

KRE-ALKALYN CREATINE

Q

Jeff, two lifters in my local GNC were arguing about creatine and one guy had the book called, *Industry Insider Secrets Revealed*. Where is this available? I find creatine confusing. Do you agree that there are any differences among all the types of creatine?

A

Yes I do agree (*see below). The creatine world is confusing. There are a few types of creatine, but the micronized and effervescent forms, you do not see as often any more, and liquid or gel creatine forms, have never connected much with users. The most popular are: creatine monohydrate powder, monohydrate powder with phosphates added, ester-altered forms of creatine and Kre-alkalyn. There are at least 4-5 variant forms advertising just in PLANET alone. The book you refer too deals with Kre-alkalyn and they advertise. Every word I hear on the street suggests there are significant differences. To their credit, EFX (the company that owns Kre-Alkalyn) says that all the varying creatine changes or updates, hardly negates the strength of original well-manufactured creatine monohydrate. They maintain Kre-Alkalyn is not changing creatine monohydrate's nature at all, only altering the pH or acid-base. Their patents cover creatine in a wide range of pH, to make creatine more stable and absorbed better. The book and science are discussed by Brian Andrews. (Brian has an article in this issue on creatine and Kre-Alkalyn, in detail). A bodybuilder, Jeff Golini (and evidently a very intelligent guy), in Billings, Montana, developed KRE. I have never met Jeff (and I was only in Billings once, in 1972, competing in a National Collegiate Track Championships). Jeff developed the unique approach and science to increasing the stability in the gut that is creatine as Kre-Alkalyn. You know, the creatine fraternity has debated for years that creatine monohydrate is not absorbed very well due to the acidity of the gut. This is one reason there have been so many allusions

to discussions of cramps, nausea, gas and so-called non responders. The argument is that too much regular creatine is converted to creatinine (again, because of its fragility or instability in acid environments or fluid), and when mixed in fluid and stored for any appreciable time, creatine converts and is rendered useless. But, over-simplified, Golini developed a way to negate the gut's pH and allow KRE to operate in a higher pH so more is readily absorbed. Technically it is patented as Kre-Alkalyn EFX. Jeff had started his company, All-American Nutrition many years ago, long before MuscleTech, EAS and BSN, and he now spearheads All-American Pharmaceutical, the manufacturer of Kre-Alkalyn-EFX creatine. He is the inventor and patent holder. From what I understand, the two guys who helped him market Kre-Alkalyn initially, acquired his brand division (Brian is one). They renamed it All-American EFX. So it is both an old and a new company but the star is KRE! The book you mention is quite informative. So much has been written about creatine, it could fill 40 phonebooks! Brian Andrews addresses all the issues about creatine. He lays out what he calls - the 12 facts about creatine-based products and describes how and why the blending of two or more varying compounds, may not necessarily change the dynamics or basics of creatine. His company also does a lot of interesting testing and drug screening work, which makes them a needed leader as this will really be a mushrooming area in supplements. At any rate, some of the book is more or less controversial, but informative, interesting and engaging.

*If you go to their website (www.aafx.com) you'll see *Creatine: Industry Insider Secrets Revealed* there. It's available as a FREE download.



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