BUILD MORE MUSCLE • BURN MORE FAT • HAVE MORE SEX

JOHN ROMANIELLO  MAN 2.0  ADAM BORNESTIN

ALPHA SUPPLEMENT GUIDE
In your quest to engineer yourself into an Alpha, you’ll be wanting to exhaust all resources available to you. Thus, supplementation will enter the conversation at some point.

To tell the truth, there are very few things we get asked about MORE than supplements. Sure, we get girls asking for how to slim their thighs or guys wondering how much direct ab work they really need to reveal the coveted abs, but even then, those questions are followed up with ones about supplements.

Supplements as a whole have received an extremely mixed reputation amongst the fitness and health communities. On one side of the spectrum, you will find coaches and trainers that rely on an extreme number of supplements to get the job done, throwing bottle after bottle at their clients in an effort to “cheat” progress.

On the other side of the extremes, “traditional” coaches will demonize all supplements under the sun, claiming they are unnatural, never needed, and a waste of money altogether.

You will find, however, the former is more common than the latter. Walk into any
supplement store across any country, and your eyes will be assaulted with loud labels, pushy salesmen and empty promises. Before you know it, you’ll be walking out the door $200 lighter, felling uneasy about what just went down.
Here’s the truth:

**Supplements are Optional…But Some are STRONGLY Recommended**

We want to be very clear here, and stress the hierarchy of essentials when it comes to changing your body, and engineering a true Alpha Male. We recommend certain supplements for a few reasons.

One, the companies we bring up are the best in the business. They need to be if you are truly looking to take your progress to new levels.

Two, you can and will get results without supplementation. However, in the conversation of engineering an Alpha, the term “optimal” needs to be brought forward. Strategic supplementation can push you to that extra few percentage points, often meaning the difference between “good”, and “optimal”.

Why would you settle for just “good”?

We don’t. Alphas don’t. So, to aid you on your quest to achieve your Alpha body, we’ve outlined what we feel are the “big rocks” of supplementation. The heavy hitters. The bang-for-your-buck physical supremacy enhancers that are really worth your time and money.

Along with the best supplements, come the best companies.

This is **huge**.
Steroids?

You’d think, with all this talk of testosterone, being Alpha, and getting the “edge”, supplements would encompass the realm of steroids.

False.

It is a common misconception, brought on by innocent ignorance, that dietary supplementation is the same as steroid use. Or, that supplements themselves are a form of steroidal enhancement. These misconceptions and questions usually come from the guys that just got back from their local GNC, arms full of mysterious “loot”, salesman’s voice still running through their head:

“You need this, man.”

Let’s be clear – no, supplementation is not the only key to realizing the body and life of your dreams, or to succeed in your journey through Engineering The Alpha.

In the land you now stand, in a time long ago, before the first protein powder or fat burner, trainees were still smashing themselves day-in and day-out, looking awesome.

However, it’s also true that technology and thinking has progressed a great deal. In an effort to be bigger, faster and stronger every day, science has allowed us to achieve desired results in less time, even when using the same programs.

On top of this, the environment and food quality is simply not what it once was. Often, we have no control over this.
WHAT DO YOU TAKE, ROMAN AND BORN?

This is the real meat, and it’s a good part of the reason we wrote this guide. We’d like to tell you which supplements (and supplement companies) we like and use.

However, before we begin, we’d like you to keep in mind that our recommendations come from cumulative years of experience. Since we’ve been around the proverbial block, we dislike most stuff. We’re just telling you because we would like to avoid emails from angry shoppers who’ll say...

“Super Mega Nitro Maxi-Pump wasn’t on your list, can I still take it?”

No. Well, okay, you can—but if it’s not on the list, we either don’t like it, or think it won’t help with the program. If you already spent money on it and you’re enjoying the effects (placebo or otherwise), you have our blessing in finishing the container. But please, don’t spend any more money.

Now, the world of supplementation is such that science is providing new opportunities every day. Thus, the list in this guide is not exhaustive. Instead, it is meant to lay the foundation, and introduce you to the best in the business.

Here’s the Truth...

Like anyone else who’s been involved with the fitness and nutrition business for a decade or more, we’ve developed sort of a love/hate relationship with supplements…and supplement companies.
On one hand, we love supplements when they do what they claim) and without the convenience of protein drinks, meal replacements, vitamins, brain enhancers, and the occasional protein bar, it’s very arguable that neither we nor our clients could have achieved the results that we have.

**On the other hand,** a *lot* of supplements are just flat out crap. They’re filled with only *half* of what the label says, and who knows what the other half is. And of course, good many supplement companies have shady marketing tactics like photo-shopped before & after pictures and all that other under-handed bullshit—and we’re just not into that.

*(Look, we love capitalism, and we’re all for caveat emptor, but that does NOT mean we like when people looking to get results get lied to.)*

Having said all that, if chosen wisely and used correctly, supplements can make *Engineering the Alpha* even MORE productive and accelerate your progress.

After all, as an Alpha, you owe it to yourself to get educated in the right avenues.

**What You’re Never Told**

You see, most consumers of nutrition products are often surprised to learn that the FDA (the Food and Drug Administration) does not test, monitor or approve dietary supplements.

Just think about that for a second.

This means that all the hundreds of thousands of fat burners, performance boosters, vitamins, minerals, herbs and protein powders you see online and on store shelves everywhere are completely unregulated. It’s difficult to know what you’re really getting.
You see, the FDA leaves it up to the individual supplement companies to formulate, test and monitor their own products. As you can imagine, many supplement companies cut all kinds of corners when it comes to quality control in order to boost their profit margins.

Alarmingly, the following are 5 of the most common offences in the dietary supplement industry regarding quality control.

1. Many companies do not hire qualified Registered Dieticians, PhDs or Medical Doctors to formulate their products based on the latest research. This results in products that lack safety standards and aren’t effective. In fact, many supplements are formulated by inexperienced “hacks” that simply mix up a batch of questionable ingredients without rhyme or reason.

2. Many companies use untested, artificial and low-quality ingredients that are often contaminated and in amounts that are ineffective.

3. Many products are not manufactured in an FDA-rated facility under the strict, government-approved Good Manufacturing Practices (GMP). (Some supplements are even made in dirty, unregulated warehouses or even garages.)

4. After the product is manufactured, many companies do not test the product to ensure its ingredients match what is listed on the label. Nor do they test the product to make sure it’s pure and free from contaminants like lead and bacteria. (Note: Independent testing shows that many supplements do not contain the ingredients listed on the label. This is true in an alarming amount of cases.)

5. Finally, many companies ship out their products and let their customers be the guinea pigs when it comes to quality control.
The supplement companies that we have come to use, know, and respect do the exact opposite of the above. The difference here, is that the owners and formulators of these scientifically backed products are creating them to be used by themselves, as well as their customers.

Specifically, BioTRUST Nutrition and the makers of Athletic Greens are at the top of the list, and make up the majority of what we recommend. Also included are products from awesome companies like ONNIT Labs and Blue Star Nutraceuticals—although we’ve only recommended a few there, and of necessity they’re a bit lower on the priority list. We have personally seen the integrity these companies uphold, and have tested each product vigorously. In fact, we believe in these companies so strongly that we’ve formed relationships with them and help test products.

However, an n=1 study is hardly reliable. So, we ensure that each of their products goes through a rigorous research and testing process.

Just to drive this home, let’s look at one of the companies. BioTRUST has implemented a 7-stage research and testing protocol to determine if a substance is “BioTRUST Approved and Certified” or not. It’s impressive. Here’s how they explain it:

Step 1. **World class formulators.** At BioTRUST they’ve compiled a team of some of the world’s most respected medical doctors, chemists, researchers, nutritionists and fitness experts (NOTE: Roman is one of the experts) to create the highest-quality brand on the planet. Each of their formulas goes through an extensive approval process by industry leaders with at least 15 to 20 years of experience in creating safe and highly effective nutrition products.
Step 2. **They only use the Scientific Dose®.** This means that they use the exact amount of each ingredient in their products that the scientific research has shown to be effective. They never add a “dusting” of an ingredient just for window dressing or marketing hype, a HUGE problem that is extremely common even with many of the most popular brands found at your local supplement store. Instead, they give you the honest amount of each ingredient that science shows will get you the best results.

Step 3. **All-natural raw ingredients.** They searched the globe for the highest quality and purest forms of every ingredient they include in their products. Using only all-natural ingredients free from antibiotics, artificial sweeteners, colors and preservatives. For example, the protein in their BioTRUST Nutrition Shakes comes from cows not treated with rBGH or rBST – artificial growth hormones that can pass into the milk, the protein…and ultimately, you.

Step 4. **Raw ingredient testing.** They only purchase raw ingredients that come with a certificate of analysis for potency and purity. And, they even do further microbiological testing during the manufacturing process. This means that every ingredient is guaranteed to be pure and potent before it becomes a BioTRUST product.

Step 5. **FDA-registered manufacturing.** All of the BioTRUST products are manufactured in an FDA-registered laboratory. The laboratory is also certified by the National Nutritional Food Association’s (NNFA) Good Manufacturing Practices (GMP). GMP is a third party certification program which includes inspection of manufacturing facilities to determine whether stringent performance standards are being met. These standards include specifications for staff training, cleanliness, equipment maintenance, and record keeping, and the highest quality control standards are in place.
Step 6. **3rd party quality assurance testing.** After the products are manufactured, labeled and sealed, they take it a step further. They send random samples from each production run to an independent, FDA-approved laboratory to make sure that each product contains what is stated on the label and that it’s free from harmful by-products and contaminants. As a matter of fact, the testing facility they use is the world leader in supplement, food and pharmaceutical testing. They are licensed by every food, drug and supplement agency imaginable…and they have maintained a spotless record for over 30 years.

Step 7. **Scientific Advisory Board review.** At this point, the product is BioTRUST Approved and Certified for purity and potency, but they don’t stop there. Before sending a new product to their customers, they first have members of their Scientific Advisory Board, Fitness Advisory Board, and themselves as the founders of the company, use the product and report the findings through extensive surveys. And if the product does not meet their strict guidelines for effectiveness, they start all over again with the formulation process until it’s 100% perfected.

By supplement industry standards, this is impressive.

As you can see, the 7-step process ensures is implemented before a product ever enters your hands.

When looking at a supplement company, we need something that aligns with our own beliefs, desires, and need for quality. BioTRUST ticks all those boxes, and then some.

On top of that, they’ve brought me (Roman) on as a Hormonal Fat Loss Advisor, which means I can offer advice and recommendations for new products, and existing ones. Knowing this, you KNOW they are good.
We know for a fact that Athletic Greens puts every one of their products through an equally rigorous process. Hell, they have super-genius Tim Ferriss endorsing their stuff. If it’s good enough for him, it’s good enough for us. (Plus, it’s also cured a lot of Roman’s issues with getting a recurring cold all winter.)

ONNIT Labs is a company based out of Austin, TX, that is currently changing the game; they have a ton of amazing supplements for both performance and general lifestyle. They recently added Roman to their Honor Roll, meaning he is officially a guinea pig for new supplements. Blue Star is a Canadian company known for more “hard core” bodybuilding supplements; very good for performance.

To be honest, the products made by these companies have been life changing for us, as you’ll see.

You, as an Alpha, deserve the best. We desire the best for ourselves, so why should you settle for anything less?
WHAT ARE THE BEST SUPPLEMENTS TO TAKE?

This is a loaded question, and leaves a massive variable out of the equation: “What are your goals?”

That, right there, is one of the most important questions you need to ask yourself when choosing where to invest your dollars. That is what you’re doing—investing. Improving your body is an investment that will pay dividends for every single year you keep breathing.

Knowing the answer to this question will allow you to determine which direction to go when optimizing your supplement regime.

The Exception

However, there are a select few products we believe lay the foundation for any successful Alpha. These apply to everyone, whether your goal is to gain 20 pounds, or shred 10% body fat.

Not unlike the founding principles of training—nutrition and supplementation have a set of “principles” and foundations that must be in place before you can move any further ahead.

Ignoring the chance to optimize (there’s that word again) these foundational principles, is akin to putting only part of your energy into training on the gym floor.

Covering protein needs, optimizing hormone levels, staving off muscle loss,
maintaining cellular health, getting the full spectrum of antioxidants and maximizing your sensitivity to carbohydrates are of upmost importance. If you don’t address these things, you’ll start feeling weak, tired, and even notice you’ll lack motivation.

Don’t feel like doing all your sets? Might as well just skip it.

Sprints don’t seem appealing on the day? You’ll do them later.

Not “feeling good”? You deserve a day off, right?

Wrong.

These are simple, yet massive no-nos of the Alpha population. Ignoring the opportunity to address your nutritional and supplementation weaknesses is the exact same scenario.

The supplements you’ll read about on the following pages are extremely valuable tools in your arsenal, and will help you achieve results far beyond what you’ve imagined.

Everything you read below, has been researched, broken down, and rigorously tested as we outlined above. We use all of these products at one time or another, and strongly recommend you do, too.

**A FINAL IMPORTANT NOTE:** While we think all of the supplements in this document are fantastic, we understand that it’s difficult to conceive of investing in ALL of them. To make it as easy as possible for you to make decisions about what to take, we’ve broken the supplements down into three tiers

- **ALPHA ESSENTIALS** – supplements you need to be taking, for health and longevity.
• **ALPHA BASICS** – supplements that make you healthier, but also make the program more effective.

• **ALPHA ENGEERING** – supplements dedicated to improving performance and results.

Within each tier, the supplements will be ranked in order of importance. Again, you can certainly order and use all of the supplements, but if you’re feeling budgetary constrains, work your way from top to bottom.
TIER ONE - Alpha Essentials

As mentioned above, the supplements in TIER ONE are the ones we feel you need to be taking. And by that, we mean supplements that everyone should be taking. These will certainly help you make faster progress on the program, but in a more indirect way—by keeping you healthy and allowing you to recover from your workouts.

Athletic Greens
Superfood Cocktail

This greens product has changed my life. I take it every morning in place of a multivitamin. Tim Ferriss calls it “nutritional insurance” – meaning that it fills that “gaps” you’re likely to create by dieting. We would also add that the immune benefits from this stuff are UNREAL. Since Roman started using it 2.5 years, I have gotten sick ONCE (instead of twice per year). If you can only order ONE supplement, this is the one.

With this one product, there is no need to take any multivitamin pills, antioxidants, or any other natural food supplements. It really does cover the full spectrum.

ONE serving provides the equivalent of 10-12 servings of fruit and vegetables, immediately jacking up your immune system, energy and vitality.

The effects are almost immediate.

Athletic Greens is a special product, in that it automatically elevates the
effectiveness of every single other supplement you may be taking. Better absorption and a healthier gut, mean better results.

QUANTITY and USE: Simply put one serving of Athletic Greens in a cup of water each morning, stir for 30 seconds, and drink. Unlike EVERY other greens supplement we have tried, this one actually tastes great. One container lasts just over a month.

Pick up ATHLETIC GREENS here
Athletic Greens Omega3 Fish Oil
Ultra concentrated EPA and DHA

Fish oil (omega-3 fatty acid) is an essential Alpha supplement we believe everyone should be taking; not just for fat loss, but also for overall health. This is true no matter who you are or what your goal is, across the board.

To name just a few of the fat burning and health benefits these “wonder” fats possess, omega-3 fatty acids have been shown to decrease the risk for developing heart disease and cancer, decrease blood pressure, improve liver and kidney function, reduce joint pain, improve vision, improve diabetic conditions, decrease occurrences and intensities of migraine headaches, increase circulating levels of leptin, reduce stress, and increase metabolic rate.

Fish oil is one of the most legit supplements around and it does pretty much everything. With countless pieces of published research backing it up, it’s been shown that, in some way, fish oils help or are good for:

- Skin health
- Hair appearance
- Nail strength
- Brain function
- Fat loss
- Insulin sensitivity
- Awesomeness

With specific regard to Athletic Greens, it’s also important to note that this particular supp is made from molecularly distilled and purified fish oil, sustainably
sourced from fresh, wild caught fish from the cold, deep waters of South America. Honestly, it is of the highest quality we have found, and you can freely compare brands on their site.

Just two small pills equates to TEN large fish oil capsules from other companies. The research on the benefits of fish oil and Omega3 fatty acids is overwhelming. High quality Fish Oil may be the most important supplement you can take for overall health and anti-aging. If you don’t see why you should be taking fish oil on your quest to become a true Alpha, then we can’t help you.

QUANTITY and USE: Really, this needs to be a daily supplement, taken evenly throughout the morning, afternoon and evening. You will be using this a lot, so take advantage of the bulk deals. Take 2 capsules on training days, and 4 capsules on non-training days with meals.

Get Athletic Greens Fish Oil here <==
order through this link for some extra goodies
BioTRUST® Low Carb™
The Stevia® Sweetened, Cold-processed, Time-released, Pharmaceutical Grade Protein Supplement

Protein. You know you need it. After training, throughout the day, emergencies, ease of use, bioavailability. For such a common product in the supplement industry, it’s shocking what the general standard of quality actually is. Very few products can live up to the claims on the label. Whey protein, in its purest form, is one of the greatest bioavailable sources of protein around— if it is of quality manufacturing.

BioTRUST Low Carb is the perfect protein to use as a convenient meal or snack on any day of your program, as well for your post-workout shake. It’s made from cold-processed, pharmaceutical grade whey protein, milk protein, and micellar casein (instead of the high-temperature processing that other manufacturers use, severely degrading protein quality).

It’s also a true time-released protein with equal parts of fast and slow digesting protein increased absorption and a steady flow of amino acids to your muscles for up to 8 hours.

ANOTHER benefit of this protein is BioTRUST’s use of ProHydrolase®. This is a patented blend of specialized enzymes designed to dramatically enhance the ability of the body to break down, absorb, and utilize whey protein. The latest research shows that ProHydrolase® is up to 40 times more effective at delivering whey protein to muscles than other enzymes used in competing products. BioTRUST Low Carb is the ONLY protein on the market that has this.
It also must be said, that this is the best tasting protein powder we have ever used. When you’ve tested as many brands as we have over the years, you will be able to understand the gravity of that statement. This is important.

**QUANTITY and USE:** With twice daily use, 3 containers will provide more than a 4-week supply of protein to be used as a convenient meal placement throughout the diet days and as a post-workout shake. BioTRUST Low Carb® can be used as the protein portion of any meal.

On **WORKOUT** days, mix 2-3 scoops with 8-12 ounces of fat free milk, coconut milk, almond milk, etc, and consume immediately after your workout, or in accordance with your meal schedule. The goal is to achieve a 2:1 ratio of carbs:protein, and fit in with the macronutrient recommendations for each phase. (See chapters 8-12 for specific recommendations of each phase.)

Get BioTRUST Low Carb protein here <=

order through this link, and use code “ALPHA” for a discount
TIER TWO - Alpha Basics

As mentioned above, the supplements in TIER TWO are still important, but they are more specific to the ALPHA program. While they will help with health and longevity, the supplements in this tier will be used to help you recover faster, as well as drastically increase the speed of your progress. The majority of supplements in this category are intended for the hormonal optimization — as this is one of the foundational principles in Engineering the Alpha, it’s not hard to see how helpful they’ll be.

**BioTRUST® BCAA Matrix™**
Preserves Calorie-Burning Lean Muscle While Dieting, Particularly on Fast Days

BCAA Matrix™ is a completely revolutionary Branched Chain Amino Acid product that uses 3 forms of BCAAs (free form, ethyl esters, and peptide bonded BCAAs) and 3 different absorption pathways to literally be the most potent, most absorbable Branch Chain Amino Acid product ever created. Because of this, you can use much less than other BCAA products while absorbing more.

BCAAs help your body maintain calorie-burning lean muscle as you lose fat to ensure your metabolism stays high, you avoid rebound weight gain, and you look your best.

Use of BCAAs will also help you retain lean muscle mass while dieting. This is huge. In fact, it’s the most important variable leading toward your success in advancing your physique. The more muscle you have, and the more muscle
you keep, the easier it is to lose fat—and keep it off. More muscle = a healthier, stronger metabolism.

This is a critically important supplement to avoid muscle loss on the Fast Days in the various programs of Engineering The Alpha.

QUANTITY and USE: On workout days, take 10g-15g at a time before or during your training session. is ideal. Take 3-5 capsules throughout the day at regular intervals on Fast Days.

IMPORTANT NOTE: Please keep in mind that the cost of buying the BCAAs is a replacement for the cost of the food you would normally be eating on Fast Days, as well as an aid in muscle retention while in the midst of a fat-loss plan. The daily cost of BCAAs supplementation is far cheaper than the daily cost of food, so you’ll actually be spending less money over the course of each month by utilizing BCAAs on Fast Days.

Pick up BioTRUST BCAA here

order through this link, use code “ALPHA” for a discount
BioTRUST® IC-5™
Carbohydrate Management and Insulin/Blood Sugar Control

IC-5 is a unique blend of 5 hard to come by ingredients that together increase insulin sensitivity, manage blood sugar levels, and partition carbohydrates to muscle instead of fat. The end result is much improved fat loss and body composition while increasing sensitivity for improved carbohydrate tolerance.

This is what you want to happen when you consume carbs:

1. **Minimum insulin release.** This occurs when your body is highly sensitive to insulin. When it is, only a small amount of insulin is necessary to effectively and efficiently clear glucose from your blood to its storage sites. This is great news because your body has an incredibly difficult time burning fat in the presence of insulin. The less insulin you have floating around, the better.

2. **Quick and efficient blood sugar clearance.** Again, this will occur when your body is highly sensitive to insulin.

3. **Maximum glycogen uptake.** Glycogen is the term used for stored carbohydrate in muscle. When muscle tissue is highly sensitive to insulin, the vast majority of blood glucose will be stored in muscle, not fat.

4. **Minimum fat storage.** When you increase insulin sensitivity, especially in skeletal muscle, your body will choose to store your carbohydrate intake as energy in muscle tissue instead of body fat.
Insulin sensitivity is the key.

QUANTITY and USE: One bottle will last approximately 4 weeks. IC-5 will be most valuable during PHASE ONE, when optimizing insulin management is the priority. During PHASE ONE, take two capsules in the morning, and two capsules immediately prior to your workout, or before your post-workout shake. On non-training days, take two capsules before meals.

During the PHASE TWO, take two capsules, once per day, on both workout and non-workout days—preferably 15 minutes before a meal containing carbohydrates. One CHEAT DAYS, take four capsules immediately before you begin eating.

During PHASE THREE, take two capsules before ALL MEALS containing carbohydrates on workout days. On non-workout days, take two capsules in the morning.

During PHASE FOUR, take two capsules, once per day, on both workout and non-workout days—preferably 15 minutes before a meal containing carbohydrates.

Pick up BioTRUST IC-5 here

order through this link, and use code “ALPHA” for a discount
BioTRUST® LeptiBurn™
Fat Loss Accelerator and Hormone Support

Leptin is your body’s #1 fat burning hormone – it controls literally everything related to weight loss. Improving your body’s sensitivity to leptin as well as leptin production while dieting are crucial to optimal fat loss. LeptiBurn® is literally the ONLY scientifically backed supplement on the market specifically created to increase leptin sensitivity and production while dieting, while accelerating fat loss.

Anytime you go on a diet and reduce your calorie intake, leptin levels plummet and fat burning is dramatically reduced. Why? Because leptin’s main function is to protect your body against starvation, and in the midst of decreased food intake (i.e. dieting), your body unfortunately views your stored body fat as a huge asset to survival. Body fat provides a vast supply of stored energy and warmth, both highly valued resources when food is in short supply.

When you go on a diet, your body isn’t aware of your hopes for a ripped physique or your desire to drop 20 lbs in time for your high school reunion or summer beach season. In fact, the only thing it does know is that your calorie intake is now below “normal”… and to your brain, that’s a big red flag.

The result is reduced leptin levels and dramatically decreased fat burning.

The severity is real. Research has shown that leptin levels drop by as much as 50% after just 7 days of dieting… that puts you at only 50% of your fat-burning potential just one week in to your fat loss plan, and it only gets worse with each passing day.
And if that wasn’t bad enough, with every pound you do struggle to lose, leptin levels fall even further, making it even more difficult for you to continue to lose fat, because your body views stored body fat as an asset to survival. The more fat you lose, the more “danger” your body senses, and the harder it is to strip away that next pound. The answer, along with the nutritional manipulation outlined in the book, is to simultaneously increase leptin sensitivity while keeping levels high, by using Leptiburn to give you that edge.

QUANTITY and USE: One bottle will last 30 days. This supplement is going to be most use during PHASE ONE and PHASE TWO, helping you make the most of your cheat days.

**During PHASE ONE**, take three capsules twice per day.
(0 caps on Cheat days)

**During PHASE TWO**, take two capsules, twice per day.
(0 caps on Cheat days)

**During PHASE THREE**, take one capsule, twice per day.
(0 caps on Cheat days)

**During PHASE FOUR**, take one capsule, once per day.
(0 caps on Cheat days)

Pick up BioTRUST LeptiBurn here
order through this link, and use code “ALPHA” for a discount
ONNIT Labs: T+™
Boost Your Body’s Internal Testosterone Production

Testosterone is one of the most important hormones produced by the body, particularly for males. Not only is it vital to maintaining proper musculature and masculine appearance, it has myriad psychological benefits as well.

These were covered comprehensively in the text of the book, but it’s worth noting here that healthy levels of testosterone are vital to maintaining optimal libido, including both sex drive and performance.

After everything we’ve talked about in detail throughout Engineering The Alpha, you’ll know the importance of supporting your precious T levels. Now, of course, the dietary and training prescriptions outlined in the book are your first and best bet to increasing testosterone and maximizing your manhood. That said, if you’re like most guys, when it comes to Big T, you don’t want to mess around, and want every advantage possible. That’s where T+™ comes in.

When combined with a training regimen that encourages a positive hormonal profile, T+ is designed to assist the body with naturally elevating testosterone levels. Equally important to increasing free testosterone, is the ability to minimize excess estrogen so that the ratio remains favorable inside the body. T+ pays special attention to this fact by including the well-documented ingredients Red Clover, Luteolin, Resveratrol, and Stinging Nettle Root.

With these combined ingredients, you’ll be turning up the volume on everything we are trying to emphasize throughout the book.
ON TOP of all of that, this will boost your performance in and out of the gym. The combination of Beta Alanine and BCAA’s built right in mean you can go harder, longer.

QUANTITY and USE: Cycle this product for no more than 30 days, before taking 15 days off. Because you should only take it for 30 days at a time, T+ should be used only during PHASE TWO and PHASE FOUR.

Stir or shake one serving in at least 16oz of water, preferably 20 minutes prior to training. Continue to take on non-training days, to keep up consistent loading.

Pick up ONNIT LABS T+ here <=
order through this link, and use code “snuggles” for a discount
Blue Star Nutraceuticals: PurBlue Creatine
The Basic Block-Builder Booster

There really isn’t much to say about creatine that hasn’t been said—and yet we could go on all day.

Creatine, quite simply, is the most widely and thoroughly researched supplement in the world, and all of the studies agree that increased creatine intake leads to more efficient utilization of energy, which allows for increased strength.

To be clear: speaking in stark absolute terms, you probably won’t be able to lift more weight on your One Rep Max or anything like that; however, if you can normally lift a weight 10 times, supplementing with creatine can allow you to get to 11 or 12 reps.

Which means that for many exercises, you can either perform more sets, more weight, or even use a tad more weight.

Over time, this will obviously lead to increases in muscle size and performance!

Put simply, you should ALREADY be taking Creatine—it’s just that effective.

We believe that creatine is a “no-brainer.” In addition to being scientifically PROVEN to be effective, creatine is so damn cheap that we’re shocked when we find out someone ISN’T taking it. It’s completely safe, and we personally use it in our shakes every day of the year.

For the price, you can’t go wrong. Coming in at less than 15 bucks, you’d have to be crazy not to pick this up (if you don’t have it already).
How to use: Take one scoop once or twice per day in the morning and in your post-workout shake. Really, it can be taken at any time, but there is some evidence to show that ingesting creatine with carbs enhances uptake. Thus, your post workout period is ideal. There is no need to load. Simply keep a consistent dosage on training AND non-training days.

*Pick up BLUE STAR PURBLUE CREATINE here* <=

order through this link for some extra goodies
Athletic Greens: Vitamin D3
Cellular and immunity support for the ultimate Alpha.

Vitamin D3, now more than ever, is being touted as one of the most important vitamins in testosterone production, health, and immunity.

Sadly, the majority of the population is horribly lacking in this key nutrient. Even those lucky enough to be living where the sun shines year-round cannot escape the rampant deficiency. What’s more, scientists are now RAISING recommendations for what is optimal in vitamin D levels in the body—and the vast majority of people are deficient.

The research on the benefits of Vitamin D is overwhelming. It may be one of the most important supplements you can take to ward off a wide range of physically, emotionally and neurologically detrimental diseases.

Optimal (that word again!) levels of Vitamin D3 may play a role in helping:

- **Fight Obesity** – Reduce Risk Of Type 1 & Type 2 Diabetes
- **Promote Bone Strength** – Maintain Healthy Bone and Prevent Osteoporosis
- **Supports Neuro-Physiology** – Fight Alzheimer’s and other Neuro-Degenerative Diseases
- **Regulating Auto-Immune Response** – defend against Diseases like Fibromyalgia and Psoriasis
• **Improve Moods** – Alleviate Depression and Chronic Fatigue Syndrome

• **Reduce Risks Of Cancers** – Reduce the Risk of Breast, Prostate and Colon Cancers

• **Boost Fertility** – Support optimal hormone levels, including testosterone in men

• **Boosting immunity** – Fight Infectious Diseases

Although we ABSOLUTELY recommend getting most of your vitamin D from direct sunlight, the reality is this is often either unrealistic, or simply not enough. When sunlight isn’t an option, studies have shown that **best form of oral Vitamin D is Chocalciferol**. Also known as Vitamin D3, Chocalciferol has the best bioavailability of any oral form of Vitamin D. As a fat-soluble vitamin, this should always be suspended in olive oil or coconut oil and consumed daily with a meal containing fat.

Optimal exposure has been estimated around 15,000 to 20,000 IU of Vitamin D per day. Unless you are in direct sunlight for more than 60 minutes per day, you’re sorely lacking, and we recommend you supplement with this highly concentrated source of D3.

**How to Use:** 5,000 to 15,000 IU per day (1-3 tiny pills), every day, depending on your general level of sun exposure. These should be taken with a meal containing fat, like coconut oil, olive oil, or fatty meats for optimal absorption.

[Pick up Athletic Greens Vitamin D3 here](https://www.engineeringthealpha.com)
TIER THREE - Alpha Engineering

As mentioned above, the supplements in TIER THREE are a bit more directed. These supplements are purely for performance, and absolutely maximizing every second of your time spent engineering the Alpha YOU. These two supplements will help you think and sleep more clearly, allowing for a more optimal hormonal environment.

Onnit Labs: Alpha Brain

Complete Balanced Nootropic

Alpha BRAIN is a fully-balanced nootropic, or cognitive enhancer. In other words, it helps you think better. The main ingredients—Alpha GPC and Huperzia Serrata—contain nutrients that help your body turn up acetylcholine levels full throttle while other ingredients assist in elevating neurological components vital to remaining calm, focused, and mentally driven.

Vinpocetine can help the body deliver oxygen and nutrients to the brain, and the combination of neurospecific antioxidants, led by the proprietary AC-11®, assists your system in clearing away mental fog and free radicals. The result is an extraordinary combination of lucid dreams, mental drive, focus, and mental acuity.

The fact is, during this program, things are going to come up in your life and you’re going to wind up losing focus. Or, you’ll simply go to bed late or eat too little and be tired during your workouts. None of these things is going to help your progress. Alpha Brain is your solution—take it whenever you need extra energy or focus.
For us, as writers, business owners, fitness professionals and investors, brainpower is key. So much so, that we have tried and tested a plethora of products. NONE have come close to the effectiveness and potency of Alpha Brain. Hell, Joe Rogan swears by it, and that man is an all around Alpha Beast. Think real world Limitless supplementation, using all natural ingredients from across the corners of the world.

We’ve seen a significant boost in focus and productivity, which came in especially handy amidst the process of launching Engineering the Alpha, while balancing our other ventures. Really, it’s quite incredible.

How to use: Take a serving of 1-2 capsuled in the morning or early afternoon for enhanced mental performance. Depending on how big you are, and tolerance, you can up this to a maximum of 3. For enhanced dream state, you can take 1-2 capsules 4-6 hours prior to sleeping.

Pick up ONNIT LABS ALPHA BRAIN <=
order through this link; use code “snuggles” for a discount
ONNIT Labs: Melatonin 5
The “On-Demand” Sleep Hormone Supplement

Let’s face it, we humans rarely abide by the Earth’s natural day/night sleep cycles. Electricity has created artificial light (not to mention television!) to allow all manners of work and play to exist deep into the dead of night, and most sleeping quarters provide blinds or curtains to block out the arousing rays of the morning sun.

The result is that some of the mechanisms that have evolved inside us to assist with the sleep process have been thrown askew. One of these mechanisms involves the hormone melatonin.

In a normal, pre-electricity scenario the pineal gland would release melatonin at the onset of darkness to help induce a desire to sleep. However, artificial light, especially high frequency blue light from visual electronics has been known to shift the release of melatonin, which can perturb sleeping patterns.

All horrible news for the Alpha. Sleep — *optimal* sleep—is THE biggest barrier between you and your success throughout the book and life. Sleep influences the production of hormones like testosterone and growth hormone, how fast you recover, and how much drive you have to train. In fact, MOST of the fat burning you will do is entirely dependent on your sleep quality and quantity.

Ingesting supplemental melatonin can help the body signify to you, in an ‘on demand’ manner, when it is time for your body to sleep. In assisting the body’s natural desire to rest, the melatonin can help you to enjoy a more restful sleep experience. By placing the melatonin in a unique chewable tablet, with the traditional relaxation herb lemon balm, cloaked in the breath friendly flavor of
peppermint you have a fast and simple delivery system for this vital sleep hormone. As you’ve probably gathered, this supplement has saved our lives over the years. Constant travel, flights, training, late nights. Melatonin 5 has helped us keep progressing in our physique and life goals.

How to use: Chew 1 tablet 15-30 minutes before sleep (causes drowsiness). Don’t exceed 2 tablets in a 24 hour period. Limit your use to a maximum of 2 months, then take a week off.

Pick up ONNIT LABS MELATONIN 5 <=
order through this link; use code “snuggles” for a discount
MOVING FORWARD

Covering these bases with the above products is the first step in moving toward an optimal program.

Strategic supplementation, where the funds are justified, will serve to amplify your efforts in and out of the gym those few crucial percentage points.

These supplements will not do the work for you. That, as you know, is up to the Alpha inside you. Let the Alpha Male come to the surface. Embrace the power within, love the gym, love life, and sprinkle these supplements in to bolster your foundation.

What Next?

A bonus with using BioTRUST, Athletic Greens, ONNIT and Blue Star supplements is the incredible customer service we’ve come to know. Really, the kind of treatment you receive is unheard of in the world of supplement companies.

As you know, this whole “fitness” thing is for life, as is your health. The guys at these companies understand this, and some have hooked us up by offering bulk deals on their products. The cost per bottle becomes ridiculously affordable, increasingly so the bigger supply you get.

Although their manufacturing process and incredible quality means the profit margins are not as high as some companies out there, the fact is that they use these supplements just like you and I. This means they understand the monetary cost that comes along with optimizing your body. Taking advantage of their deals is a no-brainer.
The FACTS are that supplements – certain high quality supplements – can and will boost your results. Only if everything else is dialled in already.

Your training, nutrition and recovery all need to be on-point in order to see the desired benefits of supplementation work in real time. This includes paying attention to your sleeping patterns, lifestyle (goodbye getting smashed every weekend), and mindset moving forward.

Once you’ve accomplished this, the realm of supplementation can welcome you with open arms.

As an aside (though a big one) all of the companies offer a very convenient shipped-right to your door monthly program called Smart Shipper—we use this because one less thing to have to remember is great—in which you get free shipping and a huge discount on bulk orders. Basically, they send you a month’s supply each month of the supplements you choose (so you never have to worry about reordering or running out), give you a huge discount, and then hook you up with FREE shipping on top of it.

Like we said, these are kick-ass companies. No BS contracts or anything; it’s easy to cancel and stop shipments. But, the auto-ship just saves you a huge amount of money, especially with the free shipping. Smart Shipper is definitely the way to go—we highly recommend it.