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## **goBHB Supplementation Linked to BYU's Historic National Championships**

In a historic achievement at the 2024 NCAA Cross Country Championships, Brigham Young University (BYU) captured both the men's and women's team titles—an impressive sweep that has drawn attention not only for its athletic excellence, but for the science behind the scenes.

The BYU men's team, coached by legendary distance runner Ed Eyestone, clinched the national title with a dominant 124-point performance. Meanwhile, the BYU women, led by renowned coach Diljeet Taylor, surged to victory with 147 points—both teams showcasing elite endurance, focus, and recovery throughout the championship. While many factors contribute to championship-level performance, BYU athletes had a unique edge: ketone supplementation with beta-hydroxybutyrate (BHB). According to metabolic scientist Dr. Benjamin Bikman, a leading researcher in insulin resistance and ketone biology at BYU, many of the university's top endurance athletes incorporated goBHB, an exogenous ketone, as part of their training and recovery regimen.

“Ketones like BHB are nature's superfuel,” says Dr. Bikman. “They provide clean, efficient energy without the inflammation or crash associated with sugar or caffeine. For endurance athletes—especially those in aerobic sports like cross country—goBHB supports mitochondrial function, mental clarity, and faster recovery.”

Unlike traditional energy supplements that rely on stimulants, goBHB works at the cellular level, fueling muscles and the brain without compromising metabolic health. This was particularly important during intense training blocks and national-level competition when recovery and mental resilience were key.

Marc Lobliner, President of Ketone Labs, emphasized the growing role of ketone science in athletic performance: “goBHB is the future of performance—both mentally and physically. Soon, every athlete, from youth to professional, will be utilizing goBHB as their go-to for peak performance.”

The dual-title win marks a new era not only for BYU Athletics but for performance nutrition science. As coaches and sports scientists seek ways to optimize both physical and cognitive performance, BYU's 2024 sweep offers compelling evidence that goBHB is more than a supplement—it's a performance advantage.

For athletes seeking a next-generation edge in endurance, recovery, and clarity, goBHB may be the future of fuel.