

Think it. Feel it. Create it.

©2010 Creo Mundi Inc. www.creomundi.com

Taking Protein Out of the Gym and Into the Kitchen

—How to Help Improve Your Overall Health With A High Quality Protein Drink

Thought protein drinks were only good for people at the gym? Do you believe that we are eating too much protein in our diets already?

Think again!

Contrary to popular belief that there is too much protein in adult diets already, 15–38% of adult men and 27–41% of adult women have dietary protein intakes below the RDA (Recommended Daily Allowance).¹ This figure can rise with the older population, many of whom cannot afford a high-quality protein. Also, those who purchase liquid protein supplements for example often do not consume the entire serving as directed – usually due to timing of supplements (evenings) when fluid intake tends to be voluntarily limited to reduce nighttime bathroom visits.

Why is protein important and why select Whey Protein?

Protein plays a number of different roles in the body. It helps repair body cells, build and repair muscles and bones, as well as provide a source of energy. Whey protein is compatible with a low-carbohydrate diet.

Scientific evidence continues to accumulate showing that whey protein contains a variety of nutrient factors capable of improving health and preventing disease.

According to the US Dairy Export Council, “the proteins of whey are easily digested and contain all the essential amino acids in the proper proportions, and they rate as an excellent nutritional source.”²

Research shows that whey protein has the following health benefits:

- Stabilizes blood sugar and prevents diabetes by slowing assimilation of carbohydrates into glucose in the blood stream.
- Reduces stress and alleviates depression by slowing production of the powerful stress hormone, cortisol, and promoting the release of serotonin, a calming neurotransmitter (brain chemical).
- Promotes fat loss by enhancing the release of glucagons (builds muscle, burns fat) and slows the absorption of glucose which in turn reduces the amount of insulin required to convert that glucose (insulin encourages fat storage).
- Enhances the immune system by raising the body’s levels of glutathione, which is a powerful antioxidant produced by the body to protect cells and neutralize toxins.
- Increases exercise capacity.
- Fights infections.
- Encourages bone growth helping to prevent osteoporosis.
- Has the highest biological value (a measure of nitrogen retained for growth or maintenance) of any natural protein source because it is absorbed, utilized and retained by the body better than other proteins.³
- May help in the battle against hypertension (high blood pressure).
- Whey protein is a beneficial choice for cancer patients. Along with it being easy to digest and being easy on the system, whey protein will help in meeting the daily nutritional requirements that may be lacking due to nausea and lack of appetite from radiation or chemotherapy.⁴

Taking Protein Out of the Gym and Into the Kitchen

—How to Help Improve Your Overall Health With A High Quality Protein Drink
©2010 Creo Mundi Inc.

Benefits to an Aging Population—Boomers and Seniors Take Note!

As the body ages it naturally becomes less able to absorb protein effectively. Whey protein is the most easily absorbed protein available. This is extremely important for an aging population. For example, evidence already supports whey protein's ability to maintain lean muscle mass. If we can maintain lean muscle mass as we age, our coordination/balance is better (strength in our muscles) as is our ability to move and get up from stationary positions.

Thus if we can encourage boomers and seniors for example to add whey protein isolate to their diet and initiate some level of weight-bearing exercise, they should be able to maintain their lean muscle mass longer and therefore remain independent for a longer time. A longitudinal study of initially health elderly women found that those who habitually consumed between 0.9 and 1.2 grams/kg/day (higher than the RDA of 0.88 grams/kg/day) developed fewer health problems over the subsequent ten years than those consuming less than 0.8 g/kg/day.⁵

Who else could benefit from a High Quality Protein Drink?

- Busy individuals who need a fast, superior, convenient source of great-tasting **Protein** that dissolves instantly
- Travelers, especially to other countries
- Long-distance drivers
- Campers, hikers other outdoor enthusiasts who are looking for light-weight waterproof packaging (either 2 lb pouches or single serving size packets) and a superior **Protein** source
- People who may not be able to afford or tolerate other good quality proteins (such as meat, legumes, eggs)

- People concerned about maintaining or improving strength (muscle mass) — especially those 40 years+ who are naturally losing muscle mass as a result of physiology
- People concerned about maintaining or improving memory
- People wanting to improve their mood
- Those who work out at the gym

Clinical research indicates whey protein can improve your mood; decrease your body's physiologic response to stress; decrease the accumulation of body fat, and improve your memory.⁶

Can you use Whey Protein Isolate if you are lactose-intolerant?

Yes. A high quality whey protein such as Creo Mundi Protein Drink is made from 100% whey protein isolate which is lactose free and is hypo-allergenic; meaning it rarely causes allergic reactions.

Lower quality, cheaper whey protein products contain lactose and can cause allergic reactions including stomach upsets and other digestive problems.

Can you use Whey Protein Isolate if you have celiac disease?

Yes. People with celiac disease are usually instructed not to ingest wheat or gluten. There is no wheat or gluten in products such as Creo Mundi Protein Drink.

Don't Whey Protein Isolates taste terrible?

Some do! Some have such a chemical after-taste they have to be smothered in fruit and flavourings in smoothies to be able to drink without gagging—even ones that advertise they taste great. Others, like Creo Mundi Protein actually do taste great, and easy to mix..

Taking Protein Out of the Gym and Into the Kitchen

—How to Help Improve Your Overall Health With A High Quality Protein Drink
©2010 Creo Mundi Inc.

Can you use Whey Protein Isolate if you have kidney disease?

Yes—for mild kidney disease (always check with your doctor). 100% whey protein isolate is one of the most easily digested and most easily absorbed forms of protein available. There have been concerns that high-protein diets might stress kidney function. However evidence linking high-protein diets and kidney disease is weak. Athletes for example often consume over two times the RDA for protein and yet no evidence suggests that they are at higher risk for developing kidney disease.⁸

Just be sure you read the labels and choose a high-quality protein (research-quality preferably—no fillers or other additives, low in carbohydrates and sugars and low in sodium).

The importance of reading your labels—being a brand name doesn't mean being the most nutritionally-sound

Like any nutritional product, reading the nutrition label is paramount. One fairly popular brand-name liquid protein product for example lists water, sugar, corn syrup and maltodextrin as the first four ingredients. This is tantamount to sugar water! The top two ingredients are almost identical to the top two ingredients in soft drinks. Then there is corn syrup—a refined carbohydrate with an extremely high glycemic index value.

The next thing on the ingredients list for this particular liquid product is maltodextrin, derived from corn. Maltodextrin is yet another refined carbohydrate that is high on the glycemic index list.

So being a brand name does not always mean you are getting the most nutritionally-sound product. Read your labels carefully. Compare ingredient lists. Does the company stand behind the quality of its brand? How do they test for purity? Creo Mundi Protein for example has the whey tested independently for heavy metals and steroids before we even go into production.

Choose companies that are willing to stand behind their own products.

Once you have chosen your protein, you are on the road to improving your overall health

Good for you for making the choice to include a high-quality, easily-digested and absorbed protein (whey protein isolate) as part of a balanced diet. Stay with it for the long-term and you should see an overall improvement in your weight, mood, and general health.

Article prepared by Alison Prentice RN BScN., Senior Medical Writer, and now CEO and President of Creo Mundi Inc. Alison has over 24 years combined experience in nursing and medical writing.

CREO MUNDI - a Positive way of Being. "Like attracts like" at www.creomundi.com. CREO MUNDI also provides an outstanding protein drink – clear of heavy metals and steroids, the company reputation is for No Surprises in their products.. Exceptional quality, exceptional taste, CREO MUNDI Protein will get your day off to a fantastic start.

These statements have not been evaluated by Health Canada or the FDA. These products are not intended to diagnose, treat, cure or prevent any disease.

References:

1. Kerstetter J, O'Brien K, Insogna K. Dietary protein, calcium metabolism, and skeletal homeostasis revisited. *Am J Clin Nutr* 2003;78(suppl):584S-92S.
2. U.S. Dairy Export Council. Reference Manual for U.S. Whey and Lactose Products. Arlington, VA: U.S. Dairy Export Council, 2003.
3. Shah, N.P. Effects of milk-derived bioactives: An overview. *Br J Nutr* 2000, 84, Suppl.1:S3-S10.
4. Whey Protein Resource. Available at: <http://www.wheyprotein.org/articles/benefit-whey-protein.php>. Accessed June 8, 2007.
5. Vellas BJ, Hunt WC, Romero LG et al. Changes in nutritional status and patterns of morbidity among free-living elderly persons: a 10-years longitudinal study. *Nutrition* 1997;13:55-19.
6. Kaplan RJ et al. *Am J Clin Nutr* 2001;74:687-93.
7. Morifuji M et al. *Nutrition* 2005;21(10):1052-8.
8. Lemon P. Is increased dietary protein necessary or beneficial for individuals with a physically active lifestyle? *Nutr Rev* 1996;54:5169-75.

Additional reference requests can be directed to:
info@creomundi.com

