



SOUR CHERRY & BEETROOT JUICE FOR RECOVERY



INFORMATION FOR ATHLETES

ABOUT US

Established in Suffolk, James White Drinks has been producing premium fruit and vegetable juices since 1988. Our journey into sports nutrition began with Beet It Sport and now, we're excited to be expanding our range with Beet It Regen, a concentrated sour cherry juice and concentrated beetroot juice shot, designed to elevate your performance and aid in post-exercise recovery.

Derived from our tried and tested beetroot juice, paired with the finest sour cherries, Beet It Regen is meticulously crafted to deliver optimal benefits. Research has consistently shown that both sour cherry juice and beetroot juice possess potent anti-inflammatory properties, making them beneficial not just for athletes in muscle recovery and reducing exercise-induced soreness, but also for anyone interested in combating oxidative stress and enhancing overall well-being.

Just as with our Beet It Sport line, Regen Cherry+ shots undergo rigorous testing and are trusted by elite athletes. We stand by our commitment to transparency and integrity, ensuring that all studies utilising our products are independent and free from bias.

With over a million shots produced annually and distributed to over 25 countries, including the USA, Australia, and China, James White Drinks continues to set the standard for natural sports nutrition. Our dedication to excellence remains unwavering, as we strive to empower athletes with the finest ingredients nature has to offer.

Join us in embracing the power of Beet It Regen Cherry+ and unleash your full potential. As we embark on this new chapter, rest assured that our values remain unchanged - pioneering innovation, backed by science, and fuelled by passion; that's who we are - James White: Bold By Nature.



INTRODUCTION

Nutrition plays an important role in an athlete's training, to support recovery and enhance exercise performance. With so much choice regarding dietary supplements, selecting products grounded in scientific research has never been more important, athletes and non-athletes alike. The research supporting the sports benefits of sour cherry juice continues to expand. According to the International Olympic Committee, sour cherry juice concentrate, when dosed sufficiently, has been shown to have anti-inflammatory effects¹. These findings are not only vital for athletes looking to enhance recovery and mitigate exercise-induced muscle damage (such as delayed onset muscle soreness) but also hold promise for the general public seeking natural ways to support their overall health and well-being.

This handbook will also allude the usage of Beet It Regen in elite sports and potential health benefits to the general 'non-athletic' population. Whether you're an athlete aiming for peak performance or an individual focused on maintaining everyday health, Beet It Regen offers a

scientifically-supported, convenient option. Beet It Regen is not intended to prevent, treat or cure disease.

REFERENCES

1. MaughanRJ, Burke LM, Dvorak J, et al. IOC consensus statement: dietary supplements and the high-performance athlete. Br J Sports Med. 2018; 52:439-455.



WHY CHERRY?

At James White, our commitment extends beyond sports nutrition to encompass overall health and wellness. With Beet It Regen Cherry+, we bring you a product rooted in scientific research and proven efficacy. Numerous investigations have underscored the potential of sour cherry juice to bolster antioxidant defences², combat inflammation³, and support overall well-being⁴. Athletes across disciplines have embraced its use as a convenient, all-in-one solution to optimize training outcomes and accelerate the recovery process^{5,6}.

Beet It Regen Cherry+ takes the natural potency of sour cherry juice and combines it with unparalleled convenience. Unlike other cherry juice products, Beet It Regen requires no dilution, offering a quick and hassle-free way for everyone to enjoy the benefits of this powerful blend. Whether you're an athlete on the field, a fitness enthusiast in the gym, or simply someone looking to support your health in daily life, Beet It Regen provides an easy, effective solution.

INGREDIENTS

Sour cherry juice concentrate (58%) and beetroot juice concentrate (42%).

NUTRITIONAL INFO

	per serving	per 100g
Energy	294kJ / 46kcal	553kJ /
Fat	0g	130kcal 0g
– of which saturates	0g	0g 26.8g
Carbohydrates	9.4g	24.9g 5.7g
– of which sugars	8.7g	0.69g
Protein	2.0g	
Salt	0.24g	



REFERENCES

2. Céspedes G, Les F, Gómez-Serranillos M, et al. Bioactive and functional properties of sour cherry juice (Prunus cerasus). Food Funct. 2016; 7:11, 4675–4682.

3. Connolly DA, McHugh MP, & Padilla-Zakour OI. Efficacy of a tart cherry juice blend in preventing the symptoms of muscle damage. Br J Sports Med. 2010; 40:8, 679-683.

4. Bell PG, McHugh MP, Stevenson E, et al. The role of Cherries in exercise and health. Scand J Med Sci Sports. 2013; 23:3, 477–490.

5. Keane KM, Bailey SJ, Vanhatalo A, et al. Effects of Montmorency tart cherry (L. Prunus cerasus) consumption on nitric oxide biomarkers and exercise performance. Scand J Med Sci Sports. 2018; 50:5S, 720.

6. Howatson G, McHugh MP, Hill JA, et al. Influence of tart cherry juice on indices of recovery following marathon running. Scand J Med Sci Sports. 2009; 20:6, 843–852.

PRE-COVERY

Whilst Beet It Regen Cherry+ is our recovery shot, the science behind sour cherry juice suggests that it is a “precovery” supplement⁷. This means that, for optimum benefits, sour cherry juice should be introduced to athletes’ diets on the days prior to exercise to facilitate recovery on the days after exercise.

When supplementing Beet It Regen Cherry, precovery is essential, given that the antioxidant activity in cherries takes a while to take effect (i.e., days rather than hours). The bulk of the scientific literature on sour cherry juice indicates that the optimal supplementation period includes supplementation on the days before, the day of, and two days after a performance exercise session or competition^{8, 9}.

In accordance with the International Olympic Committee¹, the recommended dosing schedule for Beet It Regen Cherry+ shot is one shot per day for 3-4 days before, one shot on the event day, and one shot daily for the two days following the event.

REFERENCES

7. McHugh MP. “Precovery” versus recovery: understanding the role of cherry juice in exercise recovery. Scand J Med Sci Sports. 2022; 32:6, 940–950.

8. Bowtell JL, Sumners DP, Dyer A, et al. Montmorency cherry juice reduces muscle damage caused by intensive strength exercise. MSSE. 2011; 43:8, 1541-1551.

9. McHugh MP, Barton MJ, & Bowtell J. Montmorency cherry supplementation improves 15-km cycling time-trial performance. Eur J Appl Physiol. 2019; 119:3, 675–684.



PERFORMANCE & RECOVERY DOSING

To achieve the best results, it's important to understand the difference between Beet It Sport Nitrate 400mg and Beet It Regen Cherry+ shots, and how to combine them effectively. A common misconception is that Beet It Regen Cherry+ is simply a different flavour. This is not the case. It has a completely different purpose. The following guidelines are designed to highlight the differences in the functionality and the approach to dosing.

Start your preparation with Beet It Sport Nitrate 400mg to enhance endurance in competition. Consume one or two shots 1-3 hours before training and continue daily, up to 6 days before competition.

Complement your regimen with Beet It Regen Cherry+ shots, to benefit recovery in the days following your competition. Take one shot 1-3 hours before your intensive training sessions. In the lead up to competition, take one shot per day for 3 days and one shot per day for 2 days following the event.



Below shows our other successful Beet It Sport products which should be used in conjunction with our Beet It Regen Cherry+ shots.

The below dosing guidelines illustrate the recommended use of Beet It Sport Nitrate 400mg for pre-performance enhancement and Beet It Regen Cherry+ for pre-recovery support. This combination approach ensures you're prepared for your athletic endeavour and supported in your subsequent recovery.

Beet It SPORT

Pre-performance

Consume 1 or 2 shots one to three hours before training and up to six days before competition.



DAY 1 DAY 2 DAY 3 DAY 4 DAY 5 RACE DAY DAY 7 DAY 8

Beet It REGEN

Pre-recovery

Consume 1 shot one to three hours before training, three days before and two days after competition.



The Beet It Regen Cherry+ shot is a "pre-recovery" product, designed to be consumed in the days before exercise to assist with recovery on the days after exercise. They should be consumed in conjunction with Beet It Sport Nitrate 400 shots, which are rich in dietary nitrate and designed for enhancing exercise performance.



