



Fitness Facts

Are You Sugar Coating Your Workout?

(NAPSA)—Seven out of 10 personal trainers believe that eating less sugar is the most difficult habit for their clients to practice, so it's no wonder that more than half of the trainers surveyed (53 percent) rate sugar as the most important item for clients to look for on nutrition labels.

However, hidden sugars can surprise even the experts and they feel it can negatively impact their clients' workouts, according to a recent survey of 1,000 personal trainers conducted by Kelton Research and commissioned by Atkins Advantage nutrition bars and shakes.

Notably, most personal trainers surveyed (65 percent) said their clients are fueling their workouts with nutrition bars or shakes. However, when asked which in a list of food items has the most sugar, more than one in three personal trainers incorrectly identified a Krispy Kreme glazed doughnut as having more sugar than most popular nutrition bars.

In an October 2006 consumer survey, half of American adults surveyed made the same mistake in response to the same question.

In reality, a PowerBar Performance Chocolate bar (18g of sugars) and Clif Bar's Crunchy Peanut Butter (18g of sugars) tip the sugar scale more than a Krispy Kreme glazed doughnut (10g of sugars).

Conversely, all the Atkins Advantage nutrition bars are lower in sugar.

"Sugar in products that are marketed as nutritious can surprise us all," said Colette Heimowitz, vice president, Nutrition Communication and Education for Atkins Advantage. "Nutrition bars, for example, are not created equally.



Personal trainers rate sugar as the most important item for clients to look for on nutrition labels.

"Personal trainers can help their clients make the better choice by reading labels, highlighting hidden sugars and weighing lifestyle and workout needs against the wide variety of nutritional content available in popular bars."

According to personal trainers surveyed, the top three most common "nutrition mistakes" made by clients are skipping meals, not drinking enough water and eating too many high-sugar foods.

So what do the experts say consumers should eat to maintain their energy levels throughout the day or to fuel before or after a workout? Most personal trainers pointed to protein.

"Research shows that people who exercise and eat a higher protein diet gain more muscle and lose more body fat. Protein also helps boost metabolism," said Heimowitz. "And eating protein after a workout aids in rebuilding and repairing muscles so that you can emerge stronger."

To learn more about how to fuel properly for a workout, visit www.atkins.com.