

Web Appendix 1: Web products reviewed and website addresses

Product	Number of products (total 104)	Website
Vega Sport: Prepare: Pre---workout Energizer Sustain: Electrolyte Hydrator, Endurance Bar, Endurance Gel Recover: Performance Protein, Protein Bar, Recovery Accelerator	7	vegasport.com/
T-100 Testo Booster	1	en.olimp---supplements.com/
Scott Race Rocker and Grip 2 Shoes	2	www.scott---sports.com/global/en/
Reflex Nutrition Diet Protein	1	www.reflex---nutrition.com/
Reebok Zig Activate shoe	1	www.finishline.com/reebok---shoes
Panache Sports Bra	2	www.panache---lingerie.com/sports/
Nike Lunar Eclipse shoes: LunarEclipse+2; LunarEclipse Shield	2	nikerunning.nike.com/nikeos/p/nikeplus/lang uage_tunnel/
Merrell Barefoot: Run, Train, Water, Life, Kids	5	www.merrell.com/UK/en/Barefoot
Maxifuel: Viperactive ,Recovermax, Powerboost Focus system: Viper Boost, Viper Boost Bar, Viper Boost Capsules, Viper Boost Gel Energy system: Viper Active, Viper Active Capsules, Viper Active Gel, Viper Active Bars, Viper Active Sachets, Creatamax Capsules, Electro Tabs Recovery system: Protrient, Ache Free, BCAAs, Immune Support, Recovermax, Sports Vitamins	17	www.maxifuel.com www.maxifuel.com/maxifuelranges/focus www.maxifuel.com/maxifuelranges/energy www.maxifuel.com/maxifuelranges/recovery
GNC Ultra Mega Women's Vitapak: Women's Ultra Mega Active; Ultra Mega 50 Plus; Ultra Mega Menopause; Ultra Mega® Green Women's Vitapak; Ultra Mega® Joint; Ultra Mega™ Wellness Vitapak®; Ultra Mega® Energy; Ultra Mega® Heart; Ultra Mega® Green Vegetarian Vitapak®	9	www.gnc.com/home/index.jsp
Compressport Full Socks	1	compressport.uk.com/blog/
PureProtein	1	www.myprotein.com/uk/
Accelerade advanced sports drink & Hydro	2	www.pacifichealthlabs.com
Gatorade G series Pro (3 products) 01 PRIME, 02 PERFORM, 03 RECOVER	3	www.gatorade.co.uk/
K-SWISS Blade Max series training shoes	1	www.kswiss.com
Kinetica Protein shake	1	www.kinetica-sports.com
Run Sure Wave Inspire 8 Mizuno	1	www.mizuno.co.uk
Powerade: Powerade ION 4, Powerade zero, Powerade energy	3	www.poweradegb.com/
ProPeptide Advanced protein supplement	1	www.cnpprofessional.co.uk/
PWXcompression clothing 2XU	1	www.2xu.com/uk
SixStar Whey protein elite series	1	www.sixstarpronutrition.com/
Sports Jelly Beans	1	
Zoot Ultra TT 5.0	1	www.zootsports.com
ZV7 Energy gels	1	zipvitsports.com
Vitabiotics: Mass gainer, Ultra whey protein, Ultra rehydration recovery	3	www.vitabiotics.com/Wellman/
USN Body & Lifestyle (12 week new body starter pack)	1	www.usn.co.uk/
Premium 8 h Casein	1	www.usn.co.uk/
Predator Nutrition: Triazole, Triazole/Activate Extreme, Anabeta, CRAZE	4	www.predatornutrition.com/
Product Platinum Hydrobuilder	1	www.onacademy.eo.uk/
New Balance	1	www.newbalance.co.uk/
Myoprotein	1	www.myprotein.com/uk
MET- Rx Mass Gainer	1	www.metrx.eo.uk/
Lucozade: Lucozade Sport, Sport Lite, Sport Pro Muscle protein bar, Sport jelly Beans, Sport Body Fuel Powder, Sport Body Fuel Gel	6	www.lucozade.com/
ASICS Gel Volt 33	1	www.intersport.co.uk/
SMARTEC XcelR8	1	www.smarttecnutrition.com/
ZEROHIGH 5	1	www.highfive.co.uk/zero_INT.php#tested

Reebok Realflex shoes	1	www.reebok.com
MAXITONE Sculptress	1	www.maxitone.com/sculptresscapsules
Vitabiotics well woman sports and fitness	1	www.vitabiotics.com/wellwoman/
MAXIMUSCLE	1	www.maximuscle.com/ http://www.maximuscle.com/cyclone
Aqua Sphere Energize compression	1	www.aquasphereswim.com/uk/
TRIONZ Bracelets	1	www.trionz.co.uk
FASS PUMA	1	www.runnersworld.co.uk/puma
BodyleanCLA plus	1	www.healthaid.co.uk
Reflex Instant Whey	1	www.refelex-nutrition.com
Powerbar	3	www.powerbar.co.uk
All in One, Whey isolate, Muscle up & Charger		
Sci-Max (Omni MX Hardcore)	1	www.sci-mx.co.uk/
Pharma Blend 6HR	1	www.phd-supplements.com
SuperPump Max Supplement	1	www.gasparinutrition.co.uk/
Warrior Blaze Supplement	1	www.bodybuildingwarehouse.co.uk/