

Meet the Man Who REALLY Formulated Pre-JYM

written by Mike Roberto | October 4, 2016



In any industry, there are largely two kinds of people: those who interface with the consumers and media, and those who quietly get things done behind the scenes, wanting no fame and no glory.

But sometimes, when dirty laundry gets aired out, some of the clean clothing gets mixed up in the filth.

Such is the case with the Bodybuilding.com vs. Jim Stoppani lawsuit, where Bodybuilding.com is suing Jim Stoppani and his company PhD Fitness over the ownership rights to the JYM supplement brand mark. The lawsuit was later amended, withnBodybuilding.com also suing GNC for \$100 million, since GNC is now selling their own version of JYM supplements alongside Stoppani [allegedly illegally].

Who formulated Pre-JYM?!

One of the bigger questions asked in our YouTube video about the situation (filmed before the \$100 million GNC lawsuit amendment) was, “Who *really* formulated the JYM Supplements?!”

Jim Stoppani has repeatedly stated that he has. And Bodybuilding.com has repeatedly disagreed.

Well, if the latest batch of court docs are any indication, it looks like it’s

actually one of those behind-the-scenes guys who you've never heard of and will probably never see on social media. Brian, we apologize in advance, but you're about to get aired out with the dirty laundry:

Meet Brian Rand

You won't find him on Facebook. You won't find him on LinkedIn. You *might* find this relatively useless profile on ZoomInfo.com. But that's about all you'll find, until you start digging through the Bodybuilding vs. Jim Stoppani court docs.

On September 26, 2016, **Brian Rand**, former Director of Private Label at Bodybuilding.com, signed the following sworn affidavit:

Click here to download Brian Rand's Sworn Affidavit

Brian Rand: The brains behind Pre-JYM

Below are the most important parts. All of Brian's direct statements are italicized:

1. *"I was responsible for overseeing the formulation, labeling, and manufacturing process of Bodybuilding.com's private-label brands, which include Bodybuilding.com's PROTOGEN and JYM products."*

As noted at the end of our Jim Stoppani Scandal post, PROTOGEN is *extremely* similar to Pro-JYM. Potentially because Brian was behind both!

2. In February 2013, Stoppani and his business partner, Mike McErlane came to Bodybuilding.com and proposed a pre workout supplement. It was manufactured by Adam Nutrition, and Jim and Mike (owners of PhD Fitness) wanted to sell it at Bodybuilding.com. Unfortunately, *"Stoppani's proposed pre-workout supplement formula had a poor taste and smell, did not dissolve thoroughly, the texture was granulated, and the proposed ingredients were too expensive."*

According to this affidavit, Jim Stoppani did indeed propose a pre workout, but Bodybuilding.com basically trashed it and the business method planned, and created what ultimately became Pre-JYM.

Note that **Brian Rand was not at this**

meeting, but another Bodybuilding.com employee, John Hardesty, was there and submitted an affidavit stating the same story (more on that later). Rand then finishes this point,

“I later tasted Stoppani’s sample supplement and independently reached the same conclusion.”

This section edited for readability:

“because Stoppani’s proposed pre-workout supplement formula was unusable and unsaleable, I needed to fundamentally rebuild the pre-workout supplement formula that ultimately became “Pre JYM.”

Among the active ingredient formulations, changes that I identified and for which I was responsible

Serving Size: 1 Scoop (26.5g)		
Servings Per Container: 20		
Amount Per Serving	% DV *	
Calories	15	
Total Carbohydrates	4g	1%*
Sugars	2g	†
Sodium (as sodium chloride)	220mg	9%
Creatine Hydrochloride	2g	†
CarnoSyn® Beta-Alanine	2g	†
Betaine (Trimethylglycine)	1.5g	†
Taurine	1g	†
N-Acetyl L-Cysteine	600mg	†
AlphaSize® (Alpha-Glycerol Phosphoryl Choline 50%)	300mg	†
Citrulline Malate	6g	†
Beta vulgaris L. (beet root extract)	500mg	†
L-Leucine	3g	†
L-Isoleucine	1.5g	†
L-Valine	1.5g	†
L-Tyrosine	1.5g	†
Caffeine anhydrous	300mg	†
Huperzine A (Huperzia serrata 1%)	50mcg	†
BioPerine® (Piper Nigrum Fruit Extract)	5mg	†

* % Daily Value (DV) is based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.
 † Daily Value (DV) not established.

Other Ingredients:
 Dextrose, Natural and artificial flavors, Calcium Silicate, Sucralose, Acesulfame Potassium, and FD&C Red #40.

Directions:
 Mix 1 scoop of Pre JYM in 14oz. of water and drink 30-45 minutes before workouts.

The Pre JYM Ingredients to follow along

, and that
Bodybuilding.com
implemented
in
manufacturing
Pre JYM,
were the
following:

- we **added creatine hydrochloride** (which was entirely absent from Stoppani's "formula");
- we **increased the amount of caffeine**;
- we **increased the amount of L-tyrosine**;
- we **increased the amount of citrulline malate**;
- we **increased the amount of alpha-glyceryl phosphoryl choline** (since the amount in Stoppani's "formula" was too low to be efficacious);
- we **reduced the amount of beta-alanine** (since the elevated amount in Stoppani's "formula" could cause adverse side effects);
- we **removed L-glutamine**;
- we **removed beta phenylethylamine**; and
- we **removed the probiotic**.
- I also **reworked the flavor system** to address the offensive flavor and smell of Stoppani's powder.
- Finally, at my instigation, we used **soy to instantize the amino acids**, which was essential to the "mixability" and solubility of the powder when mixed with water (which was a fundamental problem with the formulation Stoppani had presented)."

What's in JYM Pro JYM		What's in Bodybuilding.com Platinum Series PROTOGEN	
4 Lbs. Vanilla		3.5 Lbs. Vanilla	
Serving Size: 1 Scoop (34.5g) Servings Per Container: About 52		Serving Size: 1 Scoop (42.8g) Servings Per Container** 32	
Amount Per Serving	% Daily Value*	Amount Per Serving	% Daily Value*
Calories	140	Calories	170
Calories From Fat	25	Calories From Fat	20
Total Fat	2.5 g 4%†	Total Fat	2.5 g 4%
Saturated Fat	5 g 3%†	Saturated Fat	5 g 3%
Trans Fat	0 g †	Trans Fat	0 g †
Cholesterol	5 mg 2%	Cholesterol	10 mg 3%
Total Carbohydrates	5 g 2%†	Total Carbohydrate	6 g 2%
Dietary Fiber	0 g 0%†	Dietary Fiber	0 g 0%
Sugars	2 g †	Sugars	2 g †
Protein	24 g 48%	Protein	30 g 60%
Calcium	400 mg 40%	Calcium	450 mg 45%
Sodium	60 mg 3%	Sodium	150 mg 6%
Potassium	150 mg 4%	Potassium	200 mg 8%
		Aminogen®	1.5 g †

* Percent Daily Values are based on a 2000-calorie diet.
† Daily value not established.

Ingredients:
Protein Blend (Whey Protein Isolate, Micellar Casein, Milk Protein Isolate, Egg Albumen), Nondairy Creamer (Sunflower Oil, Corn Syrup Solids, Sodium Caseinate, Mono- And Diglycerides, Dipotassium Phosphate, Tricalcium Phosphate, Soy Lecithin, Tocopherols), Natural and Artificial Flavors, Guar Gum, Acesulfame Potassium, Sucralose, Lecithin, and Silicon Dioxide.

ALLERGEN WARNING: Contains MILK, EGGS and SOY and is produced in a facility that also processes PEANUTS and WHEAT!

Ingredients:
PROTOGEN MATRIX (Whey Protein Isolate, Micellar Casein, Milk Protein Isolate, Egg Albumen), Nondairy Creamer (Sunflower Oil, Corn Syrup Solids, Sodium Caseinate, Mono- And Diglycerides, Di-Potassium Phosphate, Tri-Calcium Phosphate, Soy Lecithin, Tocopherols), AMINOGEN®, Natural And Artificial Flavors, Guar Gum, Acesulfame Potassium, Sucralose, Lecithin, Silicon Dioxide.

Contains Allergens: Milk, Egg & Soy And Is Produced In A Facility That Also Processes Peanut.
Aminogen® is a registered trademark of Triarco Industries, Inc.

4.

The first time we posted this image, originally asked, *These two labels look way too familiar. Did someone just take the Protogen formula, cut it by 20%, remove the digestive enzymes, and then raise the price for Pro JYM?!?!?!?!. Turns out the answer was YES!*

"I also developed other JYM products with no contribution at all from Stoppani. For example, based on my idea and at my direction, Bodybuilding.com converted its own private-label product, Platinum Protogen, into "Pro JYM," by removing a single (and expensive) ingredient – aminogen – from the Platinum Protogen blend, and adjusting the bottle and serving size." (sidenote: exactly as we pointed out earlier this year!!!)

In the affidavit, Rand also discusses how Hardesty created the logo, but for the purpose of this post, we're most interested in his Pre-JYM formulation.

So ultimately, the story according to this affidavit is that Jim Stoppani did indeed propose a pre workout, but Bodybuilding.com basically trashed it and the business method planned, and created what ultimately became Pre-JYM.

How can he add ingredients yet lower cost?

One issue we found is that Bodybuilding.com consistently claims that

Jim Stoppani's proposed pre workout was "too expensive", yet they then removed a few inexpensive ingredients and then upped the doses on nearly *everything* else. Doesn't that seem contradictory? How would that save money?

We asked that same question, and were told by other anonymous "behind-the-scenes" insiders that "*Brian is one of the best in the biz.*" With his relationships and Bodybuilding.com's massive scale, we're told that he could easily do better on pricing.

So why should I believe this guy?

The dwindling #JYMArmy crew may be asking why you'd believe any of this. So remember that this was a **sworn affidavit** submitted to the justice system. If it is proven to be a lie, Brian will have committed *perjury*, which is punishable by serious jail time in Idaho – up to *14 years!*

We're not sure how much Bodybuilding.com Blue Brian bleeds, but we highly doubt it's worth *any* amount of prison time.

Yet... dumber things have been done, and perjury does sometimes get committed. So if that's not enough, then you'll have to **stay tuned** and wait until the second part of the story...

COMING NEXT: The e-mail thread that could make this case for Bodybuilding.com owning JYM...

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