



**SPORTS SMOOTHIES
PRESS RELEASE
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Give your Workout a Boost with the exciting Sports Smoothies range powered by Biogen. October sees the return of the power packed punching crew, THE SPORTS SMOOTHIES!

Boost Head Office declared 2011 the year of 20+1+1=FUN across the nation and Boost enthusiasts have been hop, skipping and jumping their way into fitness with the delicious range of 98% fat free and all natural Boost Juice Smoothies and Crushes.

As usual we couldn't face the summer months without the ever famous and delicious Sports Smoothie range and to this effect the DYNAMITE TRIO Rocco Chocco, Mega Mango and Super Berry return to town on the 11 August 2011 for a whopping 9 weeks of fun, excitement and whey protein building power.

Each Sports Smoothie contains over 30g of whey protein and really packs a punch with a delicious blend of lean tissue building whey protein & fruit to help tone your muscles and flex your taste buds beyond anything you can imagine. Not only is this TRIO of delight delicious, but they also assist with your daily workout and pursuit for that gorgeous bulk body you yearn for.

These SUPER tasting Smoothies are not just for the gym junky, fitness freak or sports fanatic. The benefits of protein as a key functional and structural nutrient in the body, are numerous; and once again, Boost Juice SA has formulated a drink in association with the leader in fitness, nutrition and supplementation, Biogen. Biogen utilise a specially formulated high quality whey protein concentrate, with added essential amino acids in their product, just for you.

Boost combines our knowledge of nutrition and a recipe for great-taste to create these Sports Smoothies, taking flavour seriously whilst incorporating Biogen's protein-based



product to support general wellbeing & exercise performance for our active Boosties out there.

Available at all Boost Juice Bars outlets, the Sports Smoothies come in three exciting flavours – chocolate, berry and mango. Your best workout buddy by far, the Rocco Chocco, Super Berry and Mega Mango Sports Smoothies are 98% fat free and contain well over 30g of protein. Hop, Skip, Run or Cycle to your nearest Boost Juice Bar today and feel the difference!

www.boostjuice.co.za

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THE LAB



