

# *Just*ENDURANCE+™



## Endurance formula

100% natural

**50 ml**

**To dilute in 250 ml of water**

A product from  
the JustADAPTÉ™  
collection  
developed by



[www.justbio.ca](http://www.justbio.ca)

# Empower yourself with nature for a balanced life

**JustBio inc. is a biotechnology company** located in La Pocatière, in the beautiful region of Kamouraska, in the province of Québec (Canada). The company is committed to designing novel sustainable strategies that promote the maintenance of health and wellness. JustBio's product development methodology bridges ancient knowledge of herbal medicine with modern medical science. Inspired by nature, JustBio develops healthy concepts that are validated scientifically to help prevent the development of chronic diseases. JustBio's products are made with key natural ingredients (preferably organics) with proven health benefits. These include:



- Botanical extracts from medicinal plants, found in the Nordic forest and used in herbal medicine
- Superfruits of the Nordic forest (such as blueberry and cranberry)
- Natural sweeteners such as maple syrup and stevia

Staying healthy is a question of balance. Get better at letting go and improve your adaptation capacity with natural health products of the **JustADAPTÉ™** collection. These products can help you find a deeper sense of balance, and to promote your well-being. JustADAPTÉ™ products are synergistic blends with adaptogenic functions that help you stay in touch with your homeostasis, the healthy state of equilibrium within you. JustADAPTÉ products will help you recharge your batteries by providing a daily sustainable and renewable energy lift.



**The science behind our concept:** The functional formulations of JustADAPTÉ™ collection were developed by the founder of JustBio, Sophie Chabot Ph.D., inspired by her research while she was at the Harvard Medical School. JustADAPTÉ™ products act via the neuro-immune-mucosal axis through epithelial TLR2, an evolutionary-conserved molecule known to be involved in innate immunity and homeostasis, in order to help you cope with changes.

One single daily dose of JustADAPTÉ™ provides:

- A natural health product consisting of synergistic blend with adaptogenic functions
- A natural source of sustainable and renewable energy that does not cause energetic crash and neurotoxicity
- A daily dose of antioxidants to fight against damage from oxidative stress and to help prevent the development of chronic diseases
- A refreshing drink with less than 100 calories
- A healthy alternative to prescription drugs



Maintain a balanced life with JustADAPTÉ™, a natural solution to fight your anxiety, to improve your endurance and increase your level of energy, or to keep your cardiovascular system healthy.

JustADAPTÉ™ products are available on JustBio's online store. Visit our web site ([www.justbio.ca](http://www.justbio.ca)) to know more about our products:

- Stress & Anxiety - JustCALM™
- Women's Health- JustFEMINA™
- Endurance & Energy - JustENDURANCE+™, JustÉNERGIE™
- Cardiovascular Health - JustFLOW™



## JustENDURANCE+™



Do you enjoy long-distance running? Do you practice an endurance sport? Are you training for a marathon, a half marathon or an ironman triathlon? Are you in preparation for a long-distance cross-country skiing or cycling competition? Do you feel stiff after exercising? Improve your endurance and get rid of stiffness with JustENDURANCE+™, another product of the JustADAPTÉ™ collection.



A single daily dose of JustENDURANCE+™ provides:

- An all-natural source of sustainable and renewable long-lasting energy, without causing an energy crash or neurotoxicity. It will help you recharge your batteries without draining you.
- A refreshing and delicious functional drink for all
- A daily dose of antioxidants to fight against free radical damage generated from physical exercise
- An optimal dose of manganese to help recuperate after exercise. Manganese is known to promote the regeneration of cartilage and tendons
- An empirical formula with no risk of addiction
- A product with adaptogenic functions that has been studied extensively to better understand its mechanism of action (patent pending)
- A neuroprotective function to protect your neurological functions

### ENDURANCE & ENERGY

The energetic impact of JustENDURANCE+™ has been validated scientifically. Results from many years of research have demonstrated that JustENDURANCE+™:

- Enhances the activity of mitochondria, the cellular energetic machinery
- Enhances the intracellular production of ATP, the energy fuel of the body
- Promotes energy conservation
- Prevents toxicity due to oxidative stress of dopaminergic neuronal cells
- Promotes an anti-inflammatory environment to help reduce pain and to promote repair and regeneration
- Protects the mucosal epithelia of the GIT tract
- Enhances the overall energetic capacity and endurance in long-lasting manner if the product is taken daily



### HEALTH BENEFITS

JustENDURANCE+™ health benefits are associated to its natural ingredients. JustENDURANCE+™ contains maple syrup, blueberry and botanical extracts from skullcap and lemon balm for the following reasons:

**MAPLE SYRUP:** Maple syrup is a natural sweetener with antioxidant properties, which helps reduce oxidative stress damage caused by physical exercise and helps to recuperate. It contains a significant concentration of abscisic acid, a plant hormone that can help stimulate insulin secretion from pancreatic cells and increase its sensitivity to muscle or fat cells to maintain a healthy level of glucose in the blood (*J Med Food Feb 2010, Med Food March 2010*).



**BLUEBERRY (*Vaccinium spp*):** Blueberries increase insulin sensitivity to promote a healthy glucose level in the blood (Stull et al, 2010. *J Nutr* 140(10): 1764-8). Many studies have demonstrated the neuroprotective effect of blueberries, which help preserve memory and other cognitive functions (Lau et al, 2005. *Neurobiol Aging*. 26(Suppl1):1228-32; Krikorian et al, 2010. 58(7): 3996-4000). It is a powerful antioxidant that can help prevent chronic diseases, and a diet rich in blueberries can help decrease age-associated motor and mental decline (Fuentelba et al, 2011. *J Neurosci Res* 89(9): 1499-508; Cherniack 2012 *Br J Nutr* 108(5): 794-800; Rendeiro et al, *Proc Nutr Soc* 2012. 71(2): 246-62; Strathearn et al, 2014. *Brain Res* 1555: 60-77; Williams and Spencer 2012. *Free Radc Biol Med* 52(1): 35-45; Tan et al, 2014. *Biomed Environ Sci* 27(3):186-96; Rendeiro et al, 2013. *PloS One* 8(5): e63535; Rendeiro et al, 2012. *Psychopharmacology* 223(3): 319-30). Studies by JustBio have also demonstrated that the blueberry concentrate plays a role in preventing neurotoxicity and in the energy conservation triggered by JustENDURANCE+™.

**SKULLCAP & LEMON BALM:** Wogonin found in skullcap is a muscle relaxant, which can contribute to sport recovery. Lemon balm promotes a state of relaxation that helps focus the mind and increase concentration, a requirement for all endurance sport. Studies carried out by JustBio have shown that the botanical extracts of JustENDURANCE+™ are essential for its effect on ATP production.

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### **Ingredients (organic):**

Canadian maple syrup, *Melissa officinalis* L. - Lemon balm (leaves (herb)), *Scutellaria lateriflora* L. - Skullcap (leaves (herb)), blueberry juice concentrate, cranberry juice concentrate

### **Recommended Use:**

To improve endurance, and to reduce muscle soreness. To provide a sustainable and renewable energy boost.

### **Recommended Dose:**

Adults: Drink 1 dose of 50 ml per day during the entire training period. Reconstitute into 250 ml of water and drink as a beverage. SERVE COLD.

### **Cautions and Warnings:**

Consult a health care practitioner if symptoms persist or worsen. Consumption with alcohol, other drugs and/or natural health products with sedative properties is not recommended. Consult a health care practitioner if sleeplessness persists continuously for more than 3 weeks (chronic insomnia).

### **Contraindications:**

Do not use if you are pregnant or breastfeeding.

### **Known adverse reactions:**

Some people may experience drowsiness. Exercise caution if operating heavy machinery, driving a motor vehicle or involved in activities requiring mental alertness.

**Pasteurized product, KEEP REFRIGERATED**

**Do not use if seal is broken**

**Keep out of reach of children**

**Made in Canada**

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