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Performance Nutrition for Teen Athletes: Shake It Up!

1. **Teens are unique.** They're bodies and brains grow rapidly—requiring increased nutrition to support growth. Add high intensity sports – and nutritional reserves can rapidly diminish. The typical teenage diet is **high in processed foods, artificial dyes and sugars** but has few of the critical nutrients needed for growth and performance.

Quality nutrition is your *best offense and defense* – but teens and parents can find it challenging to eat healthy foods on a daily basis.

2. **Success in sports requires success in the classroom.** Every year a number of talented high school athletes are sidelined because of poor academic performance.

The stress of *intense sports can drain nutritional reserves* – the same nutrients that are critical for optimal academic performance.

3. **Teens are influenced by sports supplement advertising.** Some nutrition supplements are beneficial, but dangerous combinations also exist and **teens have easy access to them.**

A number of *high-caffeine energy drinks* on the market when consumed in excess have the potential to cause cardiac arrhythmias and even death. Attempts are underway to ban these products and/or limit teen access to them.

4. **Crazy schedules, hectic morning routines, and the high cost of many healthy foods** are additional challenges that make it difficult to provide teens with healthy diets.

5. The **Nutrition Ignition Core123** program is designed to overcome many of these challenges by combining critical nutrients into a morning shake. *Simple, affordable and good for the whole family.*

Tuesday, September 7th, 2010
pm

Location: