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Bike World News

Cycling news, race results, new products, fitness, maintenance and more

Interbike Vendor Spotlight: FRS Healthy Energy

OCTOBER 20TH, 2010 BY RON CALLAHAN VIEW COMMENTS

We've had a chance to try FRS products before and as such, were glad to receive an invitation to drop by their [Interbike](#) booth to learn about their latest products.

If you are not familiar with FRS, they offer a family of ready-to-drink beverages, powders and soft chews that contain a patented formula of the highest purity quercetin available in the market. FRS (which stands for [Free Radical Scavenger](#)) combines quercetin with [green tea](#) extract, metabolic enhancers (i.e. caffeine) and essential [vitamins](#) to provide sustained energy along with other [health and wellness](#) benefits.

Lest you think that caffeine is the chief "boost" behind the product, it primarily exists in FRS products to increase your metabolism to increase the absorption of the quercetin to trigger your body's ability to produce that long term [energy boost](#) as well as measurable increases in fitness. Unlike other energy drinks, FRS doesn't give you that "jolt" (and subsequent crash), instead producing sustained energy that helps you to train or race longer.

Quercetin is also a powerful anti-oxidant. By now, you should know that hard [exercise](#) increases your body's creation of [free radicals](#), essentially [rogue cells](#) that can cause [cancer](#). FRS goes after those free radicals, keeping you healthy and supporting your immune system. Check out www.quercetinfacts.com for more information about the benefits.

In their energy drinks, their most recent additions are Apricot Nectarine and Orange drinks that join FRS' Lo-Cal ready-to-drink line. The 90 calorie single serve cans are an attractive alternative for active people who want energy without the high [sugar content](#) or [artificial sweeteners](#). By blending all natural zero calorie [Stevia](#) with organic sugar, the lo-cal line has 44 percent less sugar and 40 percent fewer calories than standard FRS drinks.

Their chews are also being reformulated for 2011. There are now no artificial colors or flavors and Sucralose has been removed from them as well. The flavor of the chews have greatly improved since I first had the opportunity to try them. If you've had the FRS chews in the past and were turned off by the taste, I'd definitely recommend giving them another try.

FRS single serving cans and other products are available nationwide at GNC, Target, Rite Aid and Vitamin Shoppe locations as well as other specialty [bike shops](#) and Amazon.com. You can also purchase online at [FRS.com](#)

