

RED 8, 10 YEARS YOUNG AND GOING FROM STRENGTH TO STRENGTH

RED 8 WAS ESTABLISHED IN THE LATE 1990S, BORN OUT OF ATHLETE JIM BEDWELL'S PASSION FOR SPORT, FITNESS AND A HEALTHY LIFESTYLE.

Jim's sporting achievements include 6 New Zealand Ironmen, 3 Hawaiian Ironmen and 2 Japanese Ironmen.

In the 1980s he achieved a sub-9½ hour Hawaii Ironman, a Top 20 finish in Japan and a Top 10 finish in the Kiwi Lager New Zealand Ironman.

Jim is probably the only person to finish Top 10 in both the New Zealand Ironman and the Longest Day – Speights Coast to Coast. Out of

his experiences as an elite athlete and body builder came an intense interest in protein and a belief in healthy nutrition, that has grown into a thriving nutritional products business.

Jim is also the author of a best selling book "Food for Sport" and now in his forties he maintains a lean muscular physique on minimal training and smart nutrition.

Now Red 8 produces products that are not

only for sports people, but for everybody who needs help getting their diet right.

Red 8's Protein Plus has been developed to provide the 'missing link' in dietary supplements – protein. Whether through poor diet or life-style choices, getting adequate protein can be a challenge; the Protein Plus range of products offers a variety of protein options that can be used as delicious shakes or as ingredients in cooking. In the range you will find healthy energy food drinks for kids, fortified protein shakes for the over 50s, as well as a range of non-dairy and gluten-free protein sources for those suffering intolerances or allergies.

The Red 8 range of sports products has recently undergone a major makeover with better formulations, better flavours and stylish new stand-out packaging in gold and silver.

Red 8 products are made in New Zealand to the highest quality standards, by the same people who make Thompson's supplements, and with the expertise of some of New Zealand's leading independent nutritional experts.

Red 8 products contain no artificial colours and sweeteners and are GE-free – it is New Zealand's most natural range of protein supplement products.

