

Image and Performance Enhancing Drug use

Research at LJMU Conference

13.10.2017

Maritime Museum,
Liverpool

Welcome

Drug use is often portrayed and perceived as a hedonistic pursuit of pleasure; whether through the use of thought-expanding hallucinogens, the excitement of stimulants or the euphoria of opiates. However, there are many drugs that are typically used neither as a means for instant gratification nor for the treatment of illness but instead to improve on an individual's appearance or performance.

Collectively termed Image and performance enhancing drugs, these substances increasingly represent a challenge to public health and reflect a society that expects "a pill for every ill" and for some, the aim to be "better than well". The pursuit of excellence and the attempt to surpass one's natural potential is by no means a new phenomenon. In fact, throughout history the human condition has been characterised by mankind's endeavour to gain an advantage over his competitor and the environment. The IPED research group has been developed to bring together a range of expertise and disciplines to explore this complex phenomenon.



Guest speaker – William (Bill) Llewellyn

William Llewellyn is a scientist and author in the field of nutrition and hormonal medicine. He is currently CEO and Director of Research and Development for Molecular Nutrition, a popular sports supplement manufacturer. He also the founder of HRT-Rx, a national network of age management physicians.

As an inventor, Llewellyn has been granted patents on several performance-based nutritional supplements, and entered into licensing agreements with some of the industry's largest companies including Cargill Inc. and Universal Nutrition. William has also served as technical consultant for various movies, TV shows, and books, including the critically acclaimed documentary film Bigger Stronger Faster. He has also lectured at international medical conferences, and appeared in major media including EPSN, FoxNEWS, and ABC TV. He is the author of several books including ANABOLICS and the Sport Supplement Reference Guide.

William is considered to be a leading US authority on the misuse of anabolic steroids within the general population.

Morning session

10:00	Intro	Introduction to IPED research at LJMU
10:10 - 11:10	PHI	Jim McVeigh – Changes in use and concerns over last 20 years
		Professor Viv Hope & Emma Begley – Latest data from the national IPEDinfo survey and implications for health
		Harry Sumnall – New research in education & prevention
11:10 - 11:30		Refreshment break
11:30 - 12:30	RISES	Dr David Tod – Identity and drugs
		Professor Claire Stewart – What science tells us about muscle development and manipulation
		Dr Neil Chester – Doping, sport and the wider population
12:30 - 13:00	PhDs	Professor Marie Claire Van Hout (Chair)
13:00 - 14:00	Lunch	Lunch break

Afternoon session

14:00	Business School	Professor Shona Bettany – Sexual risks in male drug users
14:15	SSLN	Dr Ian Davies – New Project: Anabolic steroid use in male bodybuilders - implications upon cardiometabolic health
14:35	Bill Llewellyn	SARMs, Peptides & other Emerging Drugs
15:00	Joe Kean & Bill Llewellyn	A conversation with...
15:30	Close	Gillian Hutcheon – Head of IHR – reflections, thanks and close

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