Pressure to win as an individual

Consequences when found guilty - You could be banned for life! You will also be seen as a cheat and a bad role model forever.

Loss of sponsorship

Unfair advantage compared to those athletes not taking them.

Damage the reputation of the sport.

Many performance-enhancing drugs pose severe health risks.

You wouldn’t be able to trust the results of events

Perception that other athletes are taking them.

Financial benefits from success

Gain an advantage over other athletes.

Pressure of the whole nation – ‘The whole country is relying on us to win.’

To improve their own performance

You could be stripped of any medals / trophies won.

Pressure from coaches