

Truth Revealed!

revealed

The SUPPLEMENT CONSPIRACY



The Supplement Truth Revealed!
Two Scientists Reveal the Myths Behind
Your Favorite Supplements.

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Welcome!

Have you ever been hesitant to do something you knew was right?
What about something that would negatively effect you financially?

Well, I am in that exact position!

Let me explain...My name is Rusty Moore & I run a little fitness blog that gets a crazy amount of visitors each day. Last month I had over one hundred thousand visitors and a Quarter Million page views.

I'm Not saying this to brag. Heck, I'm as surprised as anyone that my site has grown to this level.

So why am I hesitant to write this supplement report?

As you will soon find out by reading this report, you probably don't need supplements the majority of the time. There is A LOT of money to be made by selling supplements...and my site gets enough traffic for me to earn a Full-Time Income if I chose to sell supplements.

What I am doing by writing this report is severely limiting my money making options in the future as far as selling supplements goes.

I do a lot of things wrong as far as making money online goes, but this might just be the dumbest move yet. The good thing is that I believe 'Karma' will pay me back by telling you the truth.

Sincerely,

RUSTY MOORE

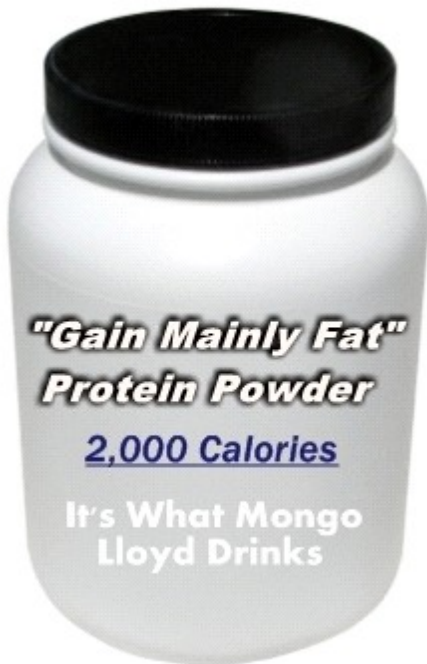
Supplement Suckers Unite!

I was a big-time sucker when it came to buying supplements, especially when I first began working out.

Maybe you can relate to my story...

I grew up in the 80's and reached my teenage years just as Arnold Schwarzenegger became popular. I turned 14 when *The Terminator* (1984) came out.

I wanted to get as big as Arnold...*As Fast As Possible!*



That is when I found out about Protein. I read in the fitness magazines that all the Pro bodybuilders got big by taking protein.

NOT just any protein!

These guys got this big, by taking protein powder that had magical ingredients not found in food.

Obviously these guys didn't take steroids. They were 265 pounds of pure natural health. Why else would they be in a Health and Fitness magazine!

Of course you couldn't get Really Big, without Amino Acids!

When Mongo Lloyd packed on 40 pounds in a year, he obviously took a lot of protein powder (a given fact in the 80's). His real "secret" was amino acids!

The Story of "Mongo Lloyd"

So Mongo Lloyd outlined his workout routine, what he ate, and most importantly the supplements he took. He did photo shoots and interviews for all the big fitness magazines.

Mongo Lloyd looked massive and had tons of teenage guys aiming for that look. Not only was he massive, the guy was ripped! Sure he worked hard in the gym, but the difference between him and regular guys in the gym were all those fancy supplements he took.

...but he always forgot to mention his "best" supplements.



You see, Mongo Lloyd had a special batch of supplements that worked better than anything he talked about in the magazines.

He didn't mention them for this reason...

As a 25 year old man, it was apparent to Mongo's doctor that Mongo needed a bit of "hormone therapy".

[Note the sarcasm above. This is an example of a serious "steroid hookup".]

Mongo and others like him were the start of something bigger...

I like to call the bodybuilding magazine era of the 80's and early 90's the start of the big Supplement Conspiracy. It started with young men trying to get big, but then slowly targeted every demographic.

The Supplement Conspiracy

"Does my butt look too big?"

If you thought the "gaining muscle" market was big then wait until you see how many supplements they have for fat loss.

Fat loss is a HUGE market for the supplement industry!

Think about it. Almost everyone you know wouldn't mind being a little leaner. So, the weight loss and fat loss market includes everyone.

Eating fewer calories each day? It can't be that simple!

While the main way to lose weight is to eat fewer calories each day than what you burn, people don't want to hear that. They have a "feeling" that there is a quick fix that they haven't heard about.

The Supplement Companies have marketing down to a science.

Make no mistake about it, supplement companies have amazing marketers and copywriters on their side. They are trying to make money like everyone else, so of course this makes sense. Unfortunately, many supplement companies use tactics that are a little "grey" in my opinion.

- Claiming a supplement creates "steroid like" results
- A pill that burns 6X the fat compared to diet & exercise alone
- Citing company sponsored studies as "real research"

But Misleading Advertising Alone isn't a "Conspiracy"

The Definition of Conspiracy: A secret agreement between two or more parties to perform an unlawful or unethical act.

Fitness Mags + Supp Companies = BFF!

As Rob Base and DJ EZ Rock Would Say "It Takes Two...". If you are too young to get the 90's reference consider yourself fortunate!

Fitness Magazines Used to Give Out "Unbiased" Info

I had a subscription to Ironman Magazine from 1988 until 1991. It was a pretty solid place to get training advice. They outlined workouts that produced results without using steroids. There were helpful articles in that magazine that didn't mention a supplement at all.

In the early 90's, magazines began having more ads than content



When fitness magazines were at their peak, they cashed out in a big way. Instead of having ads and articles separate...they combined them as one.

These ads became 3-4 pages and were disguised as articles at first. The line between ads and articles were blurred.

In addition to that, many of these magazine and supplement companies formed one larger conglomerate. The money was flowing in like clockwork.

These mega-companies continued to flourish in the "Internet Age"

In the first 10-12 years of the Internet's existence, companies with deep pockets still held the power to influence the masses. It was smooth sailing for these guys until 2004...

Power Back to the People!

In 2004, Myspace reached critical mass. The site became so successful that it ignited a storm of other social sites. Today these social sites are growing at an exponential rate and have changed the face of the Internet...forever.

Good news gets spread at a rapid pace, so does bad news!

In the past, when you received bad service or a crappy product, you were mad and maybe would tell 1-2 friends about it. Today, you can reach thousands and even hundreds of thousands with the push of a button.



Do you have a Facebook Page?

As of this time, Facebook has 175 million users and each user has an average of 120 friends.

If you really wanted to you could probably spread news to over 100,000+ people within hours. It would be hard to track, but we are so connected it is certainly possible.

Even Google is beginning to take notice of user generated content on these sites, so news gets spread quickly and becomes permanent!

Good Ole' adverting just isn't working as well as it used to

Slick advertising is becoming less and less effective. Why listen to a company talk about their product, when you can ask a friend? If you were researching a supplement, ads aren't going to give you real info. People have a voice online and that is good news for you and me. The good companies will thrive and the bad ones will wither away.

The Law of Reciprocity

The Law of Reciprocity states "whatever you do will be returned back to you". This is how mankind has worked since day one. I am a firm believer in the "give first and give often" philosophy.

I'll take it a step further...



I believe that to really thrive online, one must give much more value than one expects in return. If a supplement doesn't help or work like it should and the customer paid money for that supplement, then that supplement company is headed for failure.

Too Much Yin and Not Enough Yang!

The supplement companies that thrive in the future are going to need to provide great value for the money. Exaggerated claims and fake models aren't going to cut it anymore.

There needs to be a balance between give and take. The Supplement Conspiracy was doomed from the start. The Universe never fails to achieve balance over time.

So the BIG Question is this..."Which Supplements Work?"

The whole point of this ebook is to help you understand which supplements are worth your money. You could read "biased" information from a magazine or website -OR- you could talk to the scientists who actually formulate and produce these supplements...

Two Scientists Who Aren't Afraid to Talk

Before I introduce these two gentleman, I need to explain a couple of things. The first thing is that no actual supplement brand names will be mentioned. They also won't mention any supplement company names.



Introducing expert #1: Brad Pilon

Brad is best known for his groundbreaking online diet course, [Eat Stop Eat](#) . Many of you may recognize Brad, but what you may not know is that he worked for a number of years as Head of Research and Development for a large supplement company. He was involved in product development, designed formulas, designed patents, etc. This makes him a top notch expert when it comes to supplements and nutrition.



Introducing expert #2: John Barban

John is best known for his men's online course on symmetry, [The Adonis Effect](#) . John is currently a director of R&D for a supplement company. He is a sought after expert on nutrition and supplementation and also does consulting work for many supplement companies. He has up-to-date insider knowledge that few possess.

This is NOT a pitch fest for a magical supplement!

Sometimes these so-called unbiased reports and interviews wind up being a promotion of a special supplement. This is nothing like that whatsoever. These guys give their honest view on every supplement question asked of them.

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