



Peak

The New Science of Athletic Performance
That is Revolutionizing Sports

Marc Bubbs, ND, CISSN, CSCS

Exercise & Fitness / Nutrition / Sports Medicine

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Media contact:

publicity@chelseagreen.com

US event contact:

jstewart@chelseagreen.com

UK event contact:

rbaldwin@chelseagreen.com



A Ground-Breaking Fitness Book Reveals the Next Frontier in Peak Athletic Performance

There is a new revolution happening in sports as more and more athletes are basing their success on this game-changing combination: **health, nutrition, training, recovery, and mindset**. *Peak* by Dr. Marc Bubbs, ND, performance nutrition lead for the Canadian men's national basketball team, synthesizes the latest research and takes a deep-dive into the new science of athletic performance. It explores the fundamentals of high performance, *not* the fads; the importance of consistency, *not* extreme effort; and the value of patience, *not* rapid transformation.

With information from leading experts who are influencing the top performers in sports on how to achieve world-class success, Dr. Bubbs' performance protocol is for the **competitive athlete, active individual, strength coach, personal trainer, nutritionist, or practitioner** who wants to expand their potential by:

- Creating personalized nutrition strategies for building muscle, burning fat, or “making weight” for competition
- Connecting the importance of sleep, digestion, the athlete microbiome, and blood glucose control metrics
- Unpacking the low-carb vs. high-carb nutrition debate on how elite endurance athletes fuel
- Applying the new science of recovery and immuno-nutrition to boost performance
- Emphasizing the role of mindset in overcoming roadblocks and achieving success
- Increasing their performance and training toolbox with expert-generalist strategies and tactics

Peak goes on sale in the US and Canada this coming May, and will be available from booksellers in the UK in June.

To request a review copy or author interview, please contact Christina Butt: (802) 295-6300 ext. 127, or cbutt@chelseagreen.com.

Author availability: United Kingdom, or by phone or arrangement.



Dr. Marc Bubbs, ND, CISSN, CSCS, is the Performance Nutrition Lead for the Canadian men's national basketball team and consults with professional sports teams in the NBA and NFL. Based in London, he is a former strength and conditioning coach, a regular speaker at conferences across the US, Canada, and Europe, and a contributor to *Breaking Muscle* and *Strong Magazine*. He is also the host of the *Dr. Bubbs Performance Podcast*, connecting listeners with world experts in nutrition, training, functional health, and mental performance. To learn more go to drbubbs.com.

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