



IDFITNESS

presents
the science of



MyHMB - scientifically known as HMB or beta-hydroxy-beta-methylbutyrate, is one of the most efficient nutritional aids for maintaining muscle mass. While many ingredients simply work to increase muscle protein synthesis, HMB is unique in its dual mechanism of simultaneously increasing muscle protein synthesis while also reducing muscle protein breakdown.

HMB is produced naturally in our bodies during the metabolism of the essential amino acid leucine. While many of HMB's beneficial effects are shared with leucine, HMB offers more potent muscle retention and recovery benefits because of the additional effect it has on decreasing protein breakdown.

Why does muscle health matter? There are over 600 muscles in the human body. These muscles are responsible for all movement, much of the body's metabolic rate, and support of daily living activities. Muscle loss or damage due to aging, illness, injury, or over training can result in a loss of strength and mobility, a lower metabolic rate, and reduced quality of life.

MyHMB can help people live life to

- Improving strength gains with exercise
- Boosting protein synthesis
- Reducing protein breakdown
- Reducing muscle damage after intense activity
- Maintaining our muscle mass
- Improving body composition
- Improving anabolic effects of plant-based protein
- Improving recovery
- Improving endurance during training

Who benefits from myHMB?



Active Lifestyles

Those who make activity, exercise, and nutrition their way of life - who want to feel good, look good, and live life to the fullest.



Healthy Aging

Aging adults who want to stay active, avoid injury, and maintain mobility, physical independence, and quality of life in later years.



Performance driven

Motivated athletes who want to train smarter and get a competitive edge in power, strength, and performance.



Clinical nutrition and recovery

Those looking to maintain muscle mass, reduce recovery time, and improve strength following illness, injury, or surgery.