

Holly Holm To Endorse Products Prohibited By UFC

Holly Holm, the American mixed martial artist who competes in the Ultimate Fighting Championship bantamweight division, has signed a new endorsement deal with a supplement company that makes a number of products that contain a stimulant included on the prohibited substances list of the World Anti-Doping Agency.

Holm recently agreed to a two-year deal and she will be seen pictured next to five bottled products of the company in a new advertisement. Three of these products are advertised as containing DMAA.

The UFC women's bantamweight and former world boxing champion would be seen endorsing DMAA (chemical name [Dimethylamylamine](#)) that is a performance enhancing drug banned by WADA as it aids in fat loss and promotes [muscle growth](#). Dimethylamylamine is banned by the UFC, the World Anti-Doping Agency, and the Food and Drug Administration.

This is the second time that Holm has associated herself with a company making banned supplements. Holm has been tested seven times since the inception of [anti-doping program](#) of the UFC in July and all of her results have been negative.

In a statement, the UFC said Holly Holm is a great UFC champion and a role model for the sport of mixed martial arts. It was further added that the UFC organization has not researched the company that is sponsoring Holm, and UFC does not condone any athlete that uses a substance on the World Anti-Doping Agency's Prohibited List.

Holm will defend her bantamweight title that she swiped from Ronda Rousey last November against Miesha Tate on March 5. Holm (10-0 MMA, 3-0 UFC) looks for her first title defense when she meets Miesha Tate (17-5 MMA, 4-2 UFC) in UFC 197's pay-per-view co-headliner on March 5 in Las Vegas. This was after Rousey requested and received additional time off after an immediate rematch at the UFC's blockbuster UFC 200 show on July 2 was tentatively scheduled. The second fight between Holm and Rousey is expected to challenge UFC pay-per-view and live gate records.

Meanwhile, UFC women's bantamweight contender Miesha Tate has remarked she is not in favor of a second go-around between champ Holly Holm and Ronda Rousey. Tate (17-5 MMA, 4-2 UFC) argues she is a better candidate for the title and added she is not a fan of the rematch in that amount of time, because with everything else that Ronda has going on, plus her injuries, she just do not think it is going to amount to a good outcome.

UFC president Dana White said UFC fans will see Ronda Rousey fight again. White added Ronda has dedicated the last three-plus years to working hard here. Not just fighting, but promoting and taking the sport and the UFC to a whole other level and Ronda has some well-deserved time off, but she will fight this year.

Holm's longtime manager, Lenny Fresquez, recently confirmed Holm has inked a multiyear contract extension to remain with the UFC. Fresquez said we have officially signed a multiyear extension with the UFC and went on to add that we've signed an extension, and we're very happy with the extension.