

Protein POWER



What is Protein and why we need it

Protein is a macronutrient meaning you need lots of it. It builds and maintains lean muscle mass, strengthens the immune system, repairs damaged cells and tissues, manufactures hormones and is a source of energy. Dietary protein can come from whole-food sources or from protein powder supplements.

When you eat protein the digestive process breaks down the protein molecule into amino acids. For a protein source to be complete it must contain all nine essential amino acids, which can only be supplied from food since the body cannot manufacture these. Of the nine essential amino acids, three are known as branched-chain amino acids (BCAA) — leucine, isoleucine and valine. The BCAAs act as building blocks for protein and lean muscle and have received much attention in the exercise and body-building world. Quality protein powders are usually enhanced with essential amino acids to up their amino acid profile. Generally, animal sources of protein such as whey and egg offer the best amino acid profile and bioavailability, with plant-based protein sources coming in second.

The benefits of quality Protein Powder Supplements

Protein powders offer an easy and convenient way to increase the amount and quality of your daily protein intake. The powders easily mix with liquids to create a shake or smoothie, or incorporate the powder into other foods like cereals, baked goods, yogurt or pudding. They come in a variety of flavours to suite your taste buds. The powder itself needs no refrigeration. Depending on the source of the protein powder, it can offer specific fitness benefits. For instance, whey-based protein powders contain high levels of muscle-building BCAAs and aid in exercise recovery. Protein powders containing casein supply the body with a slow-digesting form of protein, which ensures your cells receive a steady supply of amino acids.

Do you need a protein powder supplement

Many different types of protein powders are available to choose from, each with its unique properties and benefits. Determine whether you can benefit from a protein powder supplement by asking yourself the questions below:

- Do I need to maintain or increase lean muscle mass?
- Do I need to lose weight?
- Is my health weak or do I get sick often?
- Am I rushed and don't always eat properly?

If you answered yes to any of these questions you could probably benefit from a protein powder supplement added to your diet.

See the next page for a mini guide to help you choose a protein powder that best fits your needs.

Protein Supplements



Nature's Harvest

BEST USE — Daily nutrition. Vegetable protein plus most of the daily values for 18 essential nutrients per serving. Nature's Harvest drink mix packs powerful nutrition. It contains whole foods, greens, vegetable protein and many other nutrients.

BENEFITS INCLUDE:

- 13 g of protein/110 calories per serving.
- Contains green foods, antioxidants, essential fatty acids, nutritive herbs, fibre and more.
- Supports the intestinal and circulatory systems.
- Suitable for vegetarians.
- Dairy free, lactose free and gluten free.



SmartMeal

BEST USE — Meal replacement and weight loss. A delicious, healthy drink that's only 130-140 calories and containing nutrients for the maintenance of good health and energy production. For weight loss: Replace one meal per day with this SmartMeal Shake. The soy protein in this formula is non-GMO, and provides all of the essential amino acids that your body needs, which makes it a great complement to a vegetarian diet.

BENEFITS INCLUDE:

- 15 g of high quality, vegetable-based protein, providing all essential amino acids per serving. 130 calories.
- Ideal for vegetarian and low fat diets.
- Provides over 20 vital vitamins and minerals, plus essential fatty acids including omega 3.
- Makes an excellent foundation mix for smoothies.



Nutri-Burn

BEST USE — Whey protein which provides all nine essential amino acids and is the most beneficial type of protein for the building of lean body mass. Enriched with CLA (conjugated linoleic acid). Studies on CLA have shown that it increases lean body mass.

BENEFITS INCLUDE:

- 24 g of high-quality whey protein/170 calories per serving.
- Cholesterol-free.
- Low in fat and free of saturated fat.
- Enriched with CLA (conjugated linoleic acid).



IN.FORM Whey Protein Drink Mix

BEST USE — Whey protein provides all nine essential amino acids and is the most beneficial type of protein for the building of lean body mass. A unique nutritional formula of protein isolate, vitamins, minerals and antioxidants.

BENEFITS INCLUDE:

- 20 g of high-quality whey protein per serving.
- 2 grams of phytosterols which may reduce the risk of heart disease.
- 180 calories per serving.
- Cholesterol-free.
- Low in fat.



IN.FORM Pea Protein Drink Mix

BEST USE — Excellent source of protein (amino acids) which helps build and repair lean muscle and body tissues. A unique nutritional formula of protein isolate, vitamins, minerals and antioxidants. Easily digested and well tolerated.

BENEFITS INCLUDE:

- 20 g of vegan pea protein per serving.
- 2 grams of phytosterols which may reduce the risk of heart disease.
- Free from common allergens; dairy-free, lactose-free, gluten-free, soy-free.
- Certified for vegan diets.