



**Klean Athlete Partners with Axeon Hagens Berman Cycling Team to Further Team's Commitment to Training Clean**

*Brand to support strong nutritional foundation and recovery with NSF Certified for Sport® supplements\**



Klean Athlete, Official Nutritional Supplement Brand of the Axeon Hagens Berman Cycling Team, fuels the team's early season miles during training camp in Calabasas, California. (Photo by Davey Wilson)

**Pittsburgh, PA** – February 23, 2016 – Klean Athlete and Axeon Hagens Berman Cycling Team today announced a new partnership to provide NSF Certified for Sport® nutritional supplements to the team's riders for the duration of the 2016 season. The Axeon Hagens Berman Cycling team is a professional (under 23 years) development team for the next generation of world-class cyclists, founded by Belgian cycling champion Axel Merckx. As the Official Nutritional Supplement Brand of Axeon Hagens Berman Cycling Team, Klean Athlete will support the team's commitment to clean sport by helping athletes fuel and fortify a solid nutritional

foundation to more consistently perform at their best, while avoiding unsafe or banned substances.\*

“Our program has always upheld a commitment to safe and fair sport, and we are pleased to align with Klean Athlete as we seek to continue to educate our development team on how to safely compete at their best possible level,” said Merckx, who serves as Axeon’s general manager. “We develop talented young athletes into champions, and proper, safe nutrition is an essential element of our training regimen.”

Klean Athlete is a line of NSF Certified for Sport® nutritional supplements, meaning each product undergoes a meticulous testing and verification process and is certified as 100% free of all banned substances. Klean Athlete believes fueling and fortifying is the foundation of performance. The line was developed for athletes, by athletes, to provide a safe and effective foundation to live healthy, train smart and compete at the highest level, while also integrating seamlessly into an athlete's daily regimen.\*

“We are excited to partner with Axeon to help the next generation of professional cyclists make informed decisions about nutritional supplements,” said Timothy Monk, senior vice president of sales and marketing for Klean Athlete. “Our team is committed to helping each cyclist build a solid nutritional foundation to train and compete safely and effectively, and views this relationship as an important step forward.”\*

Representatives from Klean Athlete were onsite at the Axeon Hagens Berman training camp in January to engage with and provide resources to cyclists and staff.

“We are passionate cyclists and fans of the sport ourselves, so this partnership is about much more than business,” said Adam Branfman, Klean Athlete brand manager. “It is rooted in a genuine commitment to supporting the future of a sport we love.”

Through the partnership, the Axeon Hagens Berman Cycling Team will receive monthly shipments of a number of Klean Athlete products, including [Foundation](#) products for every day use, [Targeted](#) products to provide focused nutrition, and [Train and Compete](#) products to help fuel training and optimize performance. Key products include Klean Multivitamin™, Klean Omega™ and Klean Recovery™ so athletes can fortify a solid nutritional foundation and continue to train, recover and repeat. Klean Athlete will also offer personalized service and assistance to help each rider meet his individual nutritional needs.\*

Klean Athlete products support active lifestyles and include the formulas and nutrients athletes need, without any added or unnecessary fillers. The complete line is formulated without wheat or gluten and is free of artificial coloring, flavoring and sweeteners. Klean Athlete is available through its exclusive network of accredited coaches, trainers and teams, as well as at [www.kleanathlete.com](http://www.kleanathlete.com).\*

*\*These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure or prevent any disease.*

### **About Klean Athlete**

The Klean Athlete® NSF Certified for Sport® supplements were designed to maintain the healthy lifestyle and promote peak performance of athletes, from the weekend warrior to the amateur and professional competitor.\* Klean Athlete® is available through its exclusive network

of accredited coaches, trainers and teams as well as at [www.kleanathlete.com](http://www.kleanathlete.com). Klean Athlete is an official partner of the Major League Baseball Players Association and the official nutritional supplement brand of USA Water Polo and Axeon Hagens Berman Cycling Team.

### **About the Axeon Hagens Berman Cycling Team**

The Axeon Hagens Berman Cycling Team represents the next generation of professional cyclists. Founded in 2009 by former professional cyclist and Olympic bronze medalist Axel Merckx, we are cycling's premier development program. Through our first seven seasons, we have advanced 18 riders to the WorldTour ranks. Axeon Hagens Berman team and staff work diligently to ensure our program remains the best. Through careful rider selection, instruction and guidance, we annually achieve winning results for a vibrant and original brand that represents the future of the sport. We give future stars their shot to ride against WorldTour teams and prove themselves. #PROVEIT