



Dear Administrators, Coaches, and Parents,

I want to thank you for your expressed interest in ONS Performance's Critical Reload Performance & Recovery Shake. Our number one goal is to safely and effectively meet the health and sport nutrition needs of your athletes. As a collegiate strength & conditioning coach and certified sports nutritionist, I developed Critical Reload with the intentions of creating a safe, high-quality nutritional product for my athletes. My passion and concern for safety resonates with customers and has afforded us the privilege of helping hundreds of athletes and coaches.

Critical Reload products are designed to SAFELY support the energy requirements for sport and exercise, as well as, aid in optimizing recovery from training and competition. In order to effectively deliver on such a promise, Critical Reload nutritional products strictly adhere to dietary supplement compliancy guidelines set forth by the National Collegiate Athletic Association (NCAA) in association with The Committee On Competitive Safeguards and Medical Aspects of Sports Standards and the Center for Drug Free Sport (CDFS).

In addition to these contentious health and safety parameters, we are continuing our product safety efforts through Informed-Choice product certification program. This certification testing requires our company to sample EACH batch of Critical Reload produced at an accredited laboratory. The laboratory analyzes the sample with a list of substances that are banned by organizations such as the World Anti-Doping Agency (WADA), International Olympic Committee (IOC), the United States Anti-Doping Agency (USADA), the National Collegiate Athletic Association (NCAA), and many other professional and amateur sports organizations.

Why go through all this trouble? Critical Reload wants to give customers the extra confidence that our nutritional products are free of potentially harmful and/or banned substances. If you wish to learn more about ONS Performance's Informed-Choice certification and product testing please visit us on the web at www.onsperformance.com/informed_choice.asp.

Thank you again for your time and interest with Critical Reload Performance & Recovery Shake. We look forward to the opportunity of earning your trust and business.

Sincerest Regards,

Michael Bewley, MA, CSCS, C-SPN, USAWI
President & Founder
Critical Reload

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Dear Administrators, Coaches, and Parents,

Click the link and discover a study released in December 2005 and obtained by [USA TODAY](#) reporting that 13 of the 52 supplements (25%) purchased at various U.S. retailers contained small amounts of steroids and six (11.5%) had banned stimulants. This report is absolutely staggering, not only for the nutritional product industry but also for athletes who commonly use nutritional products in an effort to optimize health and performance. All the more concerning is professional, amateur and collegiate athletes who are regularly drug-tested as part of their sports participation. As a result, athletes who regularly use nutritional products that unknowingly contain banned substances and/or are mislabeled can seriously damage their health, reputation, and sports eligibility.

Most sports, including all those that are signatories to the World Anti-Doping Code, hold an athlete strictly liable for any prohibited substance found in their bodies. The idea is it does no matter how the banned substance made its way into the athlete's body; the athlete is strictly liable for the presence of that substance. Furthermore, athletes have been unsuccessful in their claims that, since a mislabeled dietary supplement was the source of their positive test, they should be found innocent of a doping offense.

Consequently, athletes and coaches must be extremely careful about what they put into their bodies. Furthermore, while no testing program can provide 100% assurance, Critical Reload has adopted the Informed-Choice testing and certification program to provide the highest level of assurance possible that our products are free of banned and/or illegal substances.

My responsibility and reputation as a coach and nutritionist alone ensures me the peace of mind with our company's product testing, certification and compliancy efforts. It is my hope we can serve you and your athletes with a shared likeness toward helping your athletes attain optimal performance without compromising their health and safety.

To learn more about Critical Reload and Informed-Choice product testing and certification, please visit www.onsperformance.com/informed_choice.asp.

Sincerest Regards,

A handwritten signature in blue ink that reads "Michael Bewley".

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