

1980-2005

PRODUCT DEVELOPMENT

1980-1982, Field Trials, Sunnyvale CA

- First out of lab canine and human trials with milk peptides, glucose polymers and MCTs, measuring gastric emptying rates and utilization.
- First canine sports drink trial.

UNIPRO: Marketing Manager, November 1982 to January 1987.

1982

- AMINO 1000™ First sports nutrition application of milk protein peptide-free form amino acids mixtures.
- Created Professional and Olympic Athlete Research Program.

1983

- CARBOPLEX™ First sports nutrition application of glucose polymers.
- LIPOPLEX™ First sports nutrition application of MCTs (medium-chain triglycerides).
- OXYGIZER™ First American sports nutrition application of alpha ketoglutarate (PAK: Pyridoxal 5 phosphate alpha ketoglutarate).

1984

- BCAAS™ First American sports nutrition application of branched-chain amino acids.
- CREATINE 1500™ First American sports nutrition application of creatine.

1985

- JOURNAL OF SPORTS SCIENCE First sports science abstract review for non-scientists.
- First sports nutrition advisory board of true front-line researchers.
- First American research study of PAK: co-design of experimental protocol.

1986

- High school football workout book with Howie Long and Lyle Alzado, 39 pg.
- PAK study presented at ACSM (American College of Sports Medicine).

CHAMPION NUTRITION: Director of Sales and Marketing, January 1987 to January 1990

1987

- MUSCLE N2ITRO™ First American sports nutrition succinate application; Point of sale literature, print ad.

1988

- POWER PASTA™ First sports nutrition application of protein/carbohydrate enriched pasta. Label, point of sale literature, print ad.
- METABOLOL II™ First L-lactate enhanced Optimizer: research, label and ad copy.
- CYTOMAX™ STUDY # 1 Co-design of experimental protocol.
- METABOLOL II STUDY # 1 Co-design of experimental protocol.

1989

- CYTOMAX STUDY # 2 Co-design of experimental protocol.
- METABOLOL II STUDY # 2 Co-design of experimental protocol.
- CYTOMAX™ First sports nutrition application of concentrated L-lactates.
- CYTOMAX STUDY # 1 Presented study at International Sports Congress, Leningrad, USSR via Dr. Thomas Fahey.

ABR/APRL: President, January 1990 to 2000.**1990**

- METABOLOL II STUDY # 1 Presented study at ACSM via Dr. Fahey.
- METABOLOL II STUDY # 2 Presented study at ACSM via Dr. Fahey.
- PEAK PERFORMANCE™ First commercial canine sports nutrition supplement.
- STEROIDS AND DOGS HANDBOOK Academic review, 50 pg.

1991

- HOME ANABOLIC KIT™ First sports nutrition application of Nitrogen Balance testing. FDA approved, patented.
- MUSCLE CHEM™ Advanced Optimizer.
- MAXIMIZE™ Advanced Amino Acid.
- STEROID ALTERNATIVE HANDBOOK Co-author with Dr. Thomas Fahey, 197 pg.

1992

- WEIDER HOME ANABOLIC KIT Second generation.
- PRE FLEX HYPERDRIVE™ First fizzy version of L-lactate supplement.
- N2ITRO FIRE™ Nitrogen balance optimizing powder.
- POST FLEX PM™ Pre-sleep anti-catabolic formula.
- HOME ANABOLIC KIT STUDY #1.

1993

- ELITE ATHLETE TESTING SERVICE First mail-in steroid hormone lab testing.
- Developed 7 Products for GEN LINC.
- PEAK CONDITION (later VORTEX™) canine supplement.

1994

- POWER JERKY™ First USDA approved, all natural nutritionally fortified jerky for athletes.

1995

- CORT BUSTER™ First commercial sports nutrition application of phosphatidylserine as oral cortisol antagonist. Patent granted.

1996

- PEAK GROW™ First commercial reproduction of canine bitch milk.

1997

- POWER MEAT™ First commercial mixture of USDA human grade wild meats and PEAK 2.
- PEAK STRIDE™ Joint mobility canine enhancer.
- PEAK SENIOR™ Anti-aging canine formula.
- FAST TWITCH™ Sprint dog (greyhound) formula.

1998

- PEAK EQUINE™ Race horse supplement.
- PERFORMANCE DOG MAGAZINE Magazine devoted to performance dogs.
- MUSCLE MILK™ First human bodybuilding product based on human milk profile.
- ENDOCRE3™ First endogenous creatine formula.

ANIMAL NATURALS, LLC Founder 2002 to Present.

- MUSCLEJACK™ First commercial use of Longifolia.
- EVOBODYBUILDING™ Natural diet and workouts based on the inner cavemen in modern humans.
- CARNIVORE COOKIES™ Fortified gourmet "superbiscuit" using Rhodiola and other functional foods.
- FEEL FULL™ First natural CCK appetite suppressant formula.
- SHOW & GO™ Performance and appearance natural equine product.
- JOINT RE-GEN™ First commercial activated glucosamine topical spray.
- COOL SPOT™ First commercial spray to guarantee total recovery from hot spots in 48 hours.
- PICK OF THE LITTER™
- GO DOG™
- ZEN DOG™
- WILD DIET™
- CARNIVORE CUISINE™
- EQUINE SUPERFUEL™
- EVOPRO™ Assisted in copyrighting.
- STUD DOG™
- EQUINE RECHARGE™
- SUPER COLT™
- CARNIVORE CHEWS™
- CARNIVORE BONZ™
- SANI BED™
- WILD DIET™
- VASOSTAT First use of L-Norvaline as arginase antagonist.
- FAST TWITCH™ First commercial application of nitric oxide enhancers and endogenous creatine precursors, POWER WORKOUT DRINK.

NEW PRODUCT CATEGORIES HELPED CREATE

1. Amino Acids (Milk peptide/casein/micellar free-form).
2. BCAAs (Branched-chain amino acids).
3. Complex Carbohydrate Powders (CARBOPLEX, etc).
4. MCTs Medium Chained Triglycerides).
5. Alpha Keto Glutarates.
6. L-lactate Polymers (CYTOMAX, etc).
7. Home Anabolic Nitrogen Balance Test Kits.
8. Defined Predigested Meals for Dogs.
9. Mail-In Saliva Hormone Tests.
10. Sport Jerky (POWER JERKY, etc).
11. Drug-Free Cortisol Antagonists.
12. Glucose Polymer/Amino Acid Fortified Pasta.
13. Human Grade Canine Metabolic Optimizers.

14. Human Breast Milk Analogs (MUSCLE MILK).
15. Endogenous Creatine Synthesizer.
16. Super fortified gourmet meat dog biscuits (CARNIVORE COOKIES)
17. Longifolia testosterone prohormone. (MUSCLEJACK)
18. Topical activated glucosamine spray. (CYTOFLEX)
19. Arginase antagonist L-Norvaline/Citrulline. (FAST TWITCH)

WRITING

- 24 National articles.
- 3 Newsletters.
- 30 + Brochures.
- 20 + National print ads.
- 3 radio ads.

PATENTS

- 3 issued.
- 4 pending.