



REVEALED: SPORT'S WEARABLE STEROID!

ZOO looks at the latest sci-fi kit that may have played a part in the Boks' World Cup triumph. Or maybe we're just better than the rest...

What links South Africa's Rugby World Cup triumph, English rugby's prop monster Andrew Sheridan and Portsmouth's shock English Premier League surge? The answer is their kits. To be precise, their Canterbury IonX kits. Or, as some people like to call them, their "wearable steroids".

The Springboks' 2007 tops, plus the undershirt body armour of both flying winger Bryan Habana and raging bull Sheridan, as well as this season's Pompey kit, feature Canterbury's Ionised Energy Fabric technology, which boosts the body via "a negatively charged electromagnetic field". The actual team jersey incorporates the IonX technology so every player on the field is benefiting from it. Each shirt is coated in a liquid formula, which creates a process of ionisation in the body.

Basically, it improves the delivery of oxygen to the muscles through the bloodstream. It offers a proven 2.7 percent power, stamina and recovery

improvement. The increased level of performance happens thanks to the flow of oxygen-enriched blood, which creates more energy in the body's muscles. Recovery-wise, the greater transfer of blood to the muscles removes waste, such as lactic acid, more efficiently – science fact even if it sounds like science fiction!

But is it doping? Apparently not, as it uses physics, rather than chemistry. Both the world's rugby authorities and the English FA are happy, while the Premier League, which passed the kit as fair, assures ZOO that they "check to ensure that all kits comply with the rules". Makers, Canterbury, claim it's 100 percent legal. "We've consulted with medical and legal experts and there are no issues" they say. Think

about Danie Rossouw's nailscraping last-ditch tackle (see below) on England winger Mark Cueto, which just pushed his leg onto the touchline in the World Cup Final. His jersey may have made the 2.7 percent difference between Cueto being out and scoring – thanks Canterbury! Pity it didn't help other wearers Australia, Ireland or Scotland, but maybe they're just kak at rugby!



"The preliminary findings of a study have indicated that athletes wearing IonX treated garments demonstrate an improved level of power output during repeated, short-duration maximal efforts"

Professor Mike Caine, director of the Sports Technology Institute at Loughborough University



WHO USES IONX?



The Boks
Won the RWC without losing a game and Bryan Habana was top of the try-scorers list, equalling Jonah Lomu's World Cup record. It must work then!



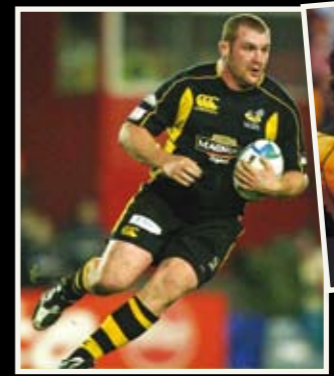
Andrew Sheridan
Almost single-handedly crushed Australia's World Cup chances by demolishing their front row. All done while wearing IonX body armour.



Portsmouth FC
Currently flying high chasing a Champions League spot in the English Premier League. Their Zimbabwean striker Benjani Mwaruware has shot to the top of the Premiership scoring charts since pulling on the IonX jersey.



Jim Furyk
US golfer who has rocketed up the world rankings to third in the world.



London Wasps
The Guinness Premiership rugby side is flying high in Europe's Heineken Cup competition.



Australia, Scotland, Ireland rugby teams
Not much of an advert for Canterbury's high-tech jersey at the RWC. Maybe the Six Nations is the better tournament to rate Ireland and Scotland's level of play.

THE MAN IN THE KIT OR THE KIT ON THE MAN?

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