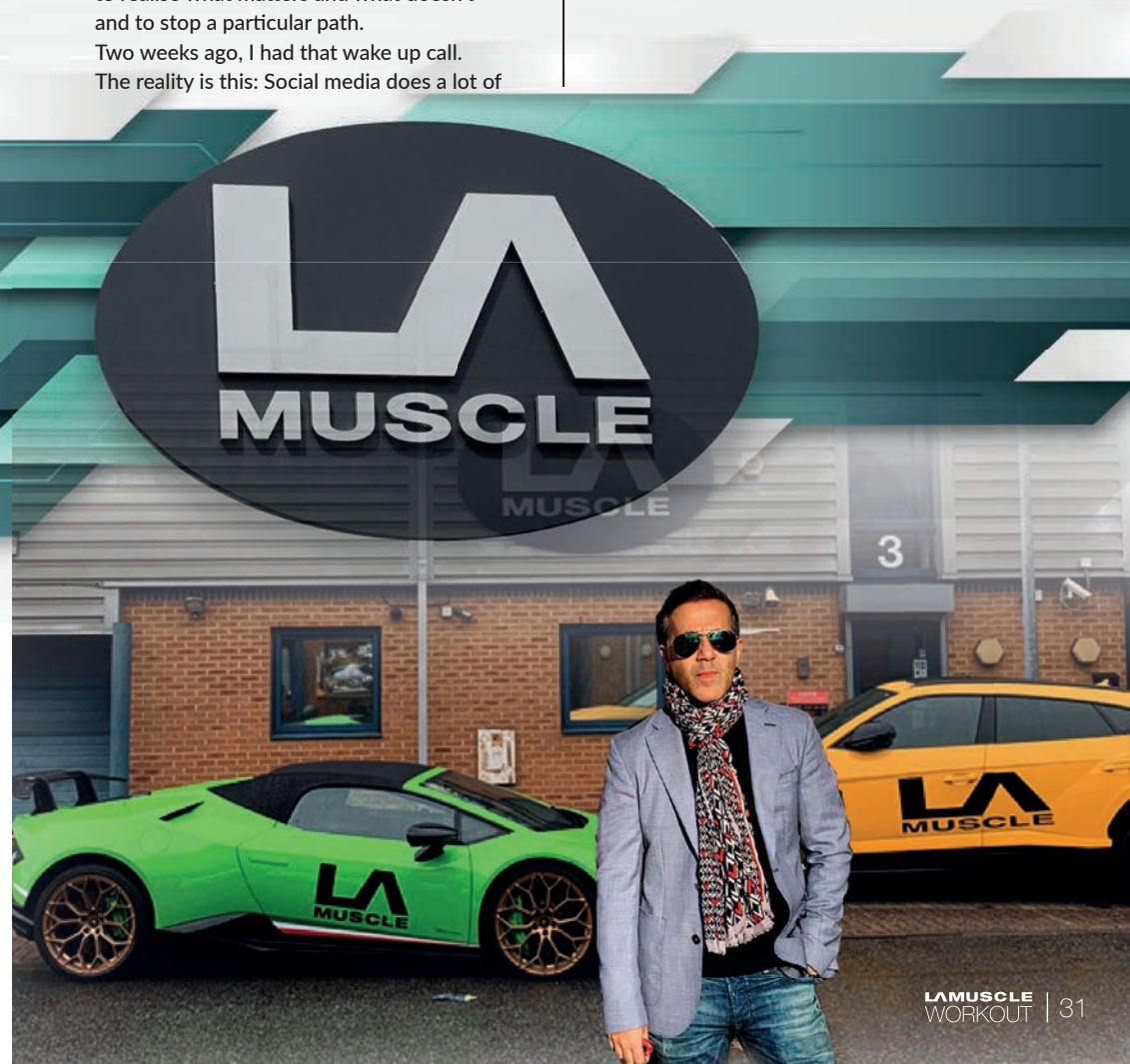
Sometimes in life you need a wake-up call to realise what matters and what doesn't and to stop a particular path.

Two weeks ago, I had that wake up call.

The reality is this: Social media does a lot of

good. It helps you network, it can grow your business or brand and can help you reach a bigger audience and influence others.

However, social media is also the biggest threat to the world in many ways. Social media manipulates everyone. Social media makes kids and teenagers feel unworthy and sad, it ruins relationships and minds and it controls people the way nothing before it has been able to do. Sure, it is better to be part of the "power" than on the sidelines. At least this is what I used to think. However, I no longer believe this.







Social media is the weapon of choice for bullies. It is the cause of millions of people's unhappiness. It controls the masses through the actions of a few. It is so complicated and algorithm-driven that you, as an individual are unlikely to decipher it or even notice how deeply it manipulates.

It wasn't an easy decision to make but once I saw the light and realised that social media for me was something I no longer wanted to be part of, the rest was easy. I was letting down many people who had been used to my free advice, interesting photos and videos. But in life, first and foremost, you need to look after your own health - physically and mentally. And of course for someone like me who has several businesses, I needed to pay close attention to what I was devoting my time to.

I closed off my Instagram, Twitter, Facebook, Tik Tok, Youtube etc within 5 minutes.

Then, this happened:

Silence. It was a strange feeling. I was no longer checking my phone every minute. My mind was not racing to think of the next post or story. I had 3-4 extra hours every day. I was no longer doing podcasts, videos, posts, stories etc etc. I felt at peace.

Within days, I started getting emails and texts from people who had my contact details (and some resourceful others who found my email!). They were wondering if something had happened. WHAT had

happened? How can an Instagram account with a blue tick and so active, suddenly disappear? Don't I care about my blue tick? Don't I care about my audience? Don't I care about losing momentum? Don't I care about my followers and likes?

With important decisions, you need to have a good think about them and when you make them, you need to stick to them - that's unless your decision was based on flawed data.

I miss posting and interacting with people. By closing my Instagram, I probably lost the contact of thousands of people who I had interacted with.

Two weeks on and closing my social media accounts is one of the best decisions I have made in my social/ business life. I don't care if I am missing out. Missing out on what exactly?

I have more time, more peace and don't feel I owe anyone anything anymore!

The various businesses I run, including LA Muscle are thriving and nothing has changed on that front. In fact, I look at people on social media now and feel sorry for them. What a waste of time. What a waste of life. There's much more to life than being glued to your screen looking at things you will never have, people you will never look like and seeing things that for the most part are 100% fake.

I could have toned down my social media life rather than closing it but I am an all or nothing sort of person. Others may do things different and I am certainly not telling you what you should do. Just telling you about what I did.

Maybe I will do another article from the inside on why social media IS such a destroyer of people's minds. For now, I am enjoying life without the heavy anchor of having to post or having to check the number of "views" or "likes" a post gets. What a life. What a great life! If you find social media is affecting your mental health, make a decision to do something about it.



**NORATEEN NITRO**  
TESTOSTERONE & NITRIC OXIDE IN ONE FORMULA

AVAILABLE EXCLUSIVELY FROM:  
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# GO NUCLEAR!

WE WANT NUCLEAR!

NUCLEAR IS BEST!

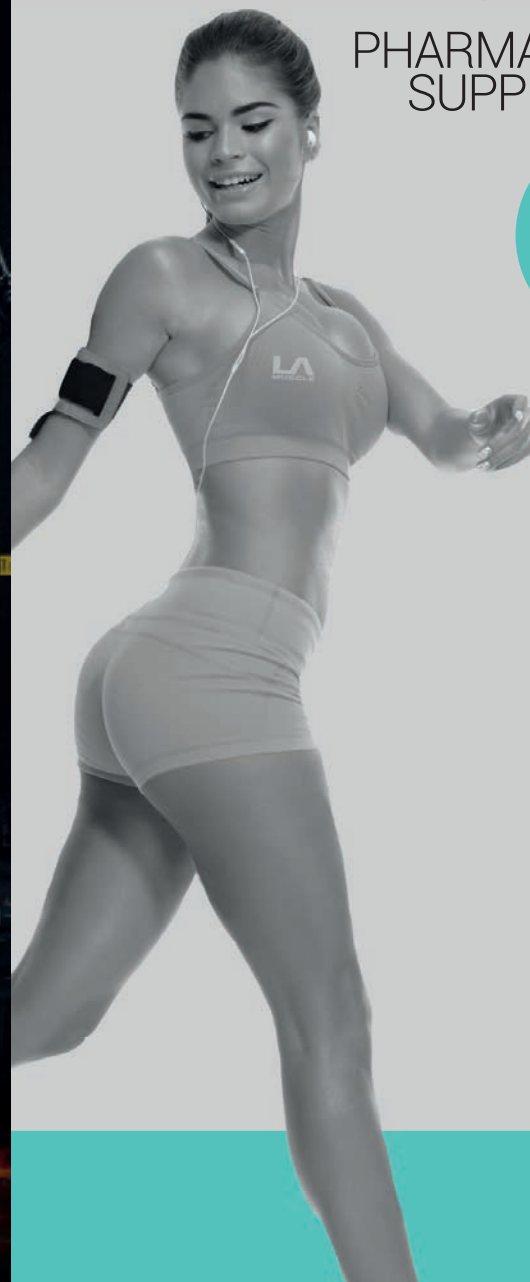
DO NOT CROSS POLICE LINE DO NOT CROSS POLICE LINE DO NOT CROSS



## NUCLEAR CREATINE

EXCLUSIVE PATENT-PENDING  
SUPER-DELIVERY FORMULA

Nuclear Creatine is the ideal Creatine supplement for everyone due to its fast-acting properties and amazing ingredients. Creatine is brilliant for increasing physical performance in successive bursts of short term, high intensity exercise.



# SCULPT CLA

PHARMA GRADE  
SUPPLEMENT



TRY THE ONLY  
PATENTED PHARMA  
GRADE SUPPLEMENT  
DESIGNED FOR WEIGHT  
LOSS AND MUSCLE  
BUILDING ALL AT  
ONCE

Many companies purport to sell Conjugated Linoleic Acid (CLA) these days and for some ridiculously cheap prices. If you have been buying their CLA why don't you ask them if it is the original Patented version, the Tonalin CLA and the Pharma Grade CLA? It may be a while before they answer you :)

Original, certified, proper CLA is expensive stuff and only a handful of companies in the world have the licence to sell it. LA Muscle is one of them. Why is LA Muscle's CLA so special? Because it is the actual Conjugated Linoleic Acid as shown in scientific studies to do some amazing things. Other so-called CLAs are just vegetable oil or sunflower oil... but you would never know.

### THE "REAL DEAL" CLA DOES THE FOLLOWING:

1. Reduces Cortisol instantly so you preserve all your muscles and your body will no longer tap into muscle mass to use it for fuel.
2. Burns body fat day and night. In fact without wanting to promote laziness, Sculpt burns fat even if you are not exercising.
3. Sculpt makes better use of protein, so you get more muscular literally overnight!

Sculpt is revolutionary and even better, it is 100% natural. Some even use it for better health all round. If you want to try just one supplement for building lean muscle mass and reducing body-fat (DRAMATICALLY reducing body-fat), then Sculpt is the one.

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**LAMUSCLE.COM**





ANNAMARIA  
POLLINI







# FAT BUSTER

- ✓ SUITABLE FOR MEN & WOMEN
- ✓ APPETITE SUPPRESSANT
- ✓ FAST WEIGHT LOSS
- ✓ DIET PILL



FAT BUSTER IS AN AMAZING QUAD-ACTION NATURAL AND 100% SAFE FAT BURNER AND WEIGHT LOSS SUPPLEMENT FOR MEN AND WOMEN. FAT BUSTER WORKS VERY FAST AND MOST PEOPLE SEE RESULTS WITHIN 3 DAYS. FAT BUSTER IS A FAT METABOLISER, THERMOGENIC, DIURETIC AND ENERGISER.

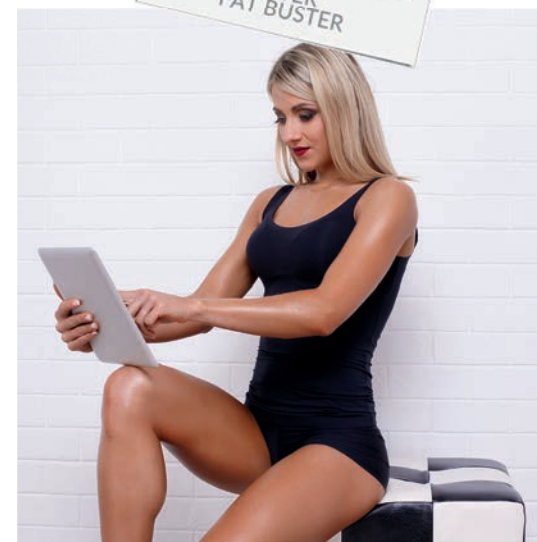
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**LAMUSCLE.COM**

**WHY THIS 100% NATURAL PILL COULD MEAN THE END OF PILING ON THE WEIGHT WITHOUT YOU NEEDING TO CHANGE YOUR LIFESTYLE OR EATING HABITS**

The reason why most weight loss pills don't work is that a) they are not formulated correctly b) they don't have strong enough ingredients or c) they are not made or stored to the right standards. Take a formula like Fat Buster that ticks all 3 boxes and you see results in a matter of days!

**NOW YOU CAN GET THESE 8 RARE INGREDIENTS THAT OTHER COMPANIES DON'T DARE PUT INTO THEIR FORMULAS DUE TO THE HIGH COSTS WITHOUT YOU HAVING TO PAY OVER THE ODDS**

Fat Buster is a synergistic formula that contains very rare, exotic and expensive ingredients that other companies just don't dare use due to their high costs. Fat Buster is also made in a Pharmaceutical Grade lab using the finest of processes to ensure a pristine final supplement. Unlike other cheap supplements that may produce side effects, Fat Buster is a powerful, natural formula with no side effects. What you get is amazing weight loss that you will see and feel within days.



**HURRY AND JOIN THE HUNDREDS OF THOUSANDS OF MEN & WOMEN SEEING FAST RESULTS! YOU GET THE FAT BUSTER FULL NO QUESTIONS MONEY BACK GUARANTEE. YOU TAKE NO RISK!**

It's understandable for you to be skeptical and you are right. It's not your fault that other supplements don't give the results you want or that you have not been getting it right when it comes to weight loss. All that is over now. You don't need to stress or worry about your weight because now you can join the hundreds of thousands of happy users of Fat Buster. You take NO RISK. If you don't love it and see results within 2 days, you get 100% of your money back. Show you're serious about losing weight right now and let's start giving you the results you deserve. Order now as stocks for this amazing supplement are limited.



# 7 PORTION SIZE MISTAKES THAT ARE EASY TO AVOID

You are doing a great job sticking to a healthy diet as you are trying to lose weight. But, do you know that you might be overeating? The mistake made by many people is overeating a particular food than we need, but paying less attention to the right portion size.

Can you remember the last time you checked the portion serving label or nutrition information before pouring some cereal into a bowl? There is a likelihood that you are eating more than the recommended serving portion without noticing it. And it can affect your weight loss journey results.

Here are seven portion size mistakes that are easy to avoid.

## 1. Consuming a lot of snacks

Snack consumption is one of the portion size mistakes that we all make. Busy schedules can make us snack more on potato chips, popcorn and nut to satiate our hunger. In the process, we eat more than we need then miss breakfast or lunch. This, in turn, makes us gain more weight and develop terrible eating habits. If you want to have a healthy diet and keep fit, remember to drop that big bag of popcorn

or potatoes chips. If you must snack, eat small portions at a time.

## 2. Forgetting to serve your food on a plate

Eating directly from the pot, bag, or container is another common portion size mistake that we all make. We tend to eat more than we need and forget to keep track of our portion size. Over time, we consume more calories which turn to more body fat. To break this portion mistake, always serve your food on a plate. Serving your food on a plate will encourage a healthy eating habit.

## 3. Overeating unhealthy food

Another portion size mistake we make is overeating foods with high sugar content. Unhealthy foods have high calories than healthy food. When we eat them in large portions, our bodies have more calories to deal with. Eat food with soluble fibre for breakfast to help control your portion size mistakes. Apples, grapefruits and oranges are also good options to try.

## 4. Rushing your food

Living in a fast-paced modern world makes us get used to eating too quickly and consuming more than is needed. Also, prolonged hunger can make you eat down a large portion of food. This habit can affect your health negatively, making you put on weight and triggering heart disease. The best way to break this habit is to take time to enjoy your food, eat in small bites or chew your food thoroughly.

## 5. High intake of sugary drinks

If you have a sweet tooth, you may consume lots of sugary beverages. Although they may be a source of energy, taking too much is unhealthy. Consuming excessive amounts of sugary drinks can lead to tooth decay and create a higher risk of heart disease. Some people think of diet drinks as an alternative, but they are as bad as regular sweetened drinks. You can work on your portion size by cutting down or reducing the mindless sipping of sugary drinks.

## 6. Eating a bowl of fruit

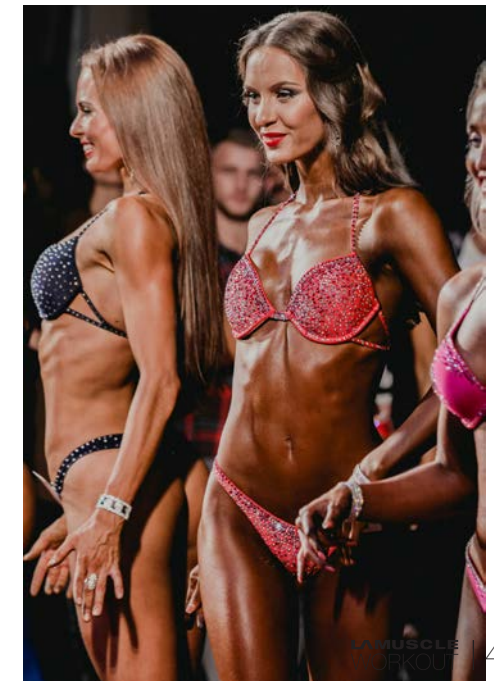
Fruits are an essential part of a healthy diet due



to their numerous health benefits. Unfortunately, eating lots of fruit causes reflux, bloating and heartburn. To encourage eating the right portion size, do not exceed the serving size of about 4 to 6 ounces.

## 7. Eating too many nuts

Eating too many nuts is another portion size mistake that many make. Due to its health benefits, we are encouraged to overindulge, which causes symptoms such as bloating, gas and digestive issues. When you are unsure of the right amount to eat, a handful will do just fine.







# LAMUSCLE TV

THE **WORLD'S NO.1** HEALTH, FITNESS & LIFESTYLE CHANNEL



All shows are produced by LA Muscle's exclusive film crews around the world and feature top athletes and celebrities.

You can see unique content on health, fitness, exercise, weight loss, bodybuilding, luxury, cars and more.

FITNESS TRAINING / SEXY FITNESS  
WOMEN / BODYBUILDING / CARS  
/ CELEBRITIES / ATHLETICS / MMA  
& FIGHTING / DOCUMENTARIES  
/ SPORTS / HEALTH, NUTRITION,  
YOGA / FUNNY



# BE ADMIRER

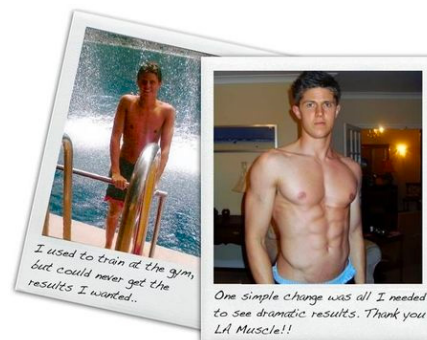
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Voted as "the strongest ever muscle builder" by Men's Health Magazine, as seen on SKY TV and even the BBC's rugby sports panel wanted it banned for being too strong. Norateen Heavyweight II is the strongest legal and safe natural muscle & strength builder in the world suitable for beginners and advanced trainers.

## NORATEEN® HEAVYWEIGHT II

VOTED AS "THE STRONGEST  
EVER MUSCLE BUILDER" BY  
MEN'S HEALTH MAGAZINE,  
as seen on SKY TV and even the BBC's rugby  
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strong. Norateen Heavyweight II is the strongest  
legal and safe natural muscle & strength builder  
in the world suitable for beginners and advanced  
trainers. Results are guaranteed from the very first  
day when you will see your strength increase by  
at least 10-20%. Whether you are into extreme  
sports, bodybuilding or you just want a decent  
body fast, Norateen Heavyweight II is THE ONE.



### HOW THIS ONE SUPPLEMENT CAN LITERALLY CHANGE YOUR LIFE AND YOUR BODY IN DAYS WITHOUT NEEDING TO KILL YOURSELF WORKING OUT OR LOOKING EMBARRASSED ON THE BEACH OR IN THE GYM

You can now be let into the "secret" supplement that many top bodybuilders have been using for the past 2 decades. Norateen Heavyweight II has been producing MIRACLES for even the hardest gainers. Norateen Heavyweight II takes the stress out of getting big. You don't have to worry about hours of daily grind in the gym, tons of extra meals and a thousand other "necessities" for getting big! It's time to be part of an elite crowd and try Norateen Heavyweight II! NO RISK TO YOU!

So, you want to believe this. You want to believe that there really is a supplement out there that can get you big really fast without all that huge effort that you find so overwhelming.

### MAYBE YOU'VE LOST MONEY ON OTHER SCAM SUPPLEMENTS? OR YOU ARE JUST A SKEPTIC BY NATURE?

Don't worry, this is 100% legit! Norateen Heavyweight II has the longest track record of any muscle builder on the planet and there are hoards of top trainers that sing its praises. It is 100% legit and sold by one of the longest established supplements companies in the world, LA Muscle.



Norateen Heavyweight II is THE recommended muscle builder by "Shredded Diesel", Celebrity Trainer to hundreds of celebrities including A-listers such as Leonardo Di Caprio, Madonna and P Diddy.

Shredded Diesel is friends with some of the top bodybuilders in the world and very experienced on the effects of various ingredients on your physiology and overall look.

Consistently, the number 1 supplement recommended by him for building immediate strength, extreme muscle size, power, muscle definition and hardness and getting lean is Norateen Heavyweight II.



# HOW MUCH CARBS

## DO I NEED TO BUILD MUSCLES FAST?

### Carbs and lean muscle

The cells in your body rely on glucose for energy production. Glucose is stored in your body as glycogen. And if your body is unable to access enough glycogen, it may be tough to get through a strength training exercise. Carbohydrates help replenish the glucose stored in your body, which is needed to support intense workout sessions.

Most people will struggle with pushing their muscles to the limit because their glycogen store is low. People who engage in regular exercise too may experience difficulty in keeping up as well.

Having enough glycogen stores is crucial for muscle recovery. This becomes an issue for bodybuilders looking to increase their lean muscle. Protein is essential; But if they are looking for the best result in the shortest time, increasing carbohydrate intake is their best bet. Recent studies have shown that carbs are essential for protein synthesis. So, eating a low carb diet can reduce your body's efficiency at using the protein you consume.

What are the best carbs for muscle growth? For proper muscle growth, you should consume more complex carbohydrates. Here are foods that fall into this category:

Vegetables, Fruits, Nuts, Seeds, Oats, Sweet potatoes, Whole bread, Wheat pasta

If your goal is to reduce body fat, you must stay off or limit your consumption of simple carbs. Simple carbohydrates are foods such as sweets, sugary drinks, cookies, and regular snacks.

What is the recommended carb intake for building mass?

There is no specific number of carbs that a person must consume as there are different factors to consider. Carbs needs are different from person to person. It can be frustrating for many people since counting and calculating the number of carbs can be a huge turnoff. All of these issues put together can make it difficult for a person to know how much they should be taking.

Although counting carbs and weighing food all the time may not sound like fun, you will get used to it with time. As long as your focus is on your fitness goals, you will build a routine that works just fine for you. But if you are looking for a less tasking method, one of the best approaches to make it easier to know your carb intake is by portion sizes. Typically, the daily needs for an active adult male are around 6-8 handfuls of carbohydrates. An active adult female needs about 4 to 6 handfuls of carbs daily. You can add 1 to 2 cups to get better results. Although measuring carbs this way seems very easy, it is not an accurate measurement. And it may make tracking your consumption difficult.

A study recommends eating carbs immediately after a workout to replenish glycogen stores. This also provides your muscles with energy to recover and repair. The study further recommended consuming around 1.2 to 1.5 grams of carbs per kilogram of body weight hourly for longer workouts.

Also different mobile apps can help you calculate your carb intake and make the entire process less tasking.





# DOSAGE

## WHY MORE IS NOT BETTER

Sometimes you may read comments by keyboard warriors on forums and believe it as factual or accurate. One of the common ones is that more of something is better. "Yeah bruv, you should have 10x that dosage for it to work!". Nothing can be further from the truth.

So many complex things are behind a sports nutrition formula that unless you are part of an R&D team of a sports nutrition company, you are not really privy to the correct information. LA Muscle is one of only a handful of sports nutrition companies that have their own in-house R&D team. Is more Aspirin better for a headache? No because you will get ill and end up with an ulcer. Is more Zinc better in a supplement? No because over 50mgs a day and you will start getting side effects. Is more caffeine better? No because you will start getting the jitters and can get very ill.

LA Muscle's exclusive formulas are thoroughly researched and formulated to work in synergy with your body and in synergy with the various ingredients they contain. An uninformed gym warrior may look at an LA Muscle formula and say it should have more Beta Ecdysterone for example, because another company's formula has 5x more. Does that mean the other formula is 5x stronger? Of course not! The other formula may give you 5x the side effects but it won't be 5x stronger, that is a guarantee.

For a supplement to work well, it needs so many things. It needs the right ingredients at the highest purity, in the right dosages, in the right ratios (to each other), enough to start working and getting your body used to it but not too much to overwhelm your body. One of the biggest considerations LA Muscle takes into account when formulating its supplements is that they must work "with" your body so your body gets used to them and doesn't shut down when you come off that supplement.

Trust your body to LA Muscle and know that you are getting the very best supplements that will give zero side effects, long-lasting results and will work with your own body.

## CAN YOU TAKE OTHER SUPPLEMENTS WITH LA MUSCLE?

A frequent question to LA Muscle is whether you can take other companies' supplements with LA Muscle? This is a tricky one. There are tens of thousands of supplements out there and whilst many are manufactured by reputable companies, many others are dubious, experimental or even dangerous.

It is very difficult for LA Muscle to advise you on something we have had no input in producing, seeing what has gone into it and not having seen the science behind it. Many supplements are not supplements at all and can be dangerous substances like the new fad of S A...R and M and S (Sorry for the spelling as Google strikes anyone even mentioning this dangerous new substance).

The short answer is that you are better off sticking to a stack by LA Muscle. This is because we know what we have produced, we trust it and know what has gone into it and LA Muscle can 100% guarantee your safety and the results from an LA Muscle stack.

On the other hand, you may take the powerful Norateen Heavyweight II and combine it with a rubbish pre-workout. You can very easily and quickly get side effects such as palpitations from the pre-workout and think it is the Norateen!

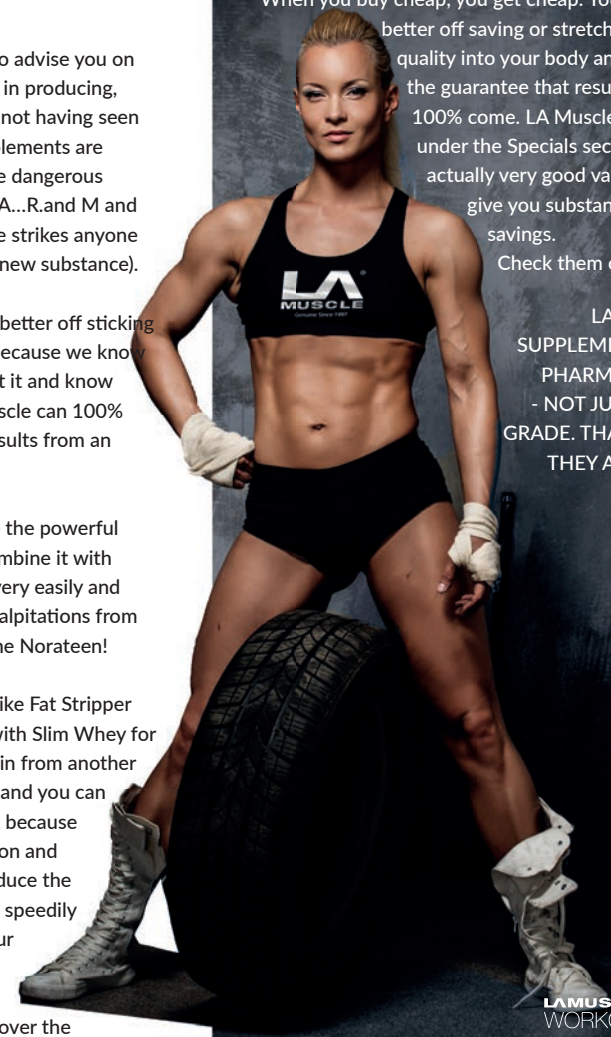
You could also take a fat burner like Fat Stripper Intense and instead of taking it with Slim Whey for example, combine it with a protein from another brand that may be full of lactose and you can start getting diarrhoea or cramps because of the high lactose or non-filtration and blame Fat Stripper! It can also reduce the effectiveness of Fat Stripper as it speedily pushes the ingredients out of your digestive tract.

When LA Muscle has no control over the

ingredients or formulations of other lesser quality brands, it is very difficult to keep control over your results, to give you advice or to guarantee anything to you. This is why it is always smarter to stick to mixing LA Muscle supplements, because LA Muscle can 100% guarantee results. It's a bit like buying a Bentley and then putting an after-market exhaust on it and servicing it at your local tyre garage! It is very difficult for your Bentley dealership to then help you out with your Bentley!

You may say an LA Muscle stack is expensive and that's why you have combined one LA Muscle supplement with other cheaper ones from other brands, right? Well, you have your answer there! When you buy cheap, you get cheap. You are better off saving or stretching to put quality into your body and have the guarantee that results will 100% come. LA Muscle stacks under the Specials section are actually very good value and give you substantial savings. Check them out!

LA MUSCLE  
SUPPLEMENTS ARE  
PHARMA GRADE  
- NOT JUST FOOD  
GRADE. THAT'S WHY  
THEY ACTUALLY  
WORK!





# THE DARK SIDE OF THE SUPPLEMENTS INDUSTRY

## THE TRUTH ABOUT WATCHDOGS, FORUMS AND INDEPENDENTS

WATCHDOGS, BLOGS, REVIEW  
WEBSITES AND FORUMS

SOMETIMES WE GET ASKED QUESTIONS LIKE, "THIS WEBSITE SAID YOUR SUPPLEMENTS ARE EXPENSIVE, OR WEAK... OR TOO STRONG" OR WHATEVER. OUR ANSWER HAS REMAINED THE SAME FOR THE LAST 25 YEARS: "WE COULDN'T CARE LESS". WE ARE NOT BEING FLIPPANT. LET US EXPLAIN WHY BELOW.

OVER THE COUPLE OF DECADES+ THAT WE HAVE BEEN IN THE SPORTS NUTRITION INDUSTRY, MANY MANY PEOPLE, COMPANIES, WEBSITES, FORUMS ETC HAVE COME AND GONE. LA MUSCLE IS STILL HERE AND GOING STRONG. THERE HAS TO BE A REASON FOR THAT. EVEN INDEPENDENTLY OF WHATEVER YOUR OPINION IS ABOUT LA MUSCLE, THERE HAS TO BE A REASON FOR A BUSINESS TO BE GOING STRONG AFTER 25 YEARS IN A VERY COMPETITIVE INDUSTRY.

"It's basically like a protection racket but in the sports nutrition industry! The sad part is that millions of customers worldwide are not aware of this coercion!"

There are several websites out there that call themselves review sites, watchdogs, forums, blogs etc. On the face of it, they are there "helping" customers make informed choices. In reality, they are a business, like any other business. They are there to increase their rankings on the web, to drive more traffic and to make money. They get sponsored by various companies to push their products and to criticise the products of those sports nutrition companies that do not pay them. Even if a forum has genuine members, the forum owner chooses the ads and chooses how he responds to posts. We know this because we have owned several forums! This is unfortunate, but it's the kind of world we live in. Fake news doesn't just affect actual news. It also creeps into every industry and hijacks real facts and opinions under the guise of unbiased reporting.

You may be saying that they can't all be out there with a vested interest and you may be right. A few websites may be out there providing a general advice service - at the beginning. But like anything else, they will soon die unless there is a commercial reward for the initiator of that website.

We are saying this to you from the inside. We have worked with lots of these people that have forums and watchdog websites! As soon as we pay them, we get rave reviews! When

we don't pay them, LA Muscle is public enemy number 1!

### Independent testing bodies

Another area of the sports nutrition industry that we hate is the so-called "independent bodies" that "test" supplements or "vet" you as a supplement company.

You know our view? They can all go to hell! Once again, ALL of them are money-making machines. There are so many of them, we have lost count. Again, back in the day, we used to pay to be part of this body or that body but soon there were just too many of them. And the unfortunate thing is that customers read about these self-proclaimed "official" bodies and if your brand is not part of them, you are perceived as somewhat not ethical or up to standard.

A few years ago, LA Muscle chose not to be blackmailed by all these various people. There are just too many of them and they are unethical and out for themselves and what they do is immoral. The poor customer thinks they have found a "friend" that can help them make the right choice but in actual fact, they are being coerced by other commercial interests.



We tried to explain this in many ways but it's like going against the mob! So the best way we found was to just do what we are doing. Continue to make the very best sports nutrition money can buy based on the founding principles of LA Muscle and everything else will fall into place.

Sure, we get blogs, watchdogs, forums etc criticising us because we don't "sponsor" them or send them constant freebies but we know for a fact that they won't be around in the future and we will. It's sad that they mislead so many people and stop them from getting their hands on supplements that can actually make a difference to their goals but we cannot control unscrupulous people. We can sue them and we have successfully done so several times but nowadays we just concentrate on doing the best we can for our customers.

As for all these so-called independent testing bodies and organisations, they can definitely go to hell. We remember distinctly, a few years ago we were part of one of them. Paying them £10k a year just to be listed on their website so customers feel "safe" that we are part of an official body (actually just a business making money). Then after a few years, we thought "screw them"! We are not going to be blackmailed by them any more. Paying them did nothing. THEY did nothing! Just a website that listed lots of supplements companies as "safe" and made money out of them and copy and pasted a whole load of crap every few months and emailed it to everyone within "the body". So we told the owners that LA Muscle will no longer be part of their organisation. Do you know what they said? They said they will "report" all our supplements to all official government bodies unless we continue to pay them!!! Report for nothing but hoping the threat would work or something would stick! Well, we have never taken kindly to threats.

We are writing this article to give you an idea of the dark side of the sports nutrition industry. Sure, some unscrupulous smaller sports nutrition companies need checking and monitoring but none of the bodies that currently exist are capable of doing an independent job of that. Most of the websites and unofficial bodies out there are just making money for themselves and misleading customers and guiding them towards the brands that sponsor them.

Why has LA Muscle floated on top of this tide of immoral businesses without being part of them or bowing to their pressures? Because we do things right in the first place. WE make sure we have the best formulas. WE make sure we have the best raw ingredients. WE test our batches and WE have the highest standards in the industry. We don't need approval from cowboys.

This is why all LA Muscle supplements come with a 100% cast-iron guarantee. If you don't love them or find that you have got the best results even you get all your money back even if you have used the whole tub.

At the end of the day, you are free to read any website, ask for accreditation and make your own choices. We hope this article has at least opened your eyes a little bit that not everything is what you perceive it to be.



# NORATEEN® EXTREME

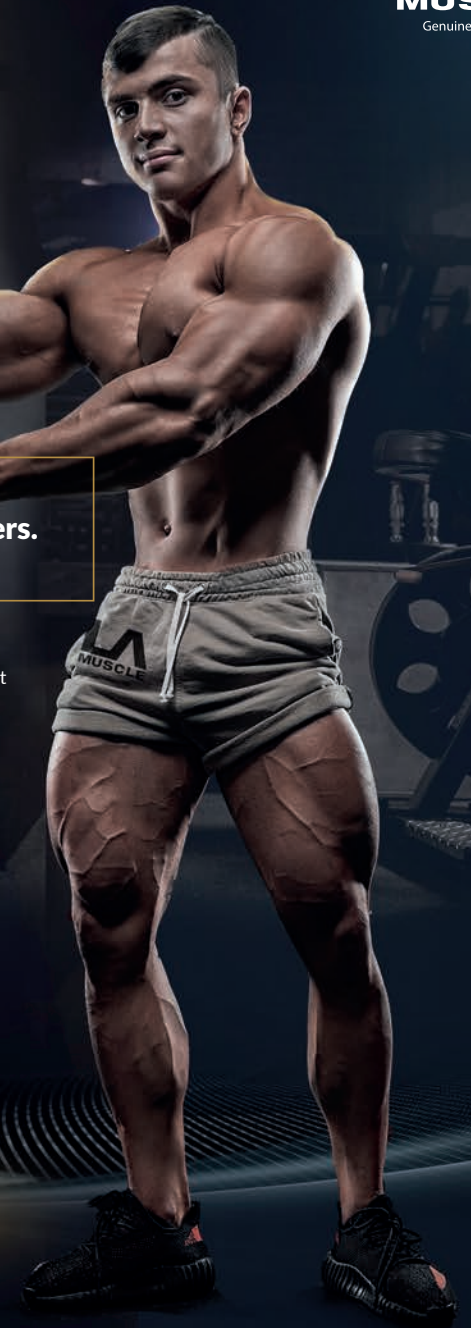


**Extreme Testosterone &  
GH Booster for bodybuilders.  
Gets you MASSIVE!**

Norateen Extreme is an extremely potent Testosterone and Growth Factor supplement designed for body builders. This amazing product contains 7 strong and powerful bodybuilding agents and is recommended for those who are doing heavy weight training regularly.



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# The CHOICE of CELEBS

You see results in 3-7 days, no  
killing yourself in the gym, you  
take NO RISK.

Fat Stripper Intense is the  
strongest natural fat burner you  
can buy, ideal for men and women,  
containing 7 fantastic ingredients,  
including Choline and Green Tea.

Strongest legal fat burner  
100% natural with no side effects  
Ideal for men and women  
Contains Caffeine



Genuine Since 1997

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