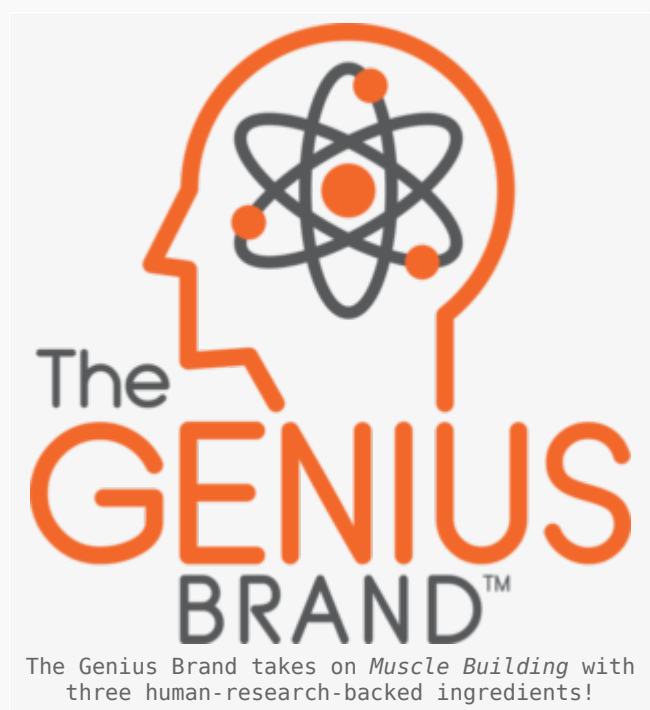


The Genius Muscle Builder: Natural Muscle Gains Like a Genius

written by Mike Roberto | October 16, 2018



The Genius Brand has become *the* company to beat on Amazon in 2018. Their products all have science-backed formulations that have become the talk of the industry. Recently, they entered the “natural muscle building” corner with **The Genius Muscle Builder**. There’s no doubt, we’re huge fans of Genius, especially with formulas like *Genius Joy* and *Genius Consciousness*. Can this supplement go above and beyond the standard go-to builders like creatine and betaine to warrant as much praise as other Genius Brand supplements? Let’s find out.

The Premise: Build Muscle Like a Genius

The Genius Brand is a household favorite of the PricePlow team. We applaud any company that puts out so many well-researched, open-formula products that use trusted, trademarked ingredients. We expect Genius Muscle Builder to be no exception.



How does The Genius Brand approach a muscle-building supplement? With *human* research backed ingredients!

We're sure customers will appreciate seeing a product titled "Muscle Builder". We'd like to set our stance on these products foremost. PricePLOW has a strict "*if it's not steroids, it won't make you Ronnie Coleman*" policy on muscle-building products. Instead, we compare them to *realistic expectations* of natural products that may help you build a bit more muscle mass than you otherwise would have, given proper diet and aggressive training.

A powder for the pill-haters

One thing we enjoy is that Genius Muscle Builder is unique in it's a powder formula. *Most* products like this are encapsulated, but we guys like a nice powder to mix with our pre workout (Genius Pre Workout, anybody?), so this already sets it apart from the competition.

The long story short is that **this contains the next set of safe, natural ingredients after your creatine / betaine / carnitine** basics are covered. It's not cheap but neither are the trademarked/patented ingredients inside. Genius Brand promises that Muscle Builder will "optimize your biological environment for extraordinary performance."

Without further introduction, let's get into the meat and potatoes of this article: the science, but first, sign up for our **Genius Brand news alerts** and check out the prices below:

The Genius Brand Genius Muscle Builder – Deals and Price Drop Alerts

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The Genius Muscle Builder Ingredients

At a glance:

PEAKO₂[™]

FROM COMPOUND SOLUTIONS

Organic-certified combination of six Ayurvedic mushroom strains grown and harvested in the U.S.

- » More Power
- » Improved Endurance
- » Less Exhaustion

myHMB[®]
with Vitamin D

Help build lean muscle, increase strength and improve recovery.

- » Decrease Muscle Protein Breakdown
- » Improve Muscle Function
- » Improve Mobility

**LEADING
SCIENCE
BEHIND
INNOVATION**



Mediator[®]

When accompanied with mechanical stress on muscle and adequate protein intake, significantly activates the mTOR signaling pathway.

- » Increase Protein Synthesis
- » Boost Muscle Mass
- » Increase Strength

NO BANNED SUBSTANCES

With 100% natural ingredients & absolutely no banned substances, Genius Muscle has become the proven, safe choice for not only high level, elite athletes but also regular gym goers looking for a natural recipe to break through plateaus.

The Genius Muscle Builder Ingredients at a Glance

Now let's get to the research!

- **Peak02 (2g)**

Supplement Facts

Serving Size: 1 Scoop (7.3g)
Servings Per Container: 30

Amount Per Serving	% Daily Value [†]
PeakO2 [™] (Cordyceps militaris), Reishi (Ganoderma lucidum), King Trumpet (Pleurotus eryngii), Shiitake (Lentinula edodes), Lion's Mane (Hericium erinaceus), Turkey Tail (Trametes versicolor)	2 g **
Mediator [®] (Phosphatidic Acid 50%)	1.5 g **
MyoeDge [™] Calcium β-Hydroxy β-methylbutyrate (HMB)	1.5 g **
Vitamin D (as Cholecalciferol)	1000 IU 250%

^{**}Daily Value not established.

[†]Percent Daily Values Based On 2,000 Calorie Diet.

Other Ingredients: Citric Acid, Natural Flavors, Stevia Leaf Extract, Silica, Beet Root.

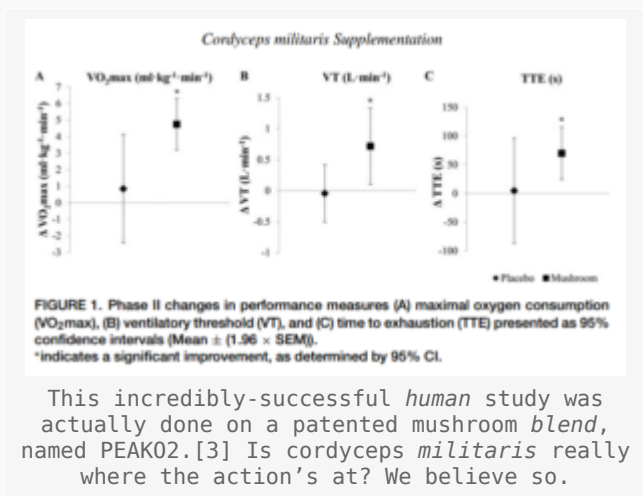
Processed in a facility that also processes milk, peanuts, tree nuts, gluten, fish, shellfish, and eggs.

The Genius Muscle Builder has four researched ingredients (three if you count the Vitamin D + MyoeDge HMB as a single one)

Peak02 is a trademarked and research-backed mix of mushrooms from Compound Solutions, featuring *cordyceps militaris* at the front of the blend. For those of you who watched our podcast interview with Rob Oliver, founder and CEO of The Genius Brand (@TheGeniusCEO), you know that Rob's a *huge* fan of mushrooms.

Peak02 begins with *cordyceps militaris*, a mushroom that possesses well-researched anti-inflammatory, antioxidant, and some anti-aging benefits.[1-2] On top of that Peak02 includes Reishi, King Trumpet, Shiitake, Lion's Mane, and Turkey Tail into the mix. These bring an interesting mix of benefits, including some of the cognitive benefits of Lion's Mane we've discussed a lot recently.

Peak02 Research



But Peak02's blend has a particular advantage over other blends as it's been studied! The investigation found that Peak02 may improve VO₂ max, power output, and increased time to exhaustion when dosed at 4g/day.[3] While we *aren't* getting that much in a single serving, it may get us on our way to some benefits, especially if paired with an intra workout supplement that has an additional 2g Peak02 as well.

What's the deal with cordyceps?

Cordyceps indeed has some great research on it, but it also has a wild story when it comes to the *cordyceps sinensis* species that was originally sold by various supplement companies. It turns out that much of the *cordyceps sinensis* based research has been flawed due to historical misidentification (*paecilomyces hepiali* was often confused as *cordyceps sinensis* due to visual identification until DNA testing came around!) So you literally don't know what older *cordyceps sinensis* studies were *actually* testing in the past!

BETTER RESEARCH. BETTER RESULTS.

I created this product because I wanted a practical approach for building lean, quality muscle & strength. By working with the body's natural systems and by optimizing anabolic environment for muscle growth, Genius Muscle has proven a major success, delivering quality results while promoting leading standards in both safety and quality.

While locked into the grind of getting The Genius Brand off the ground, I didn't go to the gym for 8 months and it showed! I still have an incredibly busy day to day life but Genius Muscle is the ultimate weapon in effectiveness & efficiency. In just 6 weeks of consistently using the product, I transformed my physique and added at least 10 pounds to all of my primary lifts, not to mention amplified endurance and greatly reduced soreness.

Muscle function is so important for every facet of being a truly optimized life. It's imperative for healthy aging, happiness and mobility. With Genius Muscle, never again will the critical component of human optimization fall by the wayside.

— Robert Oliver / The Genius Brand CEO @thegeniusCEO




This is Rob Oliver, CEO of The Genius Brand (@TheGeniusCEO). Always cool when the CEO puts his results out there for everyone to see!

The full story is told in our cordyceps crackdown post, but the solution is to go with the easier-to-identify **cordyceps *militaris*** that has even better research in its own right!

My personal take on Peak02

Those who follow PricePlow's YouTube channel have heard this story a dozen times, but here's one more. I track my heart rate when training – to me, it's the closest way to *physically* monitor actual exertion. When using Peak02-based supplements, my heart rate stays lower on difficult exercises. For instance, deadlifting gets me up to 160bpm pretty easily. When using Peak02, it stays at 150bpm for the *same* weight. I don't know why, but it gives me an indication that my heart is having to do less work to get oxygen and nutrients where they need to go. And it happens *consisGenius Muscle Builder Benefitstently*.

Point being, there's definitely *something* going on with Peak02, and I think it may enable you to last longer and push a bit harder without exhausting, and the data's starting to prove that.

- **Mediator Phosphatidic Acid (1.5g)**



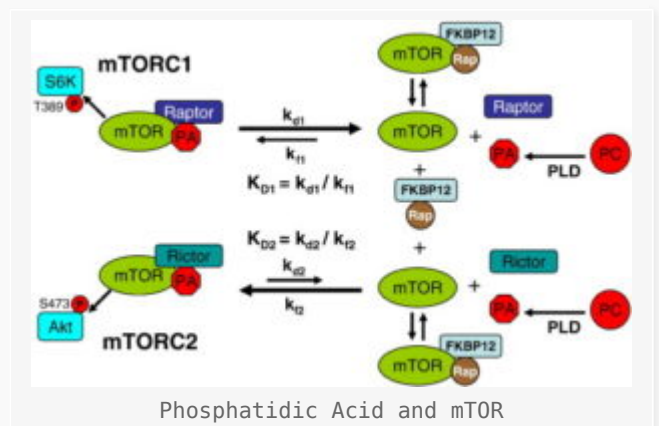
Mediator is a patented, standardized form of phosphatidic acid developed by Chemi Nutra.

Mediator is a patented form of **phosphatidic acid** that contains 50% of PA by mass. Therefore, in the 1.5g dose present in muscle builder, you'll be getting a decent punch of 750mg of the active ingredient!

Phosphatidic Acid, as the name applies, is a phospholipid involved in cellular membranes. Most relevant to this product is its role in anabolic pathways that may assist with muscle building. Recent research on isolated muscle tissue shows that **PA may help elevate mTOR signaling...** which means *more gains*. [4] Especially if combined with other mTOR-boosting ingredients (such as the next one) and good ol' leucine-rich protein sources!

Better yet, there is research showing that 750mg/day may increase squat strength by almost 12% and muscle mass by 2.6%! [5] While those numbers don't seem *huge*, they will add up when you're chasing every last natty gain.

It's expensive but may be worth it to the "natty elite"



If you're wondering why Genius Muscle Builder is so expensive, Mediator is one of the main drivers. It's the ingredient that has some good research, but it's horribly expensive to produce. We consider it "Gucci Gains" in that it's definitely beneficial, but it's not for those on a tight budget.

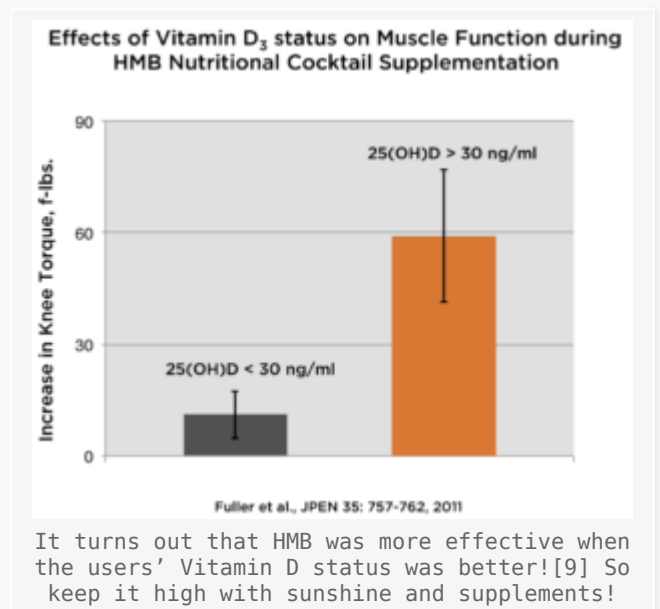
We call on ChemiNutra to lower the price, especially for our friends at The

Genius Brand!

- **MyoeDge / MyHMB – Calcium HMB (1.5g) and Vitamin D (1,000IU)**

MyoeDge is a patented form of **HMB**, one of the most controversial muscle-building ingredients of the last few decades. For those new to the ingredient, HMB is an active metabolite of leucine that has a role in the muscle protein synthesis pathway. While known for studies that may have originally overblown its efficacy in muscle building, HMB is an effective supplement when you keep the expectations more realistic when looking for its benefits. For instance, HMB is efficient at helping athletes maintain more lean-body mass while Genius Muscle Builder Benefits in a caloric deficit.[6] In addition, HMB may help you feel less sore after workouts. By recovering better, you can train more often... leading to more gains. Remember, this is a *volume-based game*.

The conflicting HMB research... is *Vitamin D* the solution?!



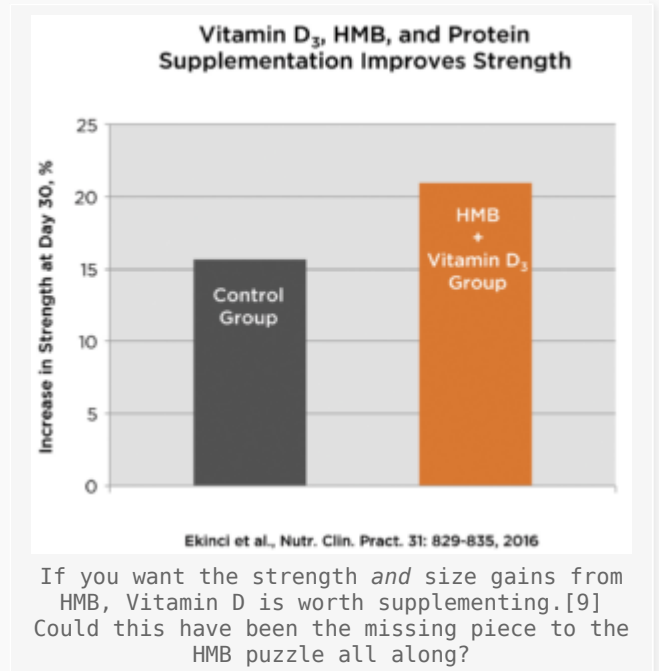
But you may heard the research on HMB is showing it may not be as wonderful as once thought,[7-8] especially if already eating a ton of protein. After a *year-long* study, MTI Biotech, the company that makes MyoeDge, thinks they have the answer. Their recent investigation showed that HMB becomes *wonderful* when combined with everyone's favorite fat-soluble skin-generated hormone: **vitamin D!**

The study discovered that HMB *requires* sufficient levels of Vitamin D to work effectively. Vitamin D may be the "rate-limiting" step of HMB's benefits... a metabolic bottleneck, if you will. In addition, the body requires more calcium than usual to use HMB well...which MyoeDge provides![9]

Of note from that study, however, is the lack of lysine and arginine in the

Muscle Builder formula. The study that showed benefits of the HMB and Vitamin D combination also gave participants large doses of both. We don't *know* if they're also required to enjoy the benefits, but this is why we're all about eating plenty of protein and using an essential amino acid supplement.

We never say no to Vitamin D anyway



Meanwhile, Vitamin D also carries tons of benefits of its own. For those that are deficient (aka most of America), supplementation is *usually* the easiest anabolic thing you can do for yourself.[8] Optimal intake of Vitamin D provides heightened testosterone, reduced fat mass, higher overall quality of life, and even enhanced cognition.[9-14]

We often take 5000IU supplementally – but 2000IU supplementally is usually good enough for most individuals. With 1000IU here and what is provided in a good multivitamin and fish oil, you may be well on your way to defeating deficiency.

Note: MyoeDge is changing their name to MyHMB. They are run by MTI Biotech / Metabolic Technologies, Inc.

So basically, we're looking at three of the "next-generation" ingredients that go beyond the gains and recovery you'll get from creatine, betaine, and carnitine. Mediator's making it pricey, but upregulating mTOR and chasing more volume is often the name of the game.

Genius Flavor

The flavor currently available for Muscle Builder may be the best part: a *naturally*-flavored **strawberry vanilla cream**, sweetened with *stevia*. Genius Brand always goes with interesting natural flavor profiles and this is no exception.

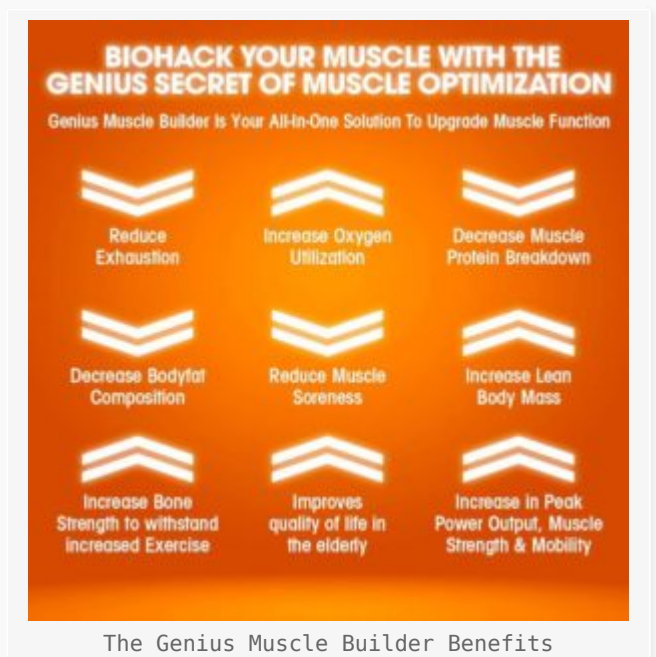
In addition, they've added beet root for color – you know Rob Oliver at Genius isn't going to use fake colors or flavors. And if you didn't know that, then you'll need to watch Mike's interview with him below!

SUBSCRIBE ON YouTube

SUBSCRIBE ON YouTube

Conclusion: A next-gen natty approach

Muscle Builder is a next-generation natural muscle builder through and through. The formula is well-researched and it should be a go-to for fans of the Genius Brand or *anyone* that loves to shop for them on Amazon. Genius sticks to well-researched ingredients, and they believe that the Vitamin D solution in MyoDge HMB is *the* solution to HMB's woes.



The formula is a safe play for those looking to go beyond creatine and betaine – you won't find Genius putting out many ingredients that have rat-only studies, for instance. The question is really whether or not Mediator is worth the added cost. We can't really recommend you run this 365 days a year because of that. But if you're a month or two before a big competition / show / vacation, it could be time to get every last drop out of it that you can.

We *were* a little disappointed with claims like "get 10x more out of your time in

the gym” from such a well-researched company, but we understand that marketing is marketing. 10x more selfie taking, maybe, but 10x more gains out of gym time is a stretch. Our message to Genius is to keep it real – this isn’t a “10x” supplement, but a “1.10x” supplement. In that case, if you’re leaving it all on the gym floor and can enhance gains by 10% *without* taking a hormonal route, there’s nothing to be ashamed of.

For those seeking help in the muscle-building arena with time-proven and valid ingredients, Genius Muscle Builder will get you there. We like the ingredients – they’re safe and well-researched. The only risk here is the cost, and there’s not much anyone can do about that until Mediator comes down in price.

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