

Rheo H Blair and Blair Protein

Introduction and comments by
Alan Palmieri www.PalmieriBodybuilding.com

In the early 60's the first bodybuilding supplement I ever purchased and used was a vitamin-mineral tablet promoted through the Jowett - Rebhuhn / American Bodybuilding Club mail order course.

I soon advanced to Weider and Hoffman Hi-Protein Tablets and powders. I enjoyed their taste with the exception of Hoffman's Protein From The Sea; man alive that stuff smelled like dead fish and tasted even worse. From there I went on to Weider's Super Pro 101, Crash Weight Formula #7, Wheat Germ Oil, BD/BU, and just about everything Weider and Hoffman had to offer. This was done in addition to sampling other products from various suppliers. All non-steroid products I might add.

At one point I was able to get Blair's Protein. I'll never forget the first time I saw it sitting on the shelf in the health food store. A dream come true, after reading about it and wanting to try it... finally, I'd have my chance. The natural vanilla flavor and the texture it had was second to none, I loved it. Blair's and Weider's chocolate Super Pro 101 were my all time favorites.

Blair's was expensive and I prepared it with milk for a long time before I started using half & half or heavy whipping cream. The cream made it taste like a dessert rather than a healthy supplement. I would also take the liberty of adding almond flavoring from time to time but the natural vanilla taste still lingers with me, even to this day.

For the most part, back then, I didn't know that much about nutrition. Fat was not an enemy of my skinny frail body so I could eat rather loosely and I did. Back then, Blair's, Weider's, Hoffman's, and the others sold products that would be considered almost a joke by today's standards. The potency was far less than today's. Still, I fondly remember the excitement and taste of these products.

Not being a chemist or having any special formal educational background in nutrition, I can't provide anything other than my own personal opinion on supplements. I believe Blair's was the most prized supplement of choice in the 60's. It was expensive, most health food stores on the east coast didn't carry it, Iron Man magazine was about the only publication that ran articles and/or ads for Blair's, and if you could find it in East Tennessee it was more than likely because someone at the health food store made a mistake in ordering. After all, in the 60's there were only a handful, if that many, bodybuilders in East Tennessee.

Natural Foods at 708 Locust Street in Knoxville, Tennessee was the store I first found Blair's. There was only one health food store in Knoxville at the time. That's

why my purchases were done mostly via mail order, back then it was too far to travel. I remember the day I walked into Natural Foods and saw the few cans of Blair's on the shelf. I had to do a double take, couldn't believe it. I purchased my first can and I was on my way. After a couple of months they discontinued carrying Blair's and my repeated requests went unfulfilled. I was back to mail order for both Blair's and some of Weider's.

Over the years very few... very few, supplements I tried provided any sense of results for me. Blair's was different. I could sense and seemed to feel and see a difference while using the product. Was it all mental or actual physical and chemical differences? I don't know. All I can say is I loved Blair's, it tasted great, mixed easily, and for me, produced results.

It's been many, many years since I had any Blair's; maybe 40 years or so. Because so much of the bodybuilding "Golden Era", the 60's still finds favor with many of us old timers as well as many of the up-coming younger crowd, I thought I'd provide some information on Blair's. I know the internet has a lot of information on Rheo and his products but I've picked out some things, such as an interview, that I thought might be of interest.

In addition to all the other things I remember, I recall the first, and to my knowledge, the only issue of "The Blair Report" with Larry Scott on the cover ever published. This was nothing more than an old Iron Man magazine that provided some advertising and background information on Blair's products. I still have this issue and review it from time to time. I also have it on CD in PDF format.

I was never an avid follower of Blair's personal life, like most people I had heard all kinds of stories about him. Still, in those days there was a sense of innocence that existed. I simply liked Blair's protein, nothing more and nothing less.

The real inside story of bodybuilding of the 60's is not complete without including some information on Rheo H Blair and his protein. Since the information provided is obtained from various sources, duplication is presented as I did not want to alter any points. The following represents some information on Rheo Blair and his protein. I hope you enjoy!

On May 2, 2007 I contacted Lee Milligan and requested permission to reprint and post a recent two part interview he conducted. The following is the contents of that interview. I am thankful for Lee's permission to do so. *Alan Palmieri*

Lee Milligans Jr's Exclusive No Holds Barred Interview with Jim Shihblom the former owner of Blair's Protein in February 2007

Part One

I was able to catch up with Jim Shihblom the former owner of Blair's Protein recently in an exclusive no holds barred interview. He answers even the hardest questions and covers all the questions I received from readers plus some. You may not agree with his answers but he tells it the way it is

– Lee Milligan Jr

Jim you sold the Blair's Protein formula 1 year ago. I heard the new owner shutdown production. Will Blair's ever be available again?

Answer: I seriously doubt it. I sold it to a man who was an avid lifter but not well known. He figured if he owned the formula, sales would continue. It was the opposite. Everyone knew me for years. I was a former competitor, promoter, judge, and emcee. I also knew Larry Scott since 1978 and use to distribute Larry's products for many years. People saw me with Scott at The Arnold Classic and many Mr. Olympia contests at his booth. I also had used Blairs for over 30 years. It is no different than if Larry Scott sold his protein formula to someone and retired. How many people do you think would continue to purchase Larry's protein once he is gone. It has to do with the name and more important credibility.

What was the reason you sold the Blair Protein formula?

Answer: There were several reasons. I no longer could use Blair's protein due to the lactose. Blair's was also hard to digest. Sales declined and I had a chance to sell it, so I did.

When you brought Blair's back years ago some important names supported you while others did not. What was that like?

Answer: When I first wrote a letter to Robert Kennedy back in 1998 he published it free of charge in his Muscle Mag International. He also ran free ads in his news section about Blair's being back and the protein was better than anything in the old days. He was the first and best person to help me. Steve Holman at IronMan sent me a letter of support. Laree Draper e-mailed me and told me the market is big for many products including Blair's. Laree is a first class person all the way and handles all Dave's business. She is the brains hands down. By the same token, I was slammed by many people on other message boards, which stated I did not have the original formula. Many people went out of their way to try and

sabotage my operation. However if they had continued my attorney would have stopped them. This is all water under the bridge now, so it no longer matters.

Jim didn't you take other Blair Supplements to help you gain size and power other than just Blair's Protein?

Answer: Yes for years I was using probably 30 Blair liver extract capsules per day. I would sometimes use 30 Blair Soybro capsules but this was usually twice per year. I took 4 Blair B Complex capsules per day, along with 10 Peptain HCL Tablets. I also took other Blair supplements like Vitamin C and Vitamin E in those days.

Which champion bodybuilder used Rheo Blair' supplements the most?

Answer: I would say Zane. While Larry Scott used Rheo's protein for years, so did Zane, but Zane used other Rheo products in huge quantities. Zane would use Rheo's amino acid capsules and take 100 per day three months before each of His Olympia wins. Back then Rheo was selling his aminos for \$600 for 1,000 capsules. Zane would also use around 60 liver extract capsules per day and other products. Zane sometimes would take Rheo's no carbohydrate protein. I know when Rheo died, his partner Ben Hadley was still selling the protein and other supplements to Zane. I think Freddie Lindblad who was Rheo Blair's assistant told me he was selling Rheo's expensive aminos to Zane in the 80's.

Jim what was Freddie Lindblad like? He was Rheo's executive assistant.

Answer: Freddie was a real character and weird. I saw him at his house in late 1997 three months before his death. He wanted Blair's to continue, so I told him I would carry on the tradition. He was 84 skinny and about 5'5". He always portrayed himself as big time after Rheo died but his operation was run out of his garage. One time he kept me on the phone for 45 minutes and this was long distance, talking about the roots beneath the earth. He said we need to pull them out and extract the goodies, are the words he used. Freddie lived the protein and cream theory all the way until the end. I remember arguing with him because I told him you should not be using cream if you are over age 45 due to cholesterol. He went ballistic and I had to calm him down.

Rheo operated out of Los Angeles but then he had a distribution center in Yuba City, California. When was that and why did he expand?

Answer: Rheo sold his supplements in Los Angeles through his mail order business and also trained movie stars. These movie stars were put on his advanced Products not available to the public which probably were not approved by the FDA. The company name was the Rheo H Blair and Company. However Rheo would run his price list in IronMan and all checks would be made out to him. In late 1974 Rheo purchased a building for distribution in Yuba City. He sent his business manager down there to run the operation. Freddie ran the retail store in L.A. By The end of 1975 his company really took off since he expanded it. The distribution center allowed Rheo to capitalize on selling to gyms across the country. After Rheo died in 1983, Ben ran the company from Yuba City until it

ceased operation In June 1989. At the time the company closed, the records showed the top three sellers of Blair's Protein was Red Lerille Health Club first, Larry Scott second and I came in third. Red Lerille use to order 1,000 pounds of Blair's Protein at A time, which equated to about 50 cases per order. In looking at the records, I Saw Scott at one time ordered 20 cases and I ordered 15 cases. Most gym owners ordered about 5 cases of Blair's back then. This was when Blair's Protein was sold in a 3 ½ pound tin can size in the late 70's and 80's.

Jim when Rheo died what happened to the company?

Answer: Little has been told about this until now. After Rheo died, his brother who was two years older than Rheo laid claim to everything because when Rheo died he left no will. His brother got Rheo's financial accounts, a couple houses and the company. I had heard Rheo's brother's wife was really a golddigger, so she wanted it all. Ben hired an attorney and when it was over, Ben did in fact inherit the company and name. However the distribution building went to Rheo's brother, so Ben had to pay him rent. Eventually the company closed in 1989 as sales decline and Rheo's brother sold the building.

What do you think of the bodybuilders calling themselves natural and stating they compete in drug free contests?

Answer: This is a total joke like when they drug tested the Mr Olympia contestant's years ago. Bodybuilders are getting around it one way or another. I do not believe anyone ever competed in bodybuilding, unless they were on steroids if you compete you are going to use steroids.

What is your opinion of today's bodybuilding champions?

Answer: The bodybuilders today are chemical machines

What do you think of women bodybuilders now and years ago?

Answer: They should have learned the difference by now between femininity and masculinity. Of course they have not. It is a sad state of affairs. I once was in a gym and a woman who looked great said hello and all of a sudden I thought I was talking to Lurch on the old television series the Addams Family. Her voice was just like his.

Do you believe the champions of old school could have won their titles or reached size and power without steroids?

Answer: No way and they are paying the price for using steroids. Most have not been able to maintain size and power as they age. Most of them only show pictures of what they looked like at their peak but not today. One former champion showed pictures of him training and thought his fans would appreciate his condition. He looked like a gymnast and certainly not a former bodybuilding champion. It is insulting when I hear a former title holder state they won their titles before steroids were around. If they won their titles in the 60's, they were using steroids. I was told that dianabol was introduced in 1956. I knew Larry Scott for years and do respect him because he will tell you he used steroids early

on before he won contests.

You told me there is one great champion who never used steroids and was able to maintain his size and power as he aged. Who is he?

Answer: The only person I know of that was still big and strong years later was the incredible John Grimek who I met three times. When Grimek was my age now, he could clean a 225 pound barbell put it behind his head and do 8 reps. now that is power. When Grimek was 65 he was squatting 600 for reps. When Grimek won the Mr. America in 1940 and 1941 steroids had not been developed yet.

Remember the late former Mr. World Chuck Sipes? Do you believe he ever bench pressed 570 which is what he claimed? There were a lot of stories which were circulated about this. It is considered controversial. What is your opinion?

Answer: Let me tell you something. I have seen all the top bodybuilders and many world champion power lifters train. Most of the reported strength on bench pressing was at least witnessed by some. I saw Franco in 1971 do 455 for 3 reps in the bench press. To this day there has not been one person that can come forward and report exactly what Sipes bench pressed. So the answer is no. Even when Sipes won the IFBB Mr. World in 1968 in Miami, it seems nobody ever saw him train. I mean look who was there in Miami in 1968. Draper, Arnold, Peters, Zane and many more. It seemed that Sipes always trained at home during his competitive days. Don't get me wrong because I think Sipes gave a lot of his time to distraught youths and put them on workout programs. Sipes did many things that were great. There is no question on his natural strength. He gave exhibitions blowing up hot water bottles. He even bent bars. However when it comes to the 570 bench press, nobody could

Come forward and say he really did it nor could anyone say he did 500 for reps. I Mean maybe that person is out there but with all that has been written he has not Come forward to discuss it. I learned years ago after I saw most of the champions train at Gold's in 1971, that what was quoted in the muscle Magazines were different than what the champions actually used.

The 1971 NABBA Mr Universe was on by Bill Pearl. You had been a physique Judge, promoter and emcee, so you know how to judge. Was it right for Pearl to win at age 41? Was politics involved?

Answer: The only person that should have won is Sergio Oliva. This was his first appearance and Pearl's last. There is no way Pearl was going to lose. Also there is no way Pearl can beat Sergio Oliva at his peak back then when Pearl was 41 years old. Oliva was just too good in 1971 and 1972. Weider suspended Oliva in 1971 and then pulled a fast one preventing Arnold from competing in The 1971 NABBA Mr Universe. The fans suffered after paying their money to see the Mr. Olympia when Weider banned Oliva. So many ridiculous politics. The most controversial was Arnold coming back after five years and winning

The Mr. Olympia in 1980. Zane had won it three years in a row. So you ask me about politics? Larry Scott once told me there is much more involved in winning a contest. It's funny as I always thought it was about who had the best physique.

Larry Scott made a comeback in 1979 and announced he was going to compete in the Mr. Olympia. He was quoted as saying "I will be out to win because I cannot get excited about second place". He used the Canadian Cup as a warm up. So what happened since he never entered the 1979 Mr. Olympia?

Answer: You have to give Scott thumbs up for coming back after 13 years. It took guts. However I do not think Larry was prepared and he told me later. In his days, you would simply pose. Back in 1979 there were comparisons front, side relax, etc. Larry did not have legs nor any chest and the pictures did in fact show that. As a result Larry placed 8th in the Canadian Cup, which squashed his chances of even thinking of entering the Olympia in 1979. The magazines played it down and to this day very few know Larry Scott even made a comeback at a contest. Many think he retired in 1966 after winning the second Mr. Olympia. I know Scott told me that before this contest he was taking 2 cups of Blair's along with Rheo's liver extract which was about thirty per day and the expensive amino acid capsules Rheo produced. The physiques in 1979 were so different than when Scott competed. Harold Poole found his best success in the 60's. Harold competed until 1981 and never won or placed very high after the 60's.

You had a chance to watch World Champion Powerlifter the great Bill Kazmaier train. When was this and what was it like?

Answer: This was back in 1983. Kaz would come up from Auburn to Atlanta every Saturday to work with a young kid who was 24. The kid's father owned a chain of Fitness Centers. At that time, the Atlanta Falcons also trained there. I watched Kaz train. He won the CBS World's Strongest Man in 1980 and 1981. Kaz could do dumbbells presses with 125's for 15 easy reps. He could use 95 pound dumbbells for side laterals. In 1983 he Benched pressed 600 for 6 reps. Yes Kaz was incredible. It was a privilege to be able to pick up tips from a World Champion.

I heard that you once knew Bruce Randall the 1959 NABBA Mr. Universe. Isn't he the man that weighed 402 pounds and trimmed down to 223 to win the contest?

Answer: Yes I met him back in 1969 and each year until 1974. He would come to Atlanta and give lectures and sell his weights at sporting goods and Department stores. He would tell me all about the travels. When I first met Him in 1969 he was 39 at height of 6'2" and weighed 255. He had big bones and had 20" arms and a 55" chest. He was natural but not cut as he did carry Body fat. You could tell by his face and body he was not anything. This man had great genetics. He told me a story once of picking up a bench out of the floor of Abe Goldberg's gym in New York in 1956. He weighed 402 and was so strong which he picked up the bench, he could not figure why everyone was

looking at him until he saw he pulled it from the bolted floor. Randall was a great guy to be around. I remember in 1970 when he came to Atlanta. He told me he just returned from London at the NABBA Mr. Universe. He told me that he saw all bodybuilders shooting injections in their calves.

I understand you trained at the original Gold's Gym in Venice during the summer of 1971 when you were out of college. What was that like?

Answer: It was the greatest gym I ever trained at. The atmosphere was fabulous. All the champions trained there. Draper was the nicest. He sat down on the steps of the gym and answered all my questions for free. Sometimes I would come to the gym in the morning around 9 am and see Zabo doing abs and Draper doing Triceps. Draper would wear a t shirt and over that a Vince's Gym tank top shirt. I would see Arnold and Franco train in the morning and afternoons. Waller was a nice guy and I liked his workouts as he used heavy weights. Most of the weights the champions used were not as much as quoted in the bodybuilding magazines. I saw Frank Zane start training as soon as he was finished with school for the year. He probably weighed 188 and I saw him go up to around 210 in seven weeks. Members referred to him as the chemist, so you know what I am talking about. I was there at a time when all the champions were busy training for contests. Franco lived up to his reputation as the strongest bodybuilder and I was amazed how strong he really was at 185 pounds. Training at Gold's is an experience I will not forget.

How many Mr. Olympia's have you attended?

Answer: I attended five Mr. Olympia contests. I went to three for free courtesy of Larry Scott as I was helping him in his booth.

I understand you had a chance to know Casey Viator shortly. When was this and what were the circumstances?

Answer: I met Viator back in late 1997 or early 1998 in Marietta, Georgia. John Coffee had hired Viator to be the manager of his gym. Casey was down on his luck back then. He was a real nice guy and today he has a website and Trains people across the country. I would come in each day to workout at Coffee's Gym. Viator was big around 235 and had 20 inch arms. However he told me using steroids ruined his joints. He was using them when I met him. The great power that Viator had was gone. He is my age, so we recalled the early Days of the Nautilus. Viator told me about a story where he was taking Blair's Protein in the early 70's. Jones would see those cases arrive in Deland and was so mad he told Viator you do not need that stuff. Rheo tried to pull Casey into His ads for money and supplements, but his contract with Art Jones prohibited any endorsement back then. Viator started using Blair's back in 1968 and use to take his thermos mixed with Blair's when attending college. He said he would go out in his car and relax and enjoy the protein and cream mixture.

Which Mr. Olympia winner does your style of training favor the most?

Answer: Dorian Yates.

How did you get big and strong naturally? What was your secret? Did you eat a lot of foods? Did you consume a lot of Blair's Protein?

Answer: No I was never a big eater. I learned early that in order for me to really gain weight and get big, I would have to improvise. I took Blair's for years but not in heavy quantities until I met Rheo Blair and Larry Scott. I then started to consume 2 cups of Blair's mixed with cream and milk. Two cups of Blair's gave me 816 calories and the cream and milk took care of the rest. I ate 3 regular meals per day but they were not big meals. I consumed five protein drinks per day. I did this for years, was dedicated and weight and size came my way. After many years, I had gained from 195 to 245 naturally without using steroids. In the old days, I basically ate a high fat diet, which included steak two or three times per week. I think by the age of 32, I only ate steak once a week. I do not eat red meat anymore, except maybe once every two months. As far as training goes, I trained six days per week on the old system. This system included Monday and Thursday would be chest and back, Tuesday and Friday is shoulder and arms and Wednesday and Saturday legs. I squatted twice per week. Today the schedule includes more rest time between workouts with program changes.

Jim do you think the guys that are between 30-35 will still be as strong when they are in their fifties like you?

Answer: No because they are doing things which will not enable them to keep their joints in good shape. They take steroids, train improperly and enter strong man contests which will crush their joints later on. They refuse to take layoffs which will help their joints. I always took layoffs sometimes as much as 2-4 weeks. I mean some people thought I was overdoing it but I have outlasted them.

Jim I understand you are still able to train heavy in your mid fifties without any injuries all these years. Experts say it's impossible. How is this?

Answer: Yes I have no injuries at all and the so called experts claim it is luck or some miracle. It has more to do with training wisdom, nutrition, supplements and my methods. Even some champions who tell people how great they use to be are not as big or strong as I am when they were my age. Their steroid usage ruined their joints, but these same champions tell people "I never touched steroids until after I won a major title, which is total BS.

Are you still strong in exercises?

Answer: Like I told you I am injury free in my mid fifties. About a month ago I was using 3 forty five plates on each side and a 25 pound plate on each side doing 8 reps in the Hammer Front Military Press. After I finished, I went to side laterals and used 60 pound dumbbells for 12 reps, then 65's for 8 reps. A chiropractor told me it was an amazing thing to watch at my age. He told me he had been around many athletes but never saw anyone as big or strong at my age. I still do heavy bench presses; incline barbell bench presses, heavy

dumbbell presses and leg presses as well. I cannot feel anything unless I train heavy.

Jim have you ever gone to a chiropractor or sports medicine doctor for service?

Answer: I visited a sports medicine doctor one time in 1998 as I had an inflammation that would not heal after three months. He gave me a shot and in two weeks I was back training. I have never been to a Chiropractor for service. That was the only time I was out of action due to a tendon injury in the shoulder.

How many people working out in gyms today really know how to get big and strong naturally without drugs?

Answer: I would say maybe 3%. Most are idiots. On one message board of a former champion, some guy posted if he could increase his bench 80 pounds to 400 in a year at age 41. Can you imagine the trainers on that board told him he could do it. Assume your growth hormone is only 10% after age 30. If you have not been able to increase your bench to 400 from age 20 to 41, how do you think you are going to do it now, unless you take steroids. The majority of people that post on these boards want to be important and have everyone ask them advice. However most know very little about training. If they did, none of them would ask such a stupid question like the one above. I told this to one of my friends who was a national powerlifting champion and he had the biggest laugh. It seems there are arm chair bodybuilders everywhere.

What joint supplement do you take to keep your joints in great shape?

Answer: NONE and that is why people find it hard to believe I have no joint problems due to training heavy all these years. I have no injuries and my joints are in good shape.

Do you believe former Mr. America and Mr. Universe winner Chet Yorton was Natural? He promoted natural bodybuilding shows in the late 70's. Yorton claimed he was opposed to using drugs to get big and win contests.

Answer: In my opinion there is no way he was natural when he won the 1966 IFBB Mr. America and the 1966 NABBA Mr. Universe in London and beat a young Arnold. When he won those contests I guarantee he was using steroids and that is my opinion. He was very unprofessional in 1966 in Europe when he Challenged Larry Scott to step outside and say he used steroids. Larry knew the Real deal. I mean for Yorton to get up on stage and say you cannot beat quality Supplements like his Muscle Beach Protein and steaks was ridiculous. In the 60's everyone who trained in California for contests were using steroids. Now it may be that years later Yorton abandoned them but not when he won his major contests in the 1960's. If anyone really believes that, they are either stupid or come from another country where they never heard of steroids.

Didn't you use to give one day seminars to gyms across the country. How did that come about?

Answer: When I was selling Blair's mainly to gyms, the owners would contact me and I would come to their gym. They would pay my small fee and airfare. They were more interested in me talking about my relationship with Larry Scott and also how I could be so big at my age. The owners felt I could offer their members valuable information. One owner told me the fact I am still huge and strong at my age means I have something to offer others. The worse time was flying into Minneapolis one Saturday when they predicted 17 inches of snow. So instead of coming back to Atlanta Saturday night, I could not leave until late Sunday afternoon. The best experience was flying into Dayton, Ohio. I was treated like royalty.

Do you still give One Day Seminars today?

Answer: On rare occasion. If an individual or gym owner contacts me and tells me what they want, I will consider it. One thing for sure. You will learn more from me in one day about training, nutrition and all facets of getting big, which includes increasing tendon and ligament strength. It would generally take an individual five years to learn what I can show them. If they are smart and really want size and power, they can get it. However I am a no nonsense person will not tolerate working with anyone unless they are 100% dedicated. Otherwise we are both wasting our time.

Jim I understand you are opposed to using creatine. Why is this?

Answer: Let me start off by saying I do not take creatine nor recommend it. I tried it years ago when it came out. In one month I gained 10 pounds and did have strength increases. I lost it all after I discontinued using it. The product must work like steroids, which is what a doctor friend of mine told me. He said you make gains and become addicted to it. When you stop usage you lose all your gains. It makes you retain water and gain weight. This one doctor I know found many people had injuries in their lower back after years of usage. In fact the doctor friend of mine said it has not been determined the long range affects on the liver. So who is this doctor? He has been in sports medicine for years and published many books and his father was a surgeon. I feel he has a insight on the Subject of creatine.

Jim is it true you are a black belt in Judo and also did some pro wrestling?

Answer: I started taking Judo in Tampa in 1960 at age 9. I eventually earned black belt. I also did some pro wrestling years ago after college.

Jim if you don't mind what are your exact measurements today?

Answer: At 5'11" I weigh 230 with 52" normal chest, 18 1/2" cold arms, 27 1/2" thighs, 17 1/2" calves and a 18" neck. My measurements are natural without any drugs. I would say that is an accomplishment for someone who is in his mid fifties.

If you had used steroids for years like the old champions such as Draper, Scott, Pearl, Sipes, Oliva, Zane and others how big and strong would you be back in the old days?

Answer: I would probably have a 55" inch chest normal and 20" arms. I would be able to bench press 500, since I can do 400 now in my mid fifties. It would have been interesting to walk in the original Gold's and out bench press all the champions back then. Except for a few like Franco and Oliva, I could have done it.

Lee Milligans Jr's Exclusive No Holds Barred Interview with Jim Shihblom the former owner of Blair's Protein in March 2007

Part Two

Jim didn't Rheo have three protein powders he sold. What were they?

Answer: Yes the regular Blair's Protein, a no carbohydrate protein and finally a protein which was 66% freeze dried egg and 34 % milk protein. Very few customers ever new He had the other two products. Don Howorth used quite a lot of Rheo's 66% freeze dried Egg and 34% milk protein powder, as he was allergic to Blair's regular which was 90% Milk protein and 10% whole dried eggs.

What was your opinion of Rheo Blair when you met him?

Answer: Rheo Blair was very weird and eccentric to say the least. Rheo Blair lived and breathed nutrition and his supplements. I ordered from him for years and would later Visit him after I first met him in 1971. However he really changed his attitude after I Had many health food stores call him direct and tell him I referred them to him. From Then on he knew I was dedicated to Rheo Blair and his products.

How did you meet Freddie Lindblad?

Answer: I met Freddy around the same time I met Rheo and when I use to call Rheo sometimes Freddie answered the phone. When I first met Rheo, Freddie ran Rheo's Store on North Western Ave. I stopped by purchased supplements and shipped them back home. Freddie met Rheo Blair in 1967 when he was 53 and in poor health,

How did you become a wholesaler for Rheo Blair?

Answer: I became a wholesaler for Rheo by going out and getting new accounts for his company. I would bring all these new accounts like health food stores and gyms in one year, I set up 17 new accounts for Rheo Blair. I used his supplements and still called him and kept in touch. When Rheo purchased the distribution center in Yuba City, Calif, Rheo put me in touch with Ben who ran the operation from there. Ben set me up as a wholesaler and all the gym business and health foods stores were handled by Ben. Meanwhile in Los Angeles, Rheo

ran his business with his clients. I knew Ben for 15 years until the company ceased operation in 1989.

Jim people say that you are really the only person to have carried on the Blair legacy. Why did they say that and what is it based upon?

Answer: Look at the facts. I met Rheo in 1971. I was a wholesaler for him for years. I had a business relationship with Ben when he took over the company after Rheo Blair Died. I had access to confidential information on the company. I knew more about the company than Larry Scott did. When the Blair Company ceased operation in 1989, the Company records indicated I was the 3rd leading seller of Blair's Protein. I also was the Distributor for Larry Scott products for 6 years and have known him since 1978. I guess that is why people say I have done it all. I saw Freddie at his house in November 1997, and he told me I was the only person that could carry the legacy based on all that I had Done with Rheo, Ben and him through the years.

If you do not mind, what kind of wholesale rates did Rheo give you to sell his products? I mean you had a big business at one time

Answer: My wholesale cost for Rheo's products were 40% off. This allowed me to sell for Rheo. I sold everything. However after Rheo passed away, I developed A great business relationship with Ben who inherited the company. But Ben and I Actually started the business development around 1975. By then Ben was running the business, while Rheo worked with his movie star clients in Los Angeles. Now I would bring Ben new accounts and this really helped Ben. I was the only person Who Ben sent free Blair supplements to at Christmas Time. He would call me and Say "It is has been a great year, so what supplements do you want shipped to you as A Christmas gift". I would say two cases of protein, three (1,000) size liver extract, 2 bottles of B Complex and maybe some Vitamin C and Peptain HCL tablets.

Toward the end of 1986, he increased the price to 23.50 for the 3 ½ tin cans and the Wholesale price for gyms and health stores were \$14. However Larry Scott, Red Lerille and I were given the price of \$11 per can. This allowed me to expand the business and sell to health stores. At that point, I was selling mainly to trainers and some gyms. I expanded and offered gym owners a better price like 30% off, which gave me a 20% profit margin. That extra 10% was a major difference. Red Lerille would order 2,000 pounds of protein at one time and was the company's biggest customer. The protein would go inside Red's health club which was huge. Today Red Lerille has the biggest health club in the Southeast 125,000 square feet.

Jim at the time the Rheo H Blair and Company closed in 1989, who were the top three Wholesalers for the Company?

Answer: Red Lerille, Larry Scott and myself.

Jim in my research I found that people like Nelson Montana, Doberman Dan and Russ wrote quite a lot about Rheo Blair. Did these people know Rheo Blair?

Answer: Well now the truth will be exposed finally on these people, so if any of their customers are reading this, they will know the truth. None of these so called writers except Montana ever ordered Blair's Protein from in the 10 years I had the formula. My Files indicated I received a letter from a guy named Dan Gallapoo who stated he ordered From Freddie. However all these years went by and he NEVER ordered Blair's Protein, yet he wrote all this information about how great Blair's was and how to make gains, but he never ordered from me in 10 years. You draw your own conclusion. Russ who wrote the book on Rheo Blair never ordered Blair's Protein from me at all. It takes all kinds. I also doubt that any of the people you mention ever met Rheo Blair. None of them knew Ben and he inherited the company after Rheo died.

Jim it sounds like you had a solid business relationship with Ben for years. Is it true that Ben offered to sell the Company to both you and Larry Scott? If Scott had purchasd the Blair Company would you and him have formed a partnership?

Answer: Yes he offered to sell to Larry Scott and I was surprised Larry did not Purchase it, when it was offered. Scott had started his business using computer bio Phase training, so I guess he was not interested. I doubt if Scott thought the company would close. In my opinion that was a major mistake on Larry Scott's part. At one time, Ben wanted me to work for him, but he simply could not afford me. Instead the Blair Company closed. Scott developed his own products and I distributed them for six years, until I got the Blair Protein Formula. Like I said, Scott and I could have really done some business as the Blair Team. If he owned the company, it would have taken off. He would always ask me for ideas He was shocked when he found out I had the Blair Protein formula, and he figured it would last a couple of years, but I was in business almost 10 years owning the Blair Protein formula.

Ben did offer to sell the company to me and my investors but I declined. Ben wanted 500,000 for the company. Later he said he would take 250,000. It was probably not worth more than 100,000 which include the three tinning machines and name. Ben told me later around 1988, that he had moved out of the distribution building he had been in since 1974. Rheo's brother inherited the building after Rheo died and was charging Ben quite alot of rent. Ben ran the company out of his home and the protein and other products were shipped out of his garage, but no customers knew that not even Larry Scott. I was taken into confidence by Ben. Ben had asked me if I would go on a talk show in Los Angeles to promote Blair's. Ben was desperate and knew nothing about marketing or selling.

Jim Rheo Blair's real name was Irvin Johnson. Why did he change his name?

Answer: When Rheo Blair moved to Los Angeles in early 1959, he did not reopen a gym like he had in Chicago. He operated until 1965 and a fortune teller told him if He was to make it big with movie stars, etc Rheo Blair would be better.

***When did Rheo Blair aka Irvin Johnson opened his gym in Chicago?
What was the gym called back then?***

Answer: He opened it in 1947 and it was called Johnson's Health Studio. It was on Van Buren Street on the third floor. Rheo had his entire gym, kitchen and living Quarters on that floor. He sold it in 1958 to Chuck Renslow and it was renamed Triumph Gym, then Perry's gym and finally closed about two years later.

Did Rheo Blair train a lot of people back in the 1950's at his gym?

Answer: He trained Jim Park for the 1952 Mr. America. He put Park on his new Products and transformed Park quickly into shape for the contest.

Jim how many times did Rheo change his protein formula?

Answer: About five times, with the last change in January 1975 until the company ceased operation in 1989.

What were the different names of Rheo's Protein?

Answer: In the 50's it was Optipro, then changed to Protein Sixty, then changed to Johnson's Protein (his real name) and finally to Blair's Protein, when he changed His name to Rheo Blair.

When did Rheo Blair aka Irvin Johnson adopt the protein and cream theory?

Answer: This discovery happened at his gym in the 50's. This is where he tested His students on the protein and cream theory. He was turning out champions in Record time. The Borden Company found this out and hired Rheo to train a young Bucky Levebere who was going to do ads for the Borden Company. It was Rheo's Job to work with him for 8 months and build him up, so he could lift a cow for the Ad, which was successful. The Borden Company was in Columbus and Rheo was In Chicago, so they corresponded.

Jim any information on where Rheo was from?

Answer: Somerville, New Jersey

Jim was Rheo's product called Soybro a top selling supplement?

Answer: Not by me it wasn't. I felt the product was over hyped and over priced. It Cost more to produce than the liver extract. However this was one of Rheo's first Products going back to the mid fifties. It was produced for years by a lab in Iowa But they no longer produce the Soybro.

How many labs produced Rheo's Products?

Answer: I would say maybe 5. I knew three for sure.

Jim's did you know Rheo Blair's brother?

Answer: When Rheo died his brother worked for the FAA. His brother was quick to jump on the bandwagon to collect any monies left by Rheo, since Rheo left no will. His brother got everything except the company. I was told his brother's wife was a Real gold digger but I never met any of them. Ben had to hire an attorney to fight for the company.

Jim where is Ben today and how old would he be?

Answer: Ben would be in his 70's and I have not been in touch with him for Quite awhile..

Jim is it true Dr. Ken Leistner once worked for Rheo Blair and actually slept On Rheo Blair's lawn?

Answer: From what Ken told me years ago that is a true story. Besides myself And Larry Scott Ken may be the only one to tell stories of Rheo back then. I will tell you one thing. When Ken told me that Rheo woke them up around 11 pm and they ended up mixing protein drinks, I knew Ken was right. This happened I think in 1968 and I met Rheo Blair in 1971. I found some things to be true about Rheo Which Ken had told me.

Did Rheo Blair use to give lectures in Los Angeles?

Answer: Yes and the auditorium would be packed and I mean with 3,000 people. He would give away a free drawing to someone he would work with that may not have had the money to pay him. He was well known in Los Angeles.

Jim from a business standpoint, which years were the most successful in sales For Rheo Blair?

Answer: The end of 1974 brought many changes. It was the end of his fructose Protein which had been on the market since 1969. He was changing some of the Ingredients in Blair's because there were shortages on some raw materials and he found a better formula. At this time, Rheo also purchased a distribution center in Yuba City. You would think that his most successful years was when he had the Most products on the market, but you would be wrong. The successful years came from 1975 until his death in 1983. More health food stores and gyms ordered his Products during this time.

Jim any speculation into why Rheo Blair died?

Answer: There has been much speculation on why he died but nobody could ever confirm the cause of death. Some say it was hepatitis others said it was a Disease he had for years. Then some say it was his heart because when Rheo Blair Grew up he was very sickly and almost died. It was his poor health early on that made him discover nutrition.

End of Interview

One of the most frequent questioned asked was, "how do you prepare Blair's Protein?" It was almost as if there was some magical or special ritual one had to go through in preparing the protein. Here are some recipes.

How to mix Blair Protein

A man normally uses the 1/3-cup measuring scoop filled level with Blair's Instant Protein (or the 1/4-cup scoop filled heaping) mixed with a glassful of liquid. A lady normally uses the 1/4-cup scoop filled level. Using the blender, a man mixes four of the 1/3-cup scoopfuls (same as one and one third cupfuls) to the quart; a lady uses four 1/4-cup scoopfuls, or a cupful, to the quart.

The 1/4-cup scoop filled level with protein equals approximately 18 grams of protein; mixed with a glassful of half-and-half it comes to about 26 grams. The 1/3-cup scoop filled level (or the 1/4-cup scoop filled heaping) yields about 24 grams of protein; mixed with a glassful of half-and-half it's approximately 32 grams of protein.

The preferred liquid for mixing the protein is half-and-half, and for a good reason. Nature seems to indicate that protein and fat should be taken in even balance. Milk with 3% protein is balanced with an equal amount of fat. Likewise eggs, meat, etc.

Blair's Instant Protein is extracted from milk and eggs without this normally occurring fat; both eggs and milk were defatted in processing. Whole milk is normally balanced by itself, so if we mix the protein with milk we throw off this natural balance. However, by mixing the protein with half whole milk and half heavy cream we restore some of the fat removed during processing and we achieve a product more normally balanced as to proportions of protein and fat.

Remember, you are not actually drinking half-and-half when you follow this suggestion. The protein with half-and-half makes a "milk" drink which is equivalent to whole milk in the balance of protein and fat. It is thick and creamy because it is concentrated.

The "half-and-half" sold by most dairies is not a true "one half" plus "one half" but it can be used. We prefer to mix our own, using one-half whole milk and one-half heavy (whipping) cream. We recommend using raw milk and raw cream if it is available.

Do not be alarmed that we suggest using cream, for cream

is not necessarily fattening for all people. By eliminating from the diet the high carbohydrate foods (those high in starch and sugar) you may find the body uses fats for a superior source of energy. Fats in the diet often tend to burn off accumulated body fat.

This protein drink made with half-and-half is delicious and tasty, especially if you make sure that the milk and cream are VERY COLD!

Protein Recipes

Blair's Creamy Delicious

1 cup cream (8 ounces)
1 cup lowfat milk
4 tablespoons Blair's Protein Powder
1 tablespoon vanilla extract
2 eggs (drop in boiling water 30 seconds)

Blair's Light Creamy

1 cup half and half (8 ounces)
1 cup whole milk
4 tablespoons Blair's Powder
1 tablespoon vanilla extract

Blair's Yogurt Delight

1/4 cup Blair's Protein Powder
3 ounces half and half
1 cup plain yogurt
12 ounces of 2% milk
1 tablespoon vanilla extract

Blair's California Coconut Delight

1/3 cup Blair's Protein Powder
4 ounces of light cream (not heavy)
12 ounces of 2% lowfat milk
2 tablespoons coconut extract
1 egg boiled for 30 seconds

You can freeze these recipes in an ice cream freezer or divide into individual portions in cups and place in the freezer. Before eating thaw the ice cream slightly. You can also use different extracts like almond, black walnut and others.

You can also try using fruit like strawberries, peaches, pineapple. For juices you may add some carrot juice.

The following is taken from a label of Blair's Protein

RHEO H BLAIRS ORIGINAL PROTEIN

INGREDIENTS: Calcium and Sodium Caseinate (milk protein) low-heat nonfat dry milk, lactalbumin, dried whole eggs, iron phosphate, natural vanilla flavor

NUTRITIONAL INFORMATION PER SERVING

Serving Size

28.35 grams (1/4 cup)

Percentage of U.S. RDA Allowance

Calories 102

Protein 17.5 grams

Fat 0.6

Calcium 300 mg

Cholesterol 15 mg

Riboflavin (B2) 12%

Carbohydrate 7 g

Iron 15%

Blairs Protein is formulated for nutritional superiority with only the highest grade of nutrients. It is processed through an exclusive low temperature process that does not denature the amino acids.

Therefore insuring both maximum biological availability and unexcelled solubility. This superb blend with its excellent amino acid balance offers unexcelled solubility and taste. This product is excellent for repair and rebuilding of bodily tissue while helping to maintain high levels of stamina, vitality and efficiency. Blairs Protein contains the IGF1 and IGF2 (insulin growth factors) that produce increases in strength, energy levels and size. The results may vary from individual to individual. This special patented process is expensive but the result is what Blairs Protein has been about for over 40 years.

Vitamins, minerals/amino acids derived from milk and egg ingredients.

Sugar content derived naturally from milk.

Contains no added sugars, preservatives, artificial flavors or ingredients.

"Quality is the only true bargain"

Protein Way of Life

The following is an excerpt from a publication
written by Rheo Blair, entitled -
“PROTEIN WAYOF LIFE”

Take Smaller Feedings

The protein drink makes a full meal; nothing else need be taken with it. It is important that we learn to take small feedings and to take them oftener. That is why we do not recommend three meals a day. Better to take protein snacks slowly all day long, in five or seven (or even ten) small feedings. This tends to encourage more efficient handling of our food. With this discipline we may possibly eat less in volume and still receive more real nourishment.

The stomach is normally the size of the two fists put together. When we are eating small meals, the stomach tends to shrink back to its normal size. For better handling of food, try never to fill the stomach more than 2/3 full. Take only the equivalent of a 6-or 8-ounce glassful in volume at a time.

You may wish to keep a pitcherful of the protein mixture in the refrigerator or carry a thermos so you can have protein available at all times. Sip it as regularly as possible while working or studying. This can take the place of several of your meals or all of them, as you wish.

When you wish to flavor the mixture, you may add some vanilla or other favorite flavoring. Whatever flavoring you care to add, Blair's protein always tastes like melted ice cream. Notice that we offer three good flavorings (no longer available).

If you wish, you may add a raw egg or two to the glassful of protein drink to provide a higher biological value. A whole egg adds about six grams of protein. We recommend that you use the whole egg, both yolk and white, and fertile if possible.

When you wish to make the mixture thicker or more like an ice cream malt, try adding some ice milk cubes. Just put milk or half-and-half in the ice cube tray and freeze. Adding a few cubes to the blender mixture keeps it cold and improves both texture and taste. For the addition of oils, see VARIATIONS on last page.

HOW TO DRINK THE PROTEIN DRINK

The way you get this protein mixture into the stomach is important. Mistakes at this point can spell disappointing results. The protein drink is never to be gulped. It is to be sipped slowly. Some persons should take at least 30 minutes to get the glassful swallowed.

The same goes for milk, which ought always to be sipped slowly, taking fifteen minutes to sip a glassful. To make it easier, use a straw and pinch the end together. This puts milk into the stomach at the same rate a baby does, and that is the best way.

Now, we don't suggest sitting and looking at the drink for thirty minutes! Sip it slowly while you keep busy at other things like getting ready in the morning, working, studying, working out, etc.

You might do as Don Howorth does. First thing in the morning he would mix or pour the protein drink and start sipping. Then he'd shower and sip some more. After shaving, some more. After thirty minutes or so he's ready to sip the last and start the day's work.

This slow sipping is important. Many people I meet do not have the ability to digest foods as efficiently or to metabolize them as readily as they should. Putting foods into the stomach slowly helps to handle them more efficiently.

The way you use water and other liquids can also influence digestive efficiency. Try to get at least eight glassfuls of liquid each day (including your protein drinks). But avoid taking large amounts of water with meals as this may seriously dilute the digestive juices.

Rather, sip water between feedings, taking one or two PEPTAIN HCL tablets to help maintain the level of stomach acids. If you are trying to gain weight, try sipping milk (with Peptain) between meals instead of water.

The protein drink makes a full meal; nothing else need be taken with it. It is important that we learn to take small feedings and to take them oftener. That is why we do not recommend three meals a day. Better to take protein snacks slowly all day long, in five or seven (or even ten) small feedings. This tends to encourage more efficient handling of our food. With this discipline we may possibly eat less in volume and still receive more real nourishment.

The stomach is normally the size of the two fists put together. When we are eating small meals, the stomach tends to shrink back to its normal size. For better handling of food, try never to fill the stomach more than 2/3 full. Take only the equivalent of a 6-or 8-ounce glassful in volume at a time.

You may wish to keep a pitcherful of the protein mixture in the refrigerator or carry a thermos so you can have protein available at all times. Sip it as regularly as possible while working or studying. This can take the place of several of your meals or all of them, as you wish. By the way, our 5-cup plastic shaker is very handy to keep a supply of protein ready and sealed at all times.

Those just starting the high protein diet should use smaller amounts to begin with and gradually increase the daily intake over several weeks. This gives the body a chance to increase its efficiency in digestion and assimilation so that it can handle greater amounts of this important life-giving substance.

We have found that when one increases the protein intake he may want to decrease the amount of potatoes and bread and cereals, as well as of salads and vegetables in the diet. These other foods take a secondary place to protein and they should not be allowed to displace protein in the digestive tract.

We feel that some people can handle more protein and handle it more efficiently in the proper length of time when they include an appropriate amount of the protein digestant, Peptain HCL. How much should one use? The more protein, the more digestive assistance one may require. Again, a person's own digestive efficiency determines how much assistance he needs in order to handle protein in good amounts and in the proper length of time.

These busy days some people fall into the habit of missing meals. Some are just not hungry on rising, which could be due to eating too large an amount the evening before. In weight control, missing meals can be serious. Morning is the time the body needs protein more than any other time, after being without food for about twelve hours. It is important to provide protein of good quality early in the day. We feel that ideally never an hour should go by without some protein going into the stomach. Small amounts taken often - this is a valuable secret. But miss meals, never!!

Classic bodybuilding information from a genius who was ahead of his time.

RHEO H. BLAIR
Nutrition's Man from
the Future

Here in the 21st century our society takes great pride in the advancements a century and a half of industrialization has brought us. From cell phones to hybrid cars to ketchup squeeze bottles, the benefits of modern technology have given us a certain confidence that these are the best of times.

This is especially true of the diet industry. After decades of conflicting viewpoints and allegiances to trends, nutritionists have finally reached a consensus (or as close to one as can ever be hoped for) as to the general proportions of macronutrients that constitutes a healthy diet. A high-protein, moderate-fat, low-carbohydrate diet, referred to by some as a "ketogenic diet," is the one which has ultimately shone through as a beacon of effective weight regulation in a cloudy sea of diet fads.

And, as with all of our technological advances, we have decades of progress via new and advanced research techniques to thank for our dietary discovery. After all, no one could have ever come up with a ketogenic diet way back in, say, the 1950's! Right?

Think again.

The Real "Magic" Johnson

Irvin Johnson was a young nutritionist and chemist with a desire to bring order to the chaos that was the diet industry of the early 50's. During this post-war period Johnson saw the need to formulate a nutritional game plan that could counter the rapid emergence of prepackaged, processed foods.

By way of a combination of informed intuition and using himself as a guinea pig Johnson soon discovered that by limiting carbohydrate intake while increasing the amount of protein and fat in one's diet, bodyweight can be effectively regulated. And the best part was that, with a minor variation in the quantity of these nutrients one consumed, the diet plan could be used as effectively for weight loss as for weight gain.

The Secret Word is: "Mother"

But it wasn't just any forms of protein and fat that would do the trick.

High protein diets were already being pushed by fitness lifestyle entrepreneurs Joe Weider and Bob Hoffman who each sold soy-based powders through their respective publications. But Johnson knew that, while soy protein is the cheapest form to obtain it is not a very effective protein source because it has a comparatively low level of the essential amino acid methionine.

He rationalized that the highest quality protein in terms of supporting human growth and well-being would be found closer to home— in mother's milk. It is the food that has been honed by millions of years of evolution to nourish newborns and carry them through their most rapid period of growth. Plus, enzymes found in milk, such as colostrums and lactoferrin, were believed to have powerful immune system-enhancing properties. Therefore human milk (or a suitable alternative) would certainly be a better protein choice than soy for his clients.

With the logistics of acquiring sufficient human milk being what it is, Johnson turned to the simplest alternative— cow's milk. Unfortunately, he would discover that cow's milk contains different ratios of the essential amino acids from human milk. To get around this deficiency he mixed dried whole egg powder with the powdered milk protein to create the first "milk and egg" protein supplement.

By the late 50's Johnson's plan had worked so successfully for so many clients that he saw the potential in taking his product to a wider audience. It was time for Irvin Johnson to mass market his discovery.

"R" is for Rheo

In addition to being a nutritional genius; Irvin Johnson was a disciple of the occult and a student of numerology. So, before delving into his business venture he decided to consult a professional numerologist to see if he had the numbers that would add up to success.

He did not.

According to his advisor, the letters I-R-V-I-N J-O-H-N-S-O-N just wouldn't do for a prospective businessman. For one thing, there weren't the right number of letters. For another, there needed to be more "R's." The result? Rheo H. Blair, a couture designer-sounding name that would soon be visible on protein canisters and desiccated liver tablet bottles across the North American continent.

The Proof is in the Pudding

As Rheo Blair products began to fill the shelves of health food stores his reputation as a nutritional miracle man grew. Stories abounded of the amazing physical transformations he performed on hundreds of "hopeless cases," regularly turning 97-pound weaklings into strapping men by way of a pudding-like mix of his protein powder and heavy cream and a vigorous volume-based weight training routine.

In one amazing example Blair personally coached a scrawny 15-year-old boy at the request of his father, who wanted his son to know the confidence that comes from being brawny.

The boy was brought to Blair weighing in at 99 pounds. Blair immediately put him on a six-meal-a-day plan (bucking the conventional diet scheme of three-a-day) with meals consisting of either his pudding shake or red meat and vegetables. He forbade the boy to eat fruit of any kind on the grounds that it consists of "empty" calories and that its high sugar content causes spikes and drops in insulin levels.

By the time the boy left the Blair compound he weighed in at a heavily muscled 150 pounds— a 51 lb. increase in just three months [Iron Man, Dec. 67/Jan.68]!

Similar results were being reported by even advanced bodybuilders on the Blair system. In an article in the May 1967 issue of Iron Man magazine a bodybuilder wrote, 'After being on Rheo's program for only three weeks, I made more gains than I had in the past six years. I put almost a half-inch on my arms. And after two months I [put on] almost 20 pounds [of pure muscle].'

Soon bodybuilding pros who could receive endless supplies of Weider and Hoffman products were paying regular visits to Blair and buying his supplements. Frank Zane, Dave Draper, Lou Ferrigno and Arnold Schwarzenegger all "secretly" used Blair's powder while promoting Weider's version.

Bodybuilding guru Vince Gironda was a particularly strong supporter of Blair's methods and insisted use of Rheo Blair products by all the pupils at his Hollywood health club which included first Mr. Olympia Larry Scott and movie stars James Garner and Clint Eastwood.

The Hollywood Connection

Ever the visionary, Blair quickly realized the potential in marketing his system to the most body-conscious group of people in the world– the Hollywood set. He set up shop a few blocks from Paramount and 20th Century Fox Studios and watched the celebrity clients roll in. Among the Blair disciples were Charlton Heston, Racquel Welch, Liberace, Bruce Lee, Lawrence Welk, Penny Marshall, Cindy Williams and Regis Philbin. Through the 60's and 70's Rheo Blair was known as the nutritional advisor to the stars.

So, What Happened?

Despite his widespread successes between the early 50's and late 70's the name Rheo H. Blair is hardly recognized today by even the most experienced bodybuilders and fitness enthusiasts. Why the descent into near-obscure?

Several elements coincided in the 1970's that pushed Blair's revolutionary concepts out of favor. In bodybuilding, steroids were becoming a significant factor which rendered the need to adhere to such super-strict diets as Blair's obsolete. At the other end of the spectrum, dieters were being told by everyone from the U.S. government to super jogger/health advocate Jim Fixx that fat is evil. The widely accepted ratio of protein to fat to carbs now was 20%-15%-65%– a far cry from Blair's protein- and fat-heavy system.

So, in the high-carb atmosphere of the late 1970's Rheo Blair's philosophy, and company, would meet their doom as outmoded relics of an age before our dietary "enlightenment."

What Comes Around...

Fast forward to 2002. It's impossible to pick up a single health-related periodical without seeing mention of one of the numerous low-carb diets that are being touted by everyone from Dr. Atkins to Dr. Barry Sears (creator of the Zone diet). Natural bodybuilders are embracing the high protein, high fat strategy to remain muscular and lean throughout the year. Even supplement companies, such as Musclelinc, are creating protein powder formulations that replicate the one created by young Irvin Johnson fifty years ago.

In retrospect, it seems that all of the "experts" in the nutrition field might have done us a great service by trusting the visionary nutritionist with exactly ten letters and two "R"s in his name from the start.

The following is an extremely rare and difficult to locate writing by Russ McDermott. It contains information not found in other sources and is presented as instructed without altering or changing the contents.

Rheo H Blair and the Secrets of Bodybuilding Nutrition

**A Special Report
By Russ McDermott**

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RHEO H BLAIR: *The Genius of Bodybuilding Nutrition*

Rheo Blair was born Irvin Johnson in Oct. 9, 1921 in New Jersey. Johnson moved to Chicago in the early 1940s to pursue his first love, music. He trained with the famed vocal coach Feuchtinger and his passion for singing would continue throughout his life. Johnson had worked out with weights previously because of ill health, but had made little progress.

So in addition to his vocal studies, he began researching weight training and nutrition. In this field he found his true calling. By the late 1940s, Johnson had transformed his own physique well enough to win a minor contest in Chicago and owned a very successful gym in that city, Johnson's Barbell Gymnasium at 22 E. Van Buren Street, where he turned out champion physique stars. Johnson's success came when he decided to concentrate on the nutritional aspects of bodybuilding. He sought out nutritionists across the U.S. and experimented on himself and other bodybuilders.

Finally his efforts paid off and he became a sought-after figure in the bodybuilding world. Johnson developed his concentrated protein supplement, Hi-Protein, and began marketing it through leading physical culture magazines, particularly Iron Man, in 1950. The first product was soy based and Johnson was not completely satisfied with the product's results. In 1951 Johnson published "Irvin Johnson's Scientific Body Building and Nutrition Course." The slim volume outline his exercise and nutrition theories and brought him some measure of recognition among bodybuilders outside Chicago.

Johnson had already determined that six feedings a day were preferable to the three most were using at the times. As an example of Johnson's nutritional thoughts at the time, this sample daily menu plan was included in the course:

BREAKFAST:

2 or 3 eggs
2 oz. Ham or bacon, or other meat, or extra egg
1 glass Johnson's Hi-Protein Food
2-4 Johnson's Formula 6 capsules, 2 Johnson's Vitamin and Mineral tablets, 6 to 25 Johnson's Hepro tablets

MIDMORNING SNACK

1 Teaspoon of Proto
2 oz. Cheese or 1 glass Hi-Protein

LUNCH:

1 to 3 teaspoons of Proto
4 to 6 oz. Of meat, or all you want vegetable or fruit
1 glass Hi-Protein
Butter
2 to 4 Johnson's Formula 6, 6 to 25 Hepro

MIDAFTERNOON SNACK

1 teaspoon Proto
2 eggs beat up in orange juice or 1 glass Hi-Protein
2 to 4 Formula 6, 6 to 25 Hepro

SUPPER

1 to 3 teaspoons of Proto
Meat, large serving
Fruit or vegetable
Whole wheat bread and butter
1 glass Hi-Protein
2 to 4 Formula 6, 6 to 25 Hepro

MID EVENING SNACK

1 to 3 teaspoons Proto
Cottage cheese, large serving, or 2 oz. Yellow cheese or 1 glass Hi-Protein
2 to 4 Formula 6

The other Johnson supplements in us eat the time were Hepro tablets, which contained approximately 85% protein in easily digested form with all the essential amino acids; Johnson's Multiple Vitamin and Mineral Tablets, which were a daily supplement of 24 vitamins and minerals, along with yeast and liver; Proto, a liquid amino acid; and Formula 6, the components of which I haven't been able to

find. It may have been an essential fats supplement, but that is pure conjecture on my part.

By the late 1950s, Johnson had closed his Chicago gym and moved to Hollywood where he decided to concentrate on the nutritional aspects of bodybuilding.

Around this time, Johnson finally found what he was looking for when he developed his famous milk-and-egg protein supplement, Johnson's Protein Food. The results were amazing. Bodybuilders using Johnson's program found they packed on lean muscular bodyweight without bodyfat. Vince Gironda enthusiastically endorsed Johnson's product and sold it in his famous gym, Johnson's success with such famous bodybuilding champs as Larry Scott drew muscle men from around the country to his program.

In 1965, Johnson changed his name to Rheo H Blair. One of the stories he often told was that a numerologist advised him to do so, saying his name needed more Rs. A great story, but it is more likely that Johnson saw his given name as a bit pedestrian for the more flamboyant character he was becoming - and perhaps saw Rheo Blair as a more commercial brand name than Irvin Johnson. By the late 1970s, Johnson had opened an office opposite Universal Studios and was devoting most of his efforts to the nutritional needs and motion picture and television personalities and business figures. Among his more famous clients was Bobby Riggs, who at one point was taking more than 400 capsules a day of Blair's supplements during his successful match against Margaret Court Smith and his unsuccessful quest to defeat Billie Jean King. Other celebrities who followed the Blair Program included Lawrence Welk, Robert Cummings, Clint Walker, Liberace and a host of others.

Rheo Blair died on Oct. 6, 1983, at the age of 62. Blair's lifestyle (articles about Blair in the 1950s and 1960s sometimes mentioned a girlfriend, but he had become increasingly open about his homosexuality as he got older) led to an estrangement from his family and they destroyed most of his papers after he died, so many of his secrets were lost forever.

Fortunately, his legacy lives on in the pages of his two publications and older issue of major bodybuilding magazines, as well as in the memories of those who knew him.

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What was in Blair's Protein?

So what exactly was in the Rheo Blair protein formula? What made it so different?

Blair's protein was manufactured from calcium and sodium caseinate derived from nonfat dry milk, lactalbumin (egg white protein) and dried whole eggs. It also included iron phosphate and natural vanilla flavoring. The powder was originally flavored with the artificial sweetener cyclamate, until the government banned it as a carcinogen in 1969. Briefly the powder was unsweetened, save for natural milk sugar (lactose), though Blair later came out with a protein powder sweetened with fructose.

A 1/4th cup serving (about the size of a single scoop provided with most protein powders) provided 102 calories, 17.5 grams of protein, 7 grams of carbohydrate and 0.6 grams of fat. There were three things that made Blair's protein different from the other brands on the market. First, the milk and eggs were processed by a special low-heat vacuum method that precipitated the protein in an undenatured form.

The low-heat process was exclusive to Blair and meant that little nutritional value was lost in the manufacturing stage. It also made for a better tasting protein powder.

Second, the ingredients were milk and egg protein. Though these later became standard in the industry until the advent of whey, during the 1950s and 1960s most protein powders contained a lot of soy protein which was cheap to produce, or they were made from meat derivatives.

Blair originated protein powders, marketing his first, a soy-based product, in 1950. He also experimented with protein extracted from meats. But his research convinced him that milk-and-egg protein was the most effective way to build muscle.

Blair based his conclusions primarily on biological usefulness, or what percentage of the protein can be absorbed and assimilated by the body. Blair wrote that eggs were the highest at 94 percent, followed by milk at 90 percent. Glandular meats ranked farther down at 77 percent. He also based his findings on observation of bodybuilders he placed on various diets, including milk-egg diets and all-meat diets. His observations showed much greater growth on the milk-egg diet. *(Incidentally, Blair was not totally against all-meat diets. He would prescribe for his clients a meat and water diet for brief periods — one to three days ; never longer than a week — as a precontest cutting regimen. Blair emphasized that bodybuilders should not expect to gain muscle with such a diet, however.)*

Blair also claimed that only milk-and-egg protein kept the body in a natural calcium-phosphorus balance, which he believed was important in building muscle. Meat products, in Blair's opinion, had too much phosphorus in ratio to calcium. Blair contended this could cause "phosphorus jitters," bringing with it anxiety, fatigue, insomnia and restlessness. Blair believed the correct ratio was two parts calcium to one part phosphorus. Three ounces of Blair's protein provided 1100 mg calcium and 675 mg. phosphorus. And there was one other ingredient missing from most of today's "more advanced" protein powders — lactose.

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LACTOSE

The one carbohydrate essential to muscular growth

Blair's protein contained 7 grams of carbohydrate per 1/4 cup serving — and that carb was lactose, or natural milk sugar. While Blair generally frowned on carbohydrates, only rarely eating fruits or vegetables, he believed lactose was essential to muscular growth.

As an animal carbohydrate, lactose is chemically different from other carbohydrates. It digests much more slowly than carbs from fruit, grains, vegetable and other plant sources.

Blair believed milk sugar was vital as it allowed the body to produce a host of B-Vitamins in the lower digestive tract and helped favorable intestinal bacteria to flourish. He also believed calcium was best absorbed in the presence of lactose. But lactose's most important role, according to Blair, was as a protein sparer. In the absence of plant-source carbs, the body converts protein into carbohydrate to meet energy needs. Blair believed lactose met many of those energy needs and helped to keep the body from converting protein into carbohydrate, thereby allowing protein to do what it was meant to do — build lean muscle tissue. The lactose content made Blair's Protein hard to digest. Blair's students took special digestive capsules of hydrochloric acid and peptain (five or six capsules with each meal) to aid in digestion. The digestibility factor is why virtually all protein powders available today have almost no lactose. Lactose may be one of the most important ingredients that made Blair's program so successful

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Why cream?

Rheo Blair was constantly experimenting with his nutritional program. One of his goals was to make his protein formula as much like human mother's milk as possible. He believed this was the best growth food of all.

Mother's milk contains high amounts of saturated fats. Blair felt cream (and egg yolks) provided the best and most palatable source of that fat. Blair also theorized that saturated fat "wrapped" the protein, slowing down digestion and making it more usable to the body over the course of the day. There was another benefit Blair may not have realized that science has confirmed for us.

In a 1997 study published in the Journal of Applied Physiology, researchers found subjects who consumed the most saturated and monounsaturated fats had the highest levels of testosterone.

Blair's program was high in saturated fats from the cream and egg yolks and also included a good amount of monounsaturated fats from his Soybro capsules, which contained crude rice, wheat and soy germ oils. Blair's diet was anabolic before the term came into common use!

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Putting it all together

From best evidence available today, the reason the Blair Program was so successful can be broken down into these elements.

1. A properly manufactured, non-denatured protein supplement from milk and eggs (casein, whey and eggs)
2. Lactose
3. Saturated fats from cream and egg yolks
4. Monounsaturated fats from rice germ oil or other sources, such as nuts and seeds or (better still) olive oil
5. Very few carbohydrates (other than lactose)

In light of current research, I would also recommend other essential fats, such as flax oil or Udo's

Perfected Oil Blend.

Though Rheo Blair is gone, we can use supplements available today to follow his program.

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How top bodybuilders followed the Blair Program

One thing to understand is that Blair's Program was not set-in-stone, one-size-fits-all, as some would believe. Blair was constantly experimenting on his students, and the students experimented themselves, shaping the basics of the program to fit their individual needs.

The most common method for taking Blair protein was to mix 1/4 to 1/2 cup of protein with 1/2 to 1 cup of cream. a few bits of canned dietetic fruit or a couple of drops of Blair's flavoring extracts (coconut, banana and black walnut) were allowed for flavor. This produced a pudding like protein meal that was eaten with a spoon.

A bodybuilder would typically have three to five of these drinks a day, depending on his bodyweight and caloric needs. Some bodybuilders preferred to have their protein as a drink and so added half-and-half or whole milk along with the cream.

Rheo Blair's Own Diet

Rheo Blair followed his own program. A typical daily meal plan for Blair would be: 1/4 to 1/3 cup of his protein mixed with cream and milk, 5 times daily
Four eggs a day, prepared in his special manner.

Blair would also four or five regular meal each week, consisting of turkey (his favorite), lamb or beef. He did not eat fruits or vegetables, except for one or two slices of tomato.

Blair's \$1,000 Method for "Cooking" Raw Eggs

Rheo Blair took four eggs a day, prepared in this manner. It is a low-heat method that kills bacteria and cooks the egg, but does not destroy their nutritional value. Blair told Iron Man writer Howard Sanford Young he considered the secret worth \$1,000, but gave the method to his students for free.

The method is simple: Heat water to a temperature of 180 to 185 degrees (Fahrenheit) in a saucepan or stockpot. Use a kitchen thermometer to make sure water stays within this

temperature range. Add eggs (in the shell) to the water and simmer at this temperature for 25 minutes. The eggs are then ready to eat or add to your protein drink.

Over the years, bodybuilders adapted the Blair Program to their own needs. Here are examples of how three top Blair students used the program at about the same time in 1965.

Larry Scott

Larry Scott, three-time Mr. Olympia, was Blair's prize student. Scott attributed 80% of his success to the Blair nutrition program. Scott's usually took three Blair Protein meals each day. His mixture was 2/3 cup protein mixed with 1 cup cream and 1 cup milk. Scott also too in three regular food meals a day, consisting of lean meat and cottage cheese, with almost no carbohydrates. He also took 3 eggs a day, either raw or prepared in the Blair style.

Gable Paul Boudreaux

Gable Paul Boudreaux was a another famous bodybuilder of the 1960s who thrived under Blair's Program. He often used very large amounts of the protein powder in his diet. At one point in his training he was mixing 1/3 cup protein powder to 1 cup of half-and-half. He consumed one glass of this mixture every hour for 12 hours a day. This gave him around 386 grams of protein per day!

Stan Brice

Stan Brice was another of Rheo Blair's most famous pupils. A typical daily diet for Brice in 1965 was:

Breakfast: 1 cup Blair Protein mixed with 2 cups cream. Along with this he would take in 15-20 of Blair's Liver capsules, 1 capsule each of Vitamin E, Vitamin C, Vitamin A and the B Complex, 15-20 Soybro capsules and 6-8 of Blair's HCL digestive capsules.

Lunch: Same as Breakfast

Dinner: Fish or steak, small salad, small serving of a cooked vegetable and 4-6 HCL capsules.

Snack: Same as Lunch or Breakfast.

How to lose fat and preserve muscle the Rheo Blair way

Rheo H. Blair's protein-and-cream program was also use by major bodybuilders to cut fat while preserving muscle. One of the more famous examples is well-

known bodybuilder Steve Davis. Davis began Blair's program on April 15, 1967 , at 285 lbs. on a 5' 11" frame. He had a solid muscular base, but it was covered by a lot of excess fat.

After eight months on the Blair program, Davis was a ripped 195 lbs! Blair's first action was to put Davis on a systematic diet. Davis consumed four to five protein meals a day, made from ½ cup of protein powder mixed with ½ cup of cream. He was allowed to use Blair's flavorings and a tiny bit of dietetic canned peaches or strawberries in the custard-like protein meal. He also took a quart of certified raw milk each day and two or three eggs each day, cooked in the low-heat Blair method. Davis would also have meat, usually in 4 oz. portions, two or three times a week. Blair prescribed the following supplement regimen for Davis:

Liver Extract: 30 to 50 capsules per day
B-Complex: One capsule four times daily
Choline: 18 capsules a day
Peptain HCL: Five or six capsules at each meal.
Vitamin E: Five 200 IU capsules per day (1000 IU)
Vitamin C: Six capsules per day (3000 mg)
Calcium: Five per day.
Soybro: Five or more capsules per meal, averaging 30-60 per day

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Rheo Blair's recommended supplements

Rheo Blair was best known for his protein powder. But Blair also manufactured a line of supplements, including some intriguing concoctions such as Soybro and his famous Liver Extract, which was said to be very beneficial for skin tone. Blair's supplement program can, for the most part, be duplicated with quality supplement products available at your local health food store, or on the Internet. Some, such as his Liver Extract, have no equivalent currently available.

BLAIR'S PEPTAIN HCL: This is the special digestive used to help Blair's students digest his high-lactose protein product. Dosage: 6-8 with every meal.

BLAIR'S LIVER EXTRACT: This product contained 500 mg of liver fractions in a free, available form. Blair considered this far superior to desiccated liver. Dosage: 30-60 per day (or more) **BLAIR'S SOYBRO:** Each capsule of this fatty acids

product contained 360 mg of crude germ oils (rice, wheat and soy.) Dosage: 30-60 per day

BLAIR'S B-COMPLEX: Three capsules a day supplied 1,695 mg of all B-Complex vitamins.

BLAIR'S CHOLINE PLUS: A lipotropic meant to be used only with Blair's B-Complex ("to maintain balance.") 3 or more per day. Up to 18-20 if fat loss was the main goal.

BLAIR'S VITAMIN E: All natural derive from vegetable oils. It was available in three strengths, 100 International Units, 200 IU or 400 IU. 3-5 per day (1000mg or more daily)

BLAIR'S IRON PLUS: Supplied iron in natural form, along with zinc, copper and manganese in proper proportion. Three capsules a day supplied 5000 micrograms of biotin, 200 micrograms of B-12, plus ten other nutriments.

BLAIR'S CALCIUM PLUS and BLAIR'S CALCIUM P-F: Calcium supplements that also contained Vitamin C, Vitamin D and Hydrochloric Acid for proper digestion. The Plus formula was non-constipating and was designed to help irregularity. The P-F formula was for those with no elimination problems. 2-5 per day.

BLAIR'S BIO-PLUS: Each capsule contained 500 mg of lemon bioflavanoids with hesperidin, 50 mg of rutin and 150 mg of Vitamin C. 2-5 per day.

BLAIR'S VITAMIN A: from fish liver oil, each capsule contained 25,000 U.S.P. units of Vitamin A. 3 per day

BLAIR'S VITAMIN C: Super strength Vitamin C that provided 500 mg per capsule. 6 per day (3000mg)

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How to follow the Rheo H Blair Program today

The overweight bodybuilder who wishes to lose fat should follow Steve Davis's program

(outlined earlier) as closely as possible, including recommended supplements (your favorite brand.) I would suggest adding ½ cup of milk to the every 1/4 cup of protein powder for lactose, as most powders today are lactose free (or close to it.) This means an HCL digestive product is necessary. For bodybuilder looking to pack on massive lean muscle, start with the basics.

Blair's basic program

This was the program Blair prescribed to the general public with his Protein Powder

½ cup Protein Powder

8 oz cream

2 oz milk

(mixed to a pudding-like consistency and eaten with a spoon or fork. Flavoring extracts could be added for flavor, as well as small amounts of dietetic canned fruit.)

Considering how most protein powders are made today, I would also add and additional 1 cup of milk (preferably certified raw) to each mixture. This will make it more of a drink, but also adds the essential lactose in about the same ratio as Blair's Protein.

Specifically, add ½ cup milk to each 1/4 cup protein powder.

I also recommend adding monounsaturated fats to the drink; 1 teaspoon to 1 tablespoon of olive should be fine (a max of 2 tablespoons of olive oil a day should be just about right). Other essential fat can be obtained from flax oil or Udo's Perfected Oil Blend. Also, you can add a raw egg (be advised that there is danger of salmonella. Do so at your own risk.) Or an egg cooked in the Blair manner. You will have to use a blender if you add an egg.

Start by having three drinks per day and three meals of lean meats (chicken, beef, fish, pork or lamb.) You can have a small salad with two of the meals, but make sure the dressing you use has few or no carbohydrates. *Note: Blair recommended that little or no liquid be consumed with solid food meals. He preferred his students to chew thoroughly and felt that excess liquids interfered with proper digestion. About ½ cup of water was allowed with each solid food meal.*

As you progress, you can add more protein drinks and drop meals. Advanced Blair students often took no more than 3-5 solid food meals per week, living on his protein/cream mixture and supplements the rest of the time.

One thing to remember is that Blair's Program was not set in stone. He constantly experimented with his mixture, as well as with different nutrition and supplement plans customized to individual bodybuilders.

And many of the bodybuilding stars of the 1960s also customized their programs to suit

themselves, but always used the protein/cream mixture as a base. You may have to do some experimenting to find out how to best use the Blair Program to meet your goals.. *(A note on nutrition: Since protein powders vary in calories, protein content, etc., you will have to figure your protein requirements and adjust your intake accordingly. as a minimum is 1 gram of protein per pound of lean body weight. Blair's students often took in more. You will have to determine what works best for you, but use the 1 gram per 1 pound as your minimum.)*

Combine this program with quality supplements (dosage in accordance with Blair's recommended dosage for his line of supplements) that are currently available at health food stores, gyms and online and you will be on your way to building the body you want! *Note: Do pay attention to your intake of calcium and phosphorus. Read your protein powder and supplement labels to make sure your are getting the 2 to 1 calcium to phosphorus ration and adjust with supplements as necessary.*

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Pre-Contest Cutting

Rheo Blair would prescribe for his clients a meat and water diet for brief periods — one to three days; never longer than a week — as a pre-contest cutting regimen. Six meals of large amounts of meat and nothing but water to drink. However, Blair emphasized that bodybuilders should not expect to gain muscle with such a diet.

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Recommended Protein Powders

Blair Protein

Jim Shiblom of Atlanta, Ga., owns the trademark for Blair's protein today. He had been selling it in 25 or 50 lb. quantities to gyms and health food stores, but now it is available in 2 lb. bags. For more information, visit their Websites at : <http://www.,rheoblair.com>

<http://www.rheoblairinfo.esmartweb.com> Is it the same as Blair's original protein powder? The manufacturer says it is the same formula. And there is an article from *Muscle Mag* on their Website supporting their claim. I suggest you try it for yourself and decide.

Other Recommended Blends

In my opinion, your best choice among commercial protein supplements available today is a blend of proteins that includes casein, egg and whey. Among the finest ... *From ISS RESEARCH Pro M3 Protein Blend*: Pro M3 provides as a blend of 3 proteins that are fast acting, most absorbing and free of all the things your body doesn't need! ProM3 is as a protein powder like no other. It contains as a revolutionary blend of 3 proteins: Whey, Casein and Egg Albumen. PLUS: No added sugar & corn syrup, no oils & fillers and no mono & di glycerides. (Ingredients: Pro M3 (Proprietary Protein Blend consisting of whey protein concentrate, calcium caseinate & egg albumen), cocoa powder, ISSOE3 (proprietary enzyme blend consisting of protease, lactase, amylase) natural and artificial flavors, sucralose.)

From OPTIMUM NUTRITION

Pro Complex: Optimum Nutrition introduces a Bigger and Better Pro Complex. This advanced formula contains a 55 g multi-protein blend consisting of Whey Protein Isolates, Whey Protein Concentrate, Egg Albumen and Hydrolyzed Whey Peptides. More BCAA's and Glutamine give it an amazing amino acid profile. Now Aspartame Free, Pro Complex provides a comprehensive blend of vitamins and essential minerals and 250 mg of the patented digestive enzyme Aminogen in every serving! Best of all, it tastes great and is instantized to mix easily with a spoon! (Ingredients: Pro Complex Multi-Protein Blend (Whey Protein Isolate [from Ion Exchange and Cross Flow Microfiltration], Ultrafiltered Whey Protein Concentrate, Egg Albumen, Hydrolyzed Whey Peptides), Cocoa, Natural & Artificial Flavor, Lecithin, Vitamin Blend (Ascorbic Acid, Chromium GTF Polynicotinate, d-alpha Tocopheryl Succinate [Natural Vitamin E], diCalcium Phosphate, Biotin, Vitamin A Palmitate, Niacinamide, d-Calcium Pantothenate, Cholecalciferol, Folic Acid, Pyridoxine Hydrochloride, Riboflavin, Cyanocobalamin), Acesulfame Potassium, Salt, Sucralose(Splenda Brand)

From UNIVERSAL

Animal Max Protein: Animal Max is the final piece of the "Animal" puzzle. Designed exclusively for hardcore, competitive bodybuilders, our line of "Animal" supplements – Animal Pak, Animal Stak, Animal Snak - will help you pack on mass like never before. Animal Max is a premium protein blend spiked with creatine, glutamine, and tauas aine. Utilizing the latest in protein technology, Animal Max optas amizes protein synthesis and anti-catabolism due to its unique blend of whey isolates/hydrolysates, isolated casein peptides and pure egg albumin.

(Ingredients: Animal Max Protein Blend (consisting of whey concentrate, isolated caseins a peptides, instantized egg white protein, whey isolates, hydrolyzed whey and glutamine peptides), creatine monohydrate, L-glutamine, glutamine peptides, L-taurine, natural and artificial flavors as a guar gum, acesulfame potassium and stevia. 1 SKW Creapure creatine 2 This 1g of added glutamine is in addition to the over 4g of naturally occurring glutamine and glutamine peptides contained in the Animal Max protein blend.)

From CYTOSPORT

Muscle Milk: Muscle Milk is an "evolutionary" muscle formula promoting efficient fat burning, lean muscle growth and fast recovery from exercise. Metabolically favorable ingredients stimulate growth and recovery in a similar manner to mother's milk nourishing a baby. Creatine Production: Patent-pending, medically proven EndoCreatine gives you maximum benefits of creatine loading and storage by increasing your body's natural production of creatine. Efficient Energy Production: Lean Lipids are special fats that are easily mobilized for workout energy, enhance your body's fat metabolism and promote protein synthesis, anti-inflammatory effects and mineral retention.

Muscle Growth and Repair: EvoPro is a complex ratio of proteins, peptides and amino acids designed to replicate the amazing benefits of mother's milk for rapid tissue growth and repair. (Ingredients: EvoPro custom evolution-based protein, peptide and amino acid matrix designed to closely reflect the nitrogen components and ratios found in human mother's milk (Micellar Alpha and Beta Caseins and Caseinates, Whey Concentrates rich in Alpha-Lactalbumin, Whey Isolates, Whey Peptides, Purified Bovine Colostrum Extract rich in Secretory IgA and IGF-1, Glutamine Peptides, L-Taurine, Lactoferrin).

The above are my top picks for Protein Blends. However, there are other fine quality proteins on the market, including:

Beverly International's ULTRA SIZE (available at www.beverlyinternational.com and at other online retailers)

Dave Draper's BOMBER BLEND (available from www.davedraper.com)

Larry Scott's HYPER GROWTH (available from www.larryscott.com)

For post-workout, you may prefer an all-whey protein. It's hard to beat Optimum Nutrition's 100 Percent Whey. Excellent taste and quality at a low price

A Note on Sources

Most of Blair's writings have been lost. Luckily there are three major written resources for those interested in Rheo Blair: Irvin Johnson's Scientific Bodybuilding and Nutrition Course. (1951, published by Irvin Johnson) The Blair Report (1968, published by Rheo Blair) Also, I have amassed a complete

collection of Peary Rader's Iron Man magazine from 1950- 1984. Those issues of this magazine remain the best source for Rheo Blair's writings and methods. This report could not have been written without them. Additionally, I want to thank the many friends and students of Rheo Blair who graciously answered my questions.

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