



PRESS RELEASE
FOR IMMEDIATE RELEASE

Klean Athlete® Introduces KLEAN RECOVERY™ NSF Certified for Sport®

Unique protein powder blend for athletic recovery

PITTSBURGH, Pa., June 10, 2014 – [Klean Athlete®](#), a line of [NSF Certified for Sport®](#) nutritional supplements for athletes, is proud to announce the expansion of its product offerings with the addition of KLEAN RECOVERY™, a milk-chocolate protein powder blend, formulated to optimize muscle recovery by providing a scientifically sound ratio of carbohydrate to protein for use, immediately after exercise. In alignment with the Klean Athlete® mission, KLEAN RECOVERY™ is formulated for athletes who want to reach peak performance through optimal health.†

“Nutrient timing is crucial to an athlete’s recovery process to repair muscle tissue following high-volume and endurance or resistance exercise,” says Andrew Halpner, PhD, Head of Klean Athlete R&D. “KLEAN RECOVERY™ is formulated for athletes who want to help support muscle protein synthesis, restore glycogen stores that have been depleted in both the muscle and liver, and support the anabolic phase post-exercise.”†

Studies suggest that protein sources may be an important consideration, and the ease and speed with which they are absorbed may play an important role in recovery. In addition to a 4:1 ratio (carbohydrates to protein) KLEAN RECOVERY™ contains a combination of whey protein isolate and a unique hydrolyzed marine protein. The hydrolyzed marine protein has been shown to be easily digested and quickly absorbed, and is rich in Amino Acids such as Methionine, Histidine and Arginine —all crucial elements for muscle building and nitrogen balance - making it an excellent choice in a recovery powder.†

“We’re extremely excited to launch Klean Recovery as our first product of 2014,” commented Timothy J. Monk, Jr., SVP of Sales & Marketing for Klean Athlete, avid endurance athlete and Ironman® competitor. “The Klean Athlete line is designed to support the healthy lifestyles and training habits of athletes, so naturally we felt it was crucial to add a product that promotes muscle recovery so our athletes can continue pushing it to the limit.”

In addition to the existing Klean Athlete® nutritional supplements, KLEAN RECOVERY™ recently underwent a meticulous testing and verification process to receive the esteemed NSF Certified for Sport® certification, which ensures that it is free of banned substances. Recognized by major sports organizations including the NFL, MLB, NHL and PGA, the NSF Certified for Sport® program was developed in response to the concerns of athletes, coaches, team owners and others about finding banned substances in sports nutrition products.

KLEAN RECOVERY™ joins the existing Klean Athlete® supplements including: [Klean Multivitamin™](#), [Klean Antioxidants™](#), [Klean Cognitive™](#), [Klean Probiotic™](#), [Klean Isolate™](#), [Klean Electrolytes™](#), [Klean Endurance™](#), [Klean-D™](#) and [Klean Omega™](#).

To learn more about KLEAN RECOVERY™ and the full line of Klean Athlete® nutritional supplements, please visit www.kleanathlete.com. Follow us on Twitter [@KleanAthlete](#) and connect with us on Facebook at facebook.com/KleanAthlete.

† *These statements have not been evaluated by the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.*

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ABOUT KLEAN ATHLETE®

The [Klean Athlete®](#) NSF Certified for Sport® supplements were designed to maintain the healthy lifestyle and promote peak performance of athletes, from the weekend warrior to the amateur and professional competitor. This line of certified nutritional supplements is backed by more than 50 years of science, dedicated research and manufacturing excellence. Klean Athlete® will be available through licensed healthcare professionals as well as qualified coaches, trainers, and registered customers at www.kleanathlete.com.

ABOUT NSF®

Klean Athlete® is tested and certified by the NSF Certified for Sport® program (www.nsf sport.com) part of [NSF International's Health Sciences Division](#).

This growing division offers training and education, consulting, GMP and GLP testing, certification, R&D and auditing for the dietary supplement, pharmaceutical and medical device industries throughout the entire product lifecycle. The Health Sciences Division includes NSF's prestigious Dietary Supplements Certification Program. NSF International developed the only American National Standard for Dietary Supplements (NSF/ANSI 173) and tests and certifies supplements against this standard. NSF's Health Science Division operates globally throughout North America, Europe, the Middle East, Africa, Asia and Latin America. For more information visit www.nsf sport.com.

ABOUT ATRIUM INNOVATIONS

[Atrium Innovations Inc.](#) is a globally-recognized leader in the development, manufacturing, and commercialization of innovative, science-based natural health products which are distributed in more than 35 countries. The Company owns healthcare practitioner and specialized retail product brands that are at the forefront of science, innovation and education. Atrium has over 1,300 employees and operates seven manufacturing facilities with current Good Manufacturing Practices. Additional information is available at www.atrium-innovations.com.

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