

SiS Launch World's First Nitrate Gel

11th July 2012

SiS has launched the first sports gel in the world to contain naturally occurring nitrates. The SiS GO + Nitrate gels have been formulated to deliver the natural nitrate benefit of fresh vegetables, in an easy to use format with a standardized amount of nitrate per sachet. The SiS GO + Nitrate gels are designed to be taken off the bike in the lead up to an event or race.



Nitrates increase nitric oxide in the body, helping to deliver oxygen and nutrients more efficiently. SiS GO + Nitrate gels are a carbohydrate gel with added high nitrate vegetable juice concentrate that is taken as part of a routine around a big race or event, ensuring that nitrates are built up over time. Nitric oxide, derived from the dietary nitrate helps to deliver oxygen and nutrients more efficiently by dilating blood vessels.

Guidelines suggest to start taking SiS GO + Nitrate gels from 6 days before your event, with the last gel up to 1.5 hours before the start of your event to enhance your body's natural nitric oxide production.

SiS GO + Nitrate gels can be consumed on their own, with or between meals, or mixed with fruit juice to taste. It is suggested to take two gels per day to obtain optimal benefit. SiS sponsored riders have used the gels in the build up to the Tour de France. Riders will also take the GO + Nitrate gels 1-2 hours before the start of time trials and short stages.

Nitrate

"What the nitrates in the gels does is get your body to convert to nitric oxide, which improves your ability to increase power for less oxygen intake or lower heart rate; it's an efficient improvement," says Tim Lawson, founder of Science in Sport. "Riders will have used the product in the build up to the Tour, in the TT they will take the GO + Nitrate gel 1-2 hours before the start. Research suggests that it's even more effective especially when oxygen is scarce at high altitude in the Tour on the High Mountain stages."