

PLACEBO POWER

How much of caffeine's effects are imagined?

The mind is a powerful entity in the world of sport. Your expectations and beliefs can play a strong role in how you perform in the gym or on the field, platform, mat, or wherever you play your sport. When you believe that you have received a beneficial treatment, such as a nutritional supplement, and your performance soars even though the nutritional supplement has no scientific backing, it is called a placebo effect. The placebo effect can be very powerful—and has been well studied. In fact, there are thousands of studies documenting its effects. Because ergogenic aids, such as nutritional supplements, are very popular in the world of sport, the power of the placebo is prevalent. But just how prevalent is it? Read on...



DOES CAFFEINE REALLY HELP YOU CRANK ON CONAN'S WHEEL AND BEYOND? OR IS IT JUST IN YOUR HEAD?

Original Research

(full citation in January issue.)

Power Key: placebo, caffeine, ergogenic, strength