



PERFORMANCE NUTRITION

Glossary of Terms & Acronyms

Plain-language definitions for every term, acronym and ingredient on honrnutrition.com — presented in the order they appear as you scroll the page.

ROOTS UP RESULTS

HONR your temple. HONR life.

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ABOUT THIS DOCUMENT

How to use this glossary

The HONR website is dense with technical language — biochemistry, laboratory methods, regulatory shorthand and a set of terms HONR has coined itself. This glossary explains all of it in ordinary English, with no assumed background in nutrition, chemistry or sports science.

It is deliberately not alphabetical. It follows the website from top to bottom, so you can read it side by side with the page: start at the navigation bar, work down through the three products, the science, the seven pillars and the program, and finish with the fine print in the footer. A term is defined the first time it appears.

Where a term is HONR's own invention rather than standard industry or scientific language, it is marked as such. Where an ingredient is a specific branded raw material rather than a generic one, that is noted too — with the generic version defined separately, so you can tell what is a trademark and what is the underlying substance.

This document explains what words mean. It does not make health claims, and nothing in it is medical advice.

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SECTION 01 · TOP OF PAGE

The Menu & The Hero

Everything you meet in the first screen – the navigation bar, the headline, the tagline and the five badges that scroll beneath it.

HONR BRAND NAME

The company name, always written in capitals. On the site it is also used as a verb in the tagline “HONR your temple. HONR life.” – meaning to treat your body, and your life, with respect.

Roots Up Results BRAND TAGLINE

HONR’s tagline, appearing in the browser tab. The idea is that real results are built from the ground up – from whole ingredients in their natural form – rather than engineered from the top down in a lab.

Performance nutrition

Food and supplements chosen specifically to help you train, compete and recover better. It differs from general nutrition, which is mostly about filling gaps in your diet and staying healthy.

The Stack

In supplement language, a “stack” is a group of products taken together as one plan. HONR’s stack is three powders – Foundation, Rise and Recover – designed to be used as a set.

Foundation · Rise · Recover PRODUCT NAMES

The three products. Foundation is taken every day, Rise is taken before activity, and Recover is taken after.

Whole-food

Made from an actual food or organism in close to its complete, natural form – dried and milled, but not chemically stripped down. The opposite of an isolate.

Every batch purity tested

Every single production run is sent to a laboratory for testing before it is sold, rather than testing only occasionally or only when a problem is suspected.

Batch

One production run of a product, made at one time from one set of raw materials. Each batch gets its own identifying number, so its test results can be traced back to it.

Cellular

Happening at the level of your individual cells – the microscopic units your whole body is built from. “Cellular supercharging” is marketing language for supporting the parts of a cell that produce energy.

Gut microbiome

The trillions of bacteria and other microbes living in your digestive tract. They help break down food, make certain vitamins, and influence your immune system, mood and energy.

Clinically dosed

The claim that the amount of an ingredient in one serving matches the amount actually used in published human studies. Worth knowing: this is not a legally defined or regulated phrase — a point the site itself makes further down the page.

Whole-label clinically dosed HONR PHRASING

HONR's way of claiming that every ingredient on the label sits at a studied dose — not just one or two headline ingredients with the rest present in token amounts.

Protocol

A set routine: what to take, how much, and when. The site describes HONR as a daily protocol rather than a product you take whenever you remember.

Pre-workout

A supplement taken shortly before exercise, usually built on caffeine and other stimulants, for a short-term lift in energy and alertness.

Multivitamin

A daily supplement supplying a broad range of vitamins and minerals, intended to cover gaps in an ordinary diet.

NSF Sport-Certified NSF CERTIFIED FOR SPORT

An independent certification from NSF, an accredited public-health organization. To carry it, a product is tested for more than 280 banned substances, checked to confirm the label is accurate, and made in a facility that NSF audits. Many professional and college sports leagues require it, because an athlete is responsible for anything found in their system.

Pharma grade PHARMACEUTICAL GRADE

Made to the purity standards used for medicines — typically 99% or higher purity, with tight limits on impurities. This is a stricter standard than the one applied to ordinary food ingredients. The only isolates HONR uses are glycine, creatine and MSM and all are pharmaceutical grade.

Aminos AMINO ACIDS

The building blocks of protein. Your body links them together to build and repair muscle, skin, tendons and ligaments. Glycine is the amino acid used in HONR's formulas.

Filler

An inexpensive, inactive ingredient — maltodextrin, rice flour, silica and similar — added to bulk out a powder, help it flow through machinery, or bring the cost down. It does nothing for you.

Sweetener

Anything added to make a product taste sweet: sugar, or zero-calorie options such as sucralose, acesulfame potassium, stevia or monk fruit. HONR uses none of them, which is why the powders are described as unflavored.

Public COAs, every batch CERTIFICATE OF ANALYSIS

A COA is the laboratory report for one specific batch, showing what the product contains and which contaminants were tested for. "Public" means the report is published for customers to read, not just filed internally.

Full-spectrum MUSHROOMS

Made from the whole mushroom organism — both the fruiting body you would recognize as a mushroom and the root-like mycelium — rather than an extract of one isolated compound. The full natural range of compounds is kept intact and deli. The mushrooms that HONR uses are grown indoors on natural substrates, like sorghum, that are also included in the final product and in the definition of “full-spectrum”.

SECTION 02 · THE PROBLEM

Built for marketing and margin, not biology

HONR's critique of the wider supplement industry, and the terminology it uses to describe what it says goes wrong.

Sports nutrition industry

The commercial category covering protein powders, pre-workouts, recovery drinks, electrolytes and performance supplements.

Hyper-processed

Heavily refined and chemically altered — put through so many industrial steps that the result bears little resemblance to the food it started as.

Isolate

A single compound or nutrient separated out from its original food source and sold on its own. Whey protein isolate and caffeine anhydrous are common examples.

Synthetic actives

An “active” is the ingredient meant to do the actual work in a formula. “Synthetic” means it was manufactured in a laboratory rather than taken from a food or plant.

Aggressive flavoring

Heavy use of flavors, sweeteners, acids and colors to make a powder taste like a candy — usually because the underlying ingredients taste unpleasant.

GI distress GASTROINTESTINAL DISTRESS

GI stands for gastrointestinal — your stomach and intestines. GI distress means bloating, gas, cramping, nausea, urgency or diarrhea after taking something.

Liver and kidney strain

Extra workload placed on the two organs responsible for filtering and clearing substances out of your blood. Anything you swallow regularly, at high doses, passes through them.

Heavy metals

Naturally occurring metals such as lead, arsenic, cadmium and mercury. They exist in soil and water, so they can end up in crops and therefore in supplements — particularly in plant, algae and mushroom powders, which concentrate whatever they grow in. They build up in the body over time, which is why routine testing matters.

Fairy dusting INDUSTRY SLANG

Adding a tiny, ineffective amount of an impressive-sounding ingredient to a product purely so it can be named on the label. The ingredient is there; a meaningful dose of it is not.

Clinically validated levels

Amounts that have actually been tested in published human studies and shown to do something — as opposed to amounts chosen because they are cheap or because they fit in a scoop.

Fragmented stack

Assembling several unrelated supplements from different brands with no deep or proven understanding for how they interact, overlap, or add up in total dose.

Full-organism biological synergy

The idea that compounds naturally packaged together inside a whole organism work better together than the same compounds pulled apart and recombined — because the organism evolved with them in that combination.

Contaminant

Anything present in a product that is not supposed to be there: heavy metals, pesticide residue, solvents left over from extraction, bacteria, mold or foreign matter.

SECTION 03 · THE STACK

Three products. One holistic protocol.

The three product cards, their timing, their stated benefits, and every ingredient listed in the Supplement Facts panels.

Holistic

Treating the body as one connected system rather than aiming at a single isolated outcome.

Whole-food powder

Dried and finely milled whole foods or organisms, with nothing extracted from them and nothing added to them.

Longevity-focused

Aimed at long-term health and healthy aging, not only at today's training session.

Measurable

Designed to produce progress that can be tracked with objective tests and numbers, rather than judged on how you feel.

Supplement Facts

The standardized label panel legally required on dietary supplements sold in the United States. It lists each ingredient and how much of it is in one serving.

Per serving

One dose as the maker intends it — usually one scoop. Every amount in the panel refers to a single serving, not to the whole container.

g GRAM

A metric unit of weight. One gram is roughly the weight of a paperclip; five grams is roughly a level teaspoon of powder.

Immune function

How well your body's defense system detects and deals with infection. Hard training temporarily suppresses it, which is why athletes often get ill after peak efforts.

Mitochondria MITOCHONDRIAL EFFICIENCY

Tiny structures inside almost every cell that convert food and oxygen into usable energy. They are often called the powerhouses of the cell. "Efficiency" means getting more energy out of the same fuel, with less waste.

Nitric oxide NO

A gas your body produces that signals blood vessels to relax and widen. Wider vessels mean more blood flow, and therefore more oxygen and nutrients reaching working muscle.

Microbiome support

Feeding and protecting the helpful bacteria living in your gut, usually by supplying the fibers and compounds they feed on.

Gut integrity

How well the lining of your intestine holds together. A healthy lining lets nutrients through and keeps everything else out.

Sustained energy

Steady energy held over hours, rather than a sharp spike followed by a crash.

Spirulina FOUNDATION · RISE

A blue-green freshwater algae, eaten as a food for centuries. It is unusually high in protein for a plant source and carries natural pigments and minerals.

Chlorella FOUNDATION · RECOVER

A single-celled green freshwater algae. Its cell wall is tough, so it is normally cracked or broken during processing to make its contents digestible. Except for the variety that HONR uses which naturally has the thinnest cell wall of any chlorella variety. Known for its high chlorophyll and mineral content.

Turkey tail FOUNDATION

An edible shelf mushroom that grows on dead wood, named for its striped, fan-shaped appearance. One of the most studied mushrooms for compounds related to immune function.

Chaga FOUNDATION

A dark, crusty fungus that grows on birch trees in cold northern climates. Traditionally simmered as a tea; notable for its very dark antioxidant pigments.

Organic whole beetroot FOUNDATION

The entire beet, dried and powdered rather than juiced or concentrated. Beets are one of the richest natural sources of dietary nitrate — the raw material your body converts into nitric oxide.

Organic Ceylon cinnamon FOUNDATION

“True” cinnamon, from Sri Lanka. It is milder and more delicate than the common cassia cinnamon found in most supermarkets, and contains far less coumarin — a natural compound that can stress the liver in large, regular doses.

Matcha FOUNDATION

Finely ground whole green tea leaf, so you consume the leaf rather than an infusion of it. It supplies caffeine alongside L-theanine, an amino acid associated with calm alertness rather than jitteriness.

OptiMSM BRANDED INGREDIENT · FOUNDATION · RECOVER

A branded, four-times-distilled form of MSM made in the United States by Bergstrom Nutrition. The distillation is what separates it from generic MSM, which is more commonly purified by crystallization.

MSM METHYLSULFONYLMETHANE

A naturally occurring sulfur compound found in small amounts in fruits, vegetables and grains. Sulfur is one of the raw materials your body uses to build collagen and other connective tissue.

Shilajit FOUNDATION

A dark, tar-like resin that seeps from rock faces in high mountain ranges, formed over centuries from compressed plant matter. Long used in traditional Ayurvedic practice; it carries fulvic acid and a spread of trace minerals.

Icelandic sea salt FOUNDATION · RECOVER

Sea salt harvested from Icelandic waters. Its role in the formula is to supply sodium and chloride — two of the electrolytes you lose in sweat — and to make the other minerals easier for the body to move around.

Organic CERTIFIED ORGANIC

Grown and handled under government-verified rules that restrict synthetic pesticides, synthetic fertilizers and genetically modified organisms. The certification is audited, not self-declared.

60–90 min before RISE TIMING

The window before activity in which Rise is meant to be taken, allowing time for it to be digested and absorbed before you start.

ATP ADENOSINE TRIPHOSPHATE

The molecule your cells spend as immediate energy. Every muscle contraction, nerve signal and thought costs ATP. You only ever hold a few seconds' worth, so your body is constantly rebuilding it — which is what “ATP generation” refers to.

Oxygenation

How effectively oxygen is carried by the blood and delivered to the tissue that needs it.

Neural focus

Mental sharpness and sustained concentration, driven by the nervous system rather than by muscle.

Lactate buffering

Lactate is produced when you work hard and fast. As it accumulates, acidity rises inside the muscle, which is the burning sensation that forces you to slow down. “Buffering” means neutralizing that acidity so you can hold the effort longer.

Stimulant crash

The drop in energy, mood and focus that follows once a caffeine or stimulant boost wears off — often leaving you flatter than before you took it.

Endurance

How long you can sustain an effort before you have to stop or slow down.

Power

How much force you can produce quickly — a sprint, a jump, a heavy lift.

Cognition

Thinking, broadly: attention, reaction speed, decision-making, learning and memory.

Cordyfuel BRANDED INGREDIENT · RISE

A branded Cordyceps militaris mushroom ingredient, standardized so that every batch delivers a guaranteed amount of cordycepin — the compound most associated with the mushroom's effects. Standardisation is what makes the dose predictable batch to batch.

Cordyceps

A group of fungi with a long history in traditional Chinese and Tibetan practice and a strong following in endurance sport. Most research looks at oxygen use, fatigue resistance and energy production.

Lion's mane RISE

A shaggy white mushroom that resembles a lion's mane. It is the mushroom most studied in connection with nerve tissue and cognitive function.

Pürest Creatine BRANDED INGREDIENT · RISE · RECOVER

A branded, ultra-purified creatine monohydrate from NNB Nutrition, manufactured to hold impurities — including dicyandiamide, dihydrotriazine and creatinine — to the lowest levels on the market. It is micronised, meaning the particles are milled fine so it dissolves more easily.

Creatine CREATINE MONOHYDRATE

One of the most heavily researched supplements in existence. It helps your muscles rebuild ATP rapidly during short, hard efforts, which supports strength and repeat power output. It is also increasingly studied for the brain and connective tissue. Your body makes some on its own and you get more from meat and fish.

Glycine RISE · RECOVER

The smallest of the amino acids, and the single most abundant one in collagen — the protein that makes up tendons, ligaments, skin and cartilage. It is also involved in sleep quality and in the body's own antioxidant production.

Sodium bicarbonate RISE

Ordinary baking soda. In sport it is one of the longest-studied buffering agents, used to reduce the acid build-up that limits very high-intensity effort.

Within 60 min after RECOVER TIMING

The window after activity in which Recover is meant to be taken — the period when the body is most actively rebuilding and rehydrating.

Inflammation control

Inflammation is your body's normal repair response to stress and damage, and some of it is necessary for you to adapt and get fitter. "Control" means keeping it from running longer or hotter than the repair job requires.

Muscle repair

The rebuilding of muscle fibers that training has broken down. This rebuilding, not the training itself, is where the gains actually happen.

Cortisol modulation

Cortisol is your main stress hormone. You need it — it wakes you up and mobilises energy — but staying elevated interferes with sleep, recovery and body composition. "Modulation" means keeping it moving in its normal daily rhythm.

Rehydration

Replacing both the water and the electrolytes lost through sweat. Water alone does not fully restore balance.

Hormonal balance

Keeping hormones such as cortisol, testosterone and insulin within healthy ranges and in a healthy relationship to each other.

Electrolytes

Minerals that carry an electrical charge when dissolved in body fluid — mainly sodium, chloride, potassium, magnesium and calcium. They drive nerve signals, muscle contraction and the movement of water between your cells and your bloodstream.

Reishi RECOVER

A hard, glossy, notably bitter mushroom, traditionally associated with calm and with immune support. It is commonly taken in the evening rather than before activity.

Resilience

Your capacity to absorb stress — training, travel, poor sleep, life — and bounce back from it rather than accumulate damage.

SECTION 04 · THE SCIENCE

Whole-organism biology, dosed for real results

The three mechanism cards, the transparency statement, and the four numbers displayed alongside them.

Whole functional organism

An entire living organism — a mushroom, an alga — used as the ingredient, complete, rather than an extract of one compound taken from it.

Pharmaceutical-grade active

A working ingredient manufactured to the purity standards applied to medicines. In HONR's stack this refers to the creatine, glycine and MSM.

PubMed-indexed

Listed in PubMed, the free public database of biomedical research run by the U.S. National Library of Medicine. Being indexed means the study appeared in a recognized scientific journal and anyone can look it up.

Scientific dossier

A compiled document gathering the research behind a formula in one place, with references to the original studies so a reader can check them.

Bioenergetics

The study of how living things produce, store and spend energy. "Four layers deep" refers to supporting that process at several different points rather than only one.

Substrate BIOENERGETICS TIER

The raw material a chemical reaction runs on — the fuel itself, before anything is done to it.

Signaling BIOENERGETICS TIER

The chemical messages that tell a cell when to produce more energy, or to build more of the machinery that produces it.

Electron transport BIOENERGETICS TIER

The final stage inside your mitochondria, where oxygen is used to generate the large majority of your ATP. It is the last link in the chain that turns food into usable energy.

Antioxidant

A compound that neutralizes free radicals — unstable molecules produced by normal metabolism and by hard exercise, which can damage cells if they build up unchecked.

Food-form antioxidant network

Antioxidants delivered inside a whole food, alongside the companion compounds that naturally accompany them, rather than as a single isolated compound at a very high dose. "Network" refers to several of them working in layers.

Gut-brain axis

The two-way communication line between your digestive system and your brain, running through nerves, hormones and the chemicals your gut bacteria produce. It is the reason gut health can affect mood, focus and stress tolerance.

Fermentation ecosystem

The community of bacteria in your gut that ferment — break down — the fibers you cannot digest yourself, producing useful compounds in the process. “Diverse” means many different species, which is generally associated with better gut health.

Short-chain fatty acids SCFAS

The compounds gut bacteria produce when they ferment fiber. They are the main fuel for the cells lining your colon and they help regulate inflammation throughout the body.

Barrier integrity

How well the gut lining seals. When that seal is compromised, substances can cross into the bloodstream that should not — the condition popularly, and loosely, called “leaky gut.”

Immunity under load

How well your immune system holds up during periods of heavy training, travel or stress — precisely the periods when it is normally most suppressed.

Connective tissue

The tissue that holds you together and transmits the force your muscles produce: tendons, ligaments, cartilage and fascia. It adapts far more slowly than muscle does, which is why it is so often where injuries happen.

Tendon

The tough cord that connects a muscle to a bone.

Ligament

The tough band that connects bone to bone and holds a joint stable.

Cartilage

The smooth, slippery, shock-absorbing tissue that caps the ends of bones inside a joint.

Fascia

The continuous sheet of tissue that wraps and separates every muscle and organ, running through the whole body like a web.

Radical transparency

Publishing everything: exact doses, ingredient sources and laboratory results, including results that are not flattering.

Proprietary blend

A labeling practice where a company lists its ingredients but hides the individual amounts behind a single combined total, so you cannot tell how much of anything you are getting. “Nothing proprietary” means every amount is disclosed.

ICP-MS INDUCTIVELY COUPLED PLASMA MASS SPECTROMETRY

A highly sensitive laboratory technique for detecting metals, capable of measuring down to parts per billion. It is the standard method used for heavy-metal screening in food and supplements.

Sourced lot

One specific delivery of a raw ingredient from a supplier, identified by number so that it can be traced through production and back to its origin.

Cordycepin

The signature active compound in Cordyceps militaris mushrooms, and the one most linked to energy and endurance research. Because natural levels vary enormously, the concentration is what determines whether a cordyceps ingredient does anything at all.

mg/g MILLIGRAMS PER GRAM

How much of a compound sits in each gram of powder. 5 mg/g means five milligrams in every gram — that is, one half of one percent.

g/day GRAMS PER DAY

The total daily amount across the whole system, added up from all three products, rather than the amount in any single one.

SECTION 05 · PERFORMANCE PILLARS

One system. Seven pillars.

The seven named pillars are HONR's own coined terms. Each one is listed here with the underlying physiology it refers to.

Performance pillar HONR TERM

HONR's word for one physiological system that the stack is built to target. There are seven, and each one is given its own coined name.

Physiological

Relating to how the living body actually functions — the working machinery, as opposed to how it looks or feels.

Mechanism

The specific biological “how” — the chain of events by which an ingredient produces its effect.

VO₂Forge HONR TERM · PILLAR 01

HONR's name for the oxygen-economy pillar: getting more work out of every breath.

VO₂ max

VO₂ is the volume of oxygen your body uses per minute. VO₂ max is your ceiling — the most you can take in and use at full effort — and it is one of the standard measures of aerobic fitness.

Oxygen economy

How little oxygen you need to hold a given pace. Better economy means the same speed costs you less, so you can go further before you run out.

O₂ cost

The amount of oxygen a particular effort demands. Lowering it makes the effort feel easier at the same output.

Whole-food nitrate DIETARY NITRATE

A compound naturally concentrated in beetroot and leafy greens. Your body converts it into nitric oxide, which widens blood vessels and improves the delivery of oxygen to muscle.

ATPrime HONR TERM · PILLAR 02

HONR's name for the cellular-energy pillar — supporting ATP production at several points in the chain rather than one.

FasciaCore HONR TERM · PILLAR 03

HONR's name for the connective-tissue pillar: tendons, ligaments, cartilage and fascia.

NeuroBiome HONR TERM · PILLAR 04

HONR's name for the gut-brain pillar, linking the diversity of your gut bacteria to focus and immune function.

RedoxShield HONR TERM · PILLAR 05

HONR's name for the antioxidant-defense pillar.

Redox REDUCTION–OXIDATION

The balance inside your cells between oxidative stress and antioxidant defense. Some oxidative stress is not a problem — it is one of the signals that tells your body to adapt.

Blunting adaptation

A real and counter-intuitive effect: taking very high doses of isolated antioxidants can cancel the stress signal that tells your body to get fitter, so you recover faster but improve less. “Without blunting adaptation” means supporting defense while leaving the training signal intact.

MotoSync HONR TERM · PILLAR 06

HONR's name for the neuromuscular-focus pillar — the link between brain and muscle.

Reaction time

How fast you respond once you register a cue.

Motor learning

How quickly your nervous system picks up a new movement pattern and makes it automatic.

Mind–muscle connection

Your ability to consciously find, recruit and control a specific muscle during a movement.

BufferEdge HONR TERM · PILLAR 07

HONR's name for the acid–base pillar — the one that determines when a hard effort ends.

Acid–base balance

Keeping the acidity of your blood and muscle within the narrow range in which they work properly. It is measured as pH.

Acidosis

The drop in pH — the rise in acidity — that occurs during very hard effort. It is what produces the burn and ultimately forces you to back off.

Buffer

A substance that soaks up excess acid and keeps pH stable, delaying the point at which acidity becomes limiting.

SECTION 06 · THE ECOSYSTEM

The Human Performance System

The five-part program that surrounds the powders – testing, reset, coaching, protocol and community.

HPS HUMAN PERFORMANCE SYSTEM

HONR's name for the complete program: the three powders plus baseline testing, a preparation phase, weekly coaching, a scheduled protocol, community and events and a members-only app.

Ecosystem

Used here in the business sense — a set of connected products and services that work together, rather than a single item sold on its own.

Guided journey

A staged program with support built in, as opposed to a product you buy and are left to work out for yourself.

Baseline

Your starting measurements, taken before you begin anything, so that later results can be compared against them. Without a baseline there is nothing to measure change from.

At-home DNA test

A saliva or cheek-swab kit mailed to a lab, examining gene variants related to nutrition, metabolism, caffeine handling or recovery.

GI test

A stool test that profiles which bacteria are living in your gut and measures markers of digestion and gut inflammation.

Blood test

A blood draw or finger-prick panel measuring markers such as iron, vitamin D, blood sugar, inflammation and hormones.

Reset GENTLE SYSTEM CLEANSE

A short preparation phase intended to settle digestion before the full protocol begins. Worth noting that “cleanse” is a wellness term rather than a medical one — your liver and kidneys already perform this function continuously.

Absorption

How much of what you swallow actually crosses out of your gut, into your bloodstream, and reaches the tissue where it is meant to act. Taking a dose is not the same as using it.

1:1 coaching

One-to-one sessions with a coach — in HONR's program, weekly — covering nutrition, mindset and recovery.

Load

The total training stress you take on, combining how much you do and how hard you do it.

Cycle of load and rest PERIODIZATION

Deliberately alternating harder periods with easier ones, so that your body has the chance to absorb the work and adapt to it instead of gradually breaking down. The technical term for planning this is periodization.

Ascend STAGE 05

The fifth part of the program: access to the member app, exclusive recipes, repeat testing and early access to new products.

Follow-up testing

Repeating your original baseline tests after a period on the protocol, to see what has actually changed rather than what you assume has.

Members-only app

A private application available to program participants, holding the protocol, test results, coaching, community and content in one place.

SECTION 07 · WAITLIST & FOOTER

The fine print at the bottom of the page

The signup form, the closing story section, and the legal language in the footer.

The Hero's Journey

A classic story structure identified by the writer Joseph Campbell — an ordinary person leaves the familiar world, faces trials, and returns changed. HONR uses it as a metaphor for the customer's own progress, casting you as the hero rather than the brand.

Pre-launch

The period before a product is available to buy, when a company is building interest and collecting sign-ups.

Waitlist

The list you join to be notified when the product launches, usually with first access before general sale.

Founding cohort FOUNDING MEMBER

The first group of customers to join. They typically receive early access and locked-in pricing in exchange for backing the product early and giving feedback.

Founding-member pricing

A price offered only to that first group, and normally held for as long as they remain customers, even after prices rise for everyone else.

Athlete / Competitor FORM OPTION

Someone training with a specific competition or event in view.

Coach / Trainer FORM OPTION

Someone whose work is training other people.

Biohacker / Longevity FORM OPTION

Someone using data, testing and self-experimentation to optimize their health and extend how long they stay healthy.

Weekend Warrior FORM OPTION

Someone with an ordinary job who trains or competes recreationally, usually around work and family.

Inc. INCORPORATED

A company registered as a corporation under state law, and treated as a legal entity separate from the people who own it.

FDA U.S. FOOD AND DRUG ADMINISTRATION

The federal agency that regulates food, medicines, medical devices and dietary supplements in the United States.

The FDA disclaimer

The sentence beginning “These statements have not been evaluated by the Food and Drug Administration...” is legally required on dietary supplements. It means the FDA does not review or approve supplements before sale, the way it does prescription drugs. Responsibility for safety and for truthful labeling sits with the company — which is exactly why independent certification and published test results carry weight.

Dietary supplement

A legal product category in the United States covering vitamins, minerals, herbs, amino acids, enzymes and similar products. Supplements are regulated as a category of food, not as medicine.

Structure/function claim

A claim that an ingredient supports a normal body function — “supports immune function,” “supports recovery.” Supplements are permitted to make these. Claims to diagnose, treat, cure or prevent a disease are not permitted, which is what the second sentence of the disclaimer states.

QUICK REFERENCE

Every acronym on the site, in one place

ATP Adenosine triphosphate — the body's immediate energy currency

COA Certificate of Analysis — the lab report for one production batch

FDA U.S. Food and Drug Administration

GI Gastrointestinal — the stomach and intestines

HPS Human Performance System — HONR's complete program

ICP-MS Inductively coupled plasma mass spectrometry — heavy-metal testing method

MSM Methylsulfonylmethane — a natural sulfur compound

NO Nitric oxide — the gas that widens blood vessels

NSF The independent public-health organization behind Certified for Sport

SCFA Short-chain fatty acid — produced when gut bacteria ferment fiber

VO₂ Volume of oxygen used per minute; VO₂ max is the ceiling

g / mg Gram / milligram — units of weight

mg/g Milligrams per gram — concentration of a compound in a powder

A note on the fine print

These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease. This glossary is a plain-language reference to the language used on honrnutrition.com. It is not medical advice, and it does not replace a conversation with a qualified healthcare professional — particularly if you are pregnant, nursing, taking medication or managing a health condition.

HONR YOUR TEMPLE. HONR LIFE.