



PROTEIN answers

WE BELIEVE GENETIC NUTRITION IS THE BEST FUNCTIONAL PROTEIN SUPPLEMENT YOU CAN BUY.

Adequate protein intake is vital for the growth, maintenance, and repair of all body cells, including muscle. Protein also plays a crucial role in metabolism, immune function, enzyme production, and hormone production. However, the majority of protein powders on the market today are full of toxins, artificial flavors, genetically modified raw materials, artificial sweeteners, fillers, binders, and poor protein sources. Genetic Nutrition contains only seven all-natural ingredients and each component has a purpose beyond its macronutrient profile. Genetic Nutrition is hand weighed and filled to avoid the use of any fillers, binders, and flow agents.

COLOSTRUM: EVERY MAMMAL'S FIRST FOOD

“Colostrum is the most potent natural immune booster known to science.” (Uruakpa et al). Colostrum, also known as first milk, is a milk-like substance produced by the mammary glands in the last days of pregnancy and the first days after birth. It is to be consumed by the mammal as the first food due to its composition of biologically active substances that are essential to development. The constituents include immune-regulating substances, vitamins, minerals, and proteins that are crucial to survival. In fact, there are many research findings indicating that if an adequate amount of colostrum is not consumed in the first hours of life, the animal has a significantly increased chance of death. DNA Sports Performance Lab's bovine colostrum is the high quality first milking of the animal no more than six hours after birth. In addition to immunity, colostrum offers a wide range of benefits from its many natural constituents.

RECENT RESEARCH ON COLOSTRUM

- > Brinkworth and Buckley (2003) found that adult participants who were supplementing with bovine colostrum reported significantly less cold and flu-like symptoms than participants supplementing with whey protein.
- > Shing et al. (2006) found that cyclists supplementing with colostrum while training at a high intensity improved performance from baseline, increased intensity without an increase in heart rate, and inhibited a decrease in ventilator threshold when compared with the placebo.
- > Brinkworth et al. (2002) demonstrated the blood buffering capacity of colostrum by administering colostrum or placebo supplements to female athletes. The experimental group had significantly improved buffering capacities, blood lactate concentrations and blood pH measures compared with the control group.
- > Antonio et al. (2001) found a significantly increased lean body mass in adults supplementing with colostrum, while those on placebo gained a significant amount of weight with no desirable effects on body composition.
- > Hofman et al. (2002) found that sprint test performance was significantly improved in male and female athletes who were supplementing with colostrum compared to those supplementing with whey protein.

* It is important to note that although colostrum is a milk-product, its composition is so different from regular milk that it contains 75% less lactose. This makes colostrum safe for those who suffer from lactose intolerance.



WHY EGG PROTEIN?

All functions in our body, from hormone production to muscle and bone growth are the actions of proteins. In order to repair and replace cells in our bodies, we must ensure that we are consuming proteins that consist of enough of all of the amino acids, the building blocks that make up proteins.

Protein quality is determined by several factors, including the number and concentration of essential amino acids (EAAs), the ability of specific EAAs to stimulate protein synthesis, and the capacity of the protein to supply those EAAs to an individual. Egg protein is a high quality protein due to its complete amino acid profile, high leucine content, and fast-digestibility. In 2009, Moore, et al. found that egg protein in doses of 20 grams taken post exercise maximally stimulated protein synthesis of plasma proteins and skeletal muscle.

Egg white proteins are a clean, healthy source of protein. With the prevalence of genetically modified foods in our country, it is important to stay informed about the foods we are putting into our bodies. Thousands of products on the shelves of our local grocery stores contain ingredients that are genetically modified; approximately 80%. This is very disturbing, since research has still not ruled out the possibilities of adverse, long term health effects from these products, and foods made from genetically modified foods do not require labels specifying them as GMO.

Genetically modified soy and rice, and all of the products that are made from them, are especially prevalent. Hundreds of companies

include soy and rice products in their proteins. Rice and soy products are not ideal ingredients in protein for numerous reasons. Rice proteins do not contain all of the essential amino acids and therefore are not complete forms of protein. Even wheat and corn contain more grams of protein per same size serving than brown rice does. Egg whites are a better source of leucine than rice and have an anti-inflammatory effect, whereas rice is strongly inflammatory. Along with rice, soy is also a lower quality protein than egg. Soy contains less leucine, and in a study conducted by Hartman et al. (2007) during 12 weeks of training it was found that soy produced no significant differences in fat and bone free mass or fat mass compared with the placebo. Moreover, soy contains phytoestrogens, which have the ability to cause increases in estrogen levels.

Whey is another type of protein often used in the protein products of other companies. Whey is comparable to egg white as far as amino acid profile and leucine content, but products made with whey generally contain more cholesterol and sugar as well as artificial flavors, artificial sweeteners, detergents and other chemicals to improve the taste, texture, and smell. And, the “purest, most superior” type of whey, whey isolate, is highly processed and devoid of the vitamins, minerals, healthy fats, and alkalizing factors that it once possessed as a whole protein. In addition to these negative aspects, soy and milk allergies (whey is a milk product) are two of the most common types of food allergies and lactose intolerance is an ailment affecting over half the adults in the United States, making egg protein a high quality alternative.

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WHY FLAX SEED?

Flax seed has been considered a super food dating back to ancient times. Recently, flax seed has been used as a functional food due to its incredibly high fiber and fatty acid content. Currently, the mean dietary fiber intake in Western societies is below that of the recommended daily level of about 30 grams per day. Eating too little fiber can potentially cause numerous health problems. Research has shown that consuming a high fiber diet has been linked to decreases in total cholesterol, LDL cholesterol, glycemic response, glucose absorption, reduced blood pressure in hypertensive patients, reduced risk of coronary heart disease, and reduction of symptoms in patients with irritable bowel syndrome. Flax seed consists of 40% dietary fiber, making it an excellent source of both soluble and insoluble fibers.

Perhaps most importantly are the wide range of health benefits that the fatty acids in flax seed provide. Most people who are consuming a Western diet have an intake that is high in omega-6 fatty acids and deficient in omega-3s. A diet that is too low in omega-3 fatty acids can have many detrimental health effects. It has been found that supplementing with essential alpha-linolenic acid (ALA) (one of the omega-3s found in high concentrations in flax seed) has protective effects against cerebrovascular stroke, inflammatory reactions, platelet aggregation, vasoconstriction in blood vessels, heart attacks, fatal heart disease and certain types of cancer.

WHY COCONUT?

Coconut flour, unlike wheat flour, is gluten-free, contains three times as much fiber, and more protein than any other flour. Reduced LDL cholesterol levels and triglycerides, reduced risk of cardiovascular problems, diabetes, and certain cancers are just a few of the benefits associated with a healthy fiber intake. High fiber foods also provide a more satiated feeling, making weight control easier and helping to regulate the bowels. Additionally, because the fiber content is high, net carbohydrates are low. So for those who are counting carbs, coconut

flour has less than half compared to both wheat and whole grain flour. Coconut is also a low glycemic food (GI of 45), which means that it will not cause dramatic spikes in blood sugar levels. The coconut's protein and fiber content are not its only advantages. Coconuts are the richest source of medium chain triglycerides, a healthy saturated fat that is hard to find in most of the foods we eat. Medium chain triglycerides are chains of fatty acids that have been used for decades as treatments in wound healing and recovery as well as many digestive and metabolic health conditions. These fats are digested easily, can be burned as fuel-like carbohydrates, have a very low tendency to be deposited as fat, and even aid in vitamin and mineral absorption. Animal studies have shown that supplementing with medium chain triglycerides can lower total body weight and adipose tissue weight when taken in exchange for long chain triglycerides.

WHY PALM NECTAR?

Palm nectar is the natural sweetener from a coconut. Because its glycemic index is low and will have only a minimal impact on blood sugar levels, this sweetener is a great option for health conscious people, including diabetics. Palm nectar is rich in amino acids, vitamins, minerals, and other healthful nutrients and has no more calories than other types of sugar. In comparison to refined table sugar, palm nectar contains more boron, zinc, iron, copper, nitrogen, phosphorus, potassium, calcium, magnesium, sodium, chloride and sulfur per serving. The presence of potassium, magnesium, and chloride are especially important because these are electrolytes that work to maintain hydration, muscle and organ function, and nerve activity. Palm nectar also provides more thiamine, riboflavin, pyridoxine, folic acid, nicotinic acid, pantothenic acid, biotin, inositol, choline, and vitamin B-12 than refined table sugar. Additionally, while table sugar contains no amino acids, palm nectar contains 16 of the 20 amino acids.

NON-NUTRITIONAL ADDITIVES

Unfortunately, there are over 300 chemicals used in the manufacture and processing of foods. The average American household spends about 90% of their grocery budget on processed foods. These manmade chemicals are foreign to the body and cannot be processed, often resulting in health complications. Additives come in the form of flavor enhancers, preservatives, artificial flavors, artificial sweeteners, dyes, fillers, and binders. These additives provide no nutritional value and are linked to weight gain, obesity, chronic inflammation, headaches, tumors, cholesterol issues, growth hormone suppression, thyroid hormone suppression, chronic fatigue, migraines, depression, and increased cancer risk.

Check for these on your food labels:

- Monosodium Glutamate (MSG)
- Aspartame
- Aceulfame-K (ACE-K)
- High Fructose Corn Syrup (HFCS)
- Sodium Sulfite
- Sodium Nitrate/Nitrite
- Potassium Bromate

all-natural, healthy & delicious

GENTETIC NUTRITION

Genetic Nutrition is a functional food mix that delivers 25 grams of complete protein, 800 mg of Omega-3, 600 mg of IgA and 74 trace minerals and electrolytes per serving. All of the ingredients chosen for Genetic Nutrition are functional foods that work together to protect, nourish and revitalize the body. Genetic Nutrition can be used as a meal replacement or post workout protein to enhance recovery and results without compromising your health.

INGREDIENTS

Egg albumin, flax meal omegas, bovine growth factors (colostrum) and immunoglobulin, coconut flour, palm nectar, polyelectrolyte delivery system, stevia

Polyelectrolyte delivery system: A naturally occurring organic blend consisting of 74 micronized ionic minerals, electrolytes, and enzymes.

Nutrition Facts

Serving Size: 3 Scoops
Servings Per Container: 15

Amount Per Serving			
Calories	140	Calories from Fat 20	
		% Daily Value †	
Total Fat	2g	3%	
Saturated Fat	0g	0%	
Trans Fat	0g		
Cholesterol	5mg	2%	
Sodium	285mg	12%	
Total Carbohydrate	4g	1%	
Dietary Fiber	2g	8%	
Sugars	1g		
Protein	25g	50%	
Vitamin A	0%	Vitamin C	0%
Calcium	5%	Iron	2%

Ingredients: Egg Whites, Flax (Seed), Colostrum (Bovine), Coconut Flour, Cocos Nucofera (Nectar), Stevia (Leaf) and Shilajit.



RECIPES

SWEET POTATO PIE

- 3 Scoops of Genetic Nutrition
- 1 cup of cold spring water or almond milk
- 1/2 cup of ice
- 1 baked sweet potato (room temperature)
- 1 tbsp of almond butter
- 1 tbsp of raw unprocessed honey
- Dash of cinnamon

WAFFLES

- 3 Scoops of Genetic Nutrition
- 1 cup of cold spring water or almond milk
- 1/2 cup of ice
- 1 tbsp of raw lucama
- 1 tbsp of almond butter
- 1 tbsp of maple syrup