

# Building Muscle and Shaping Up at Any Age

## WITH FLAX AND WHEY



Whether you are an active individual, baby boomer, athlete or simply working to achieve your own personal best, you can build muscles. Just think flax and whey.

Yes, that's right: omega-3s, which are so good for just about every other aspect of health, are now considered to be *de rigueur* when it comes to staying in shape, exercising on the treadmill or with weights, building muscle at any age, or simply if you want to stay active with great muscle tone—and you definitely want both the omega-3s in fish oil as well as flax, since each plays a different role in optimizing heart, circulatory and muscle health. Whey, with its high amount of branched chain amino acids, is simply the absolute best protein today to build muscles and aid recovery.

Omega-3 expert Artemis Simopoulos of the Center for Genetics, Nutrition and Health, stated in *Current Sports Medicine Reports* (6;4:230-6), "Human beings evolved consuming a diet that contained about equal amounts of omega-6 and omega-3 essential fatty acids. Today, in Western diets, the ratio of omega-6 and omega-3 to fatty acids ranges from approximately 10:1 to 20:1 instead of the traditional range of 1:1 to 2:1."

Why is this important to all of us, no matter what our age or level of physical activity. Excessive free-radical formation and trauma during high-intensity exercise leads to an inflammatory state that is made worse by the increased amount of omega-6 fatty acids in a Western diet. These pro-inflammatory omega-6s are found in fried, baked, prepared and fast foods, as well as candy and sweets. In essence, our bodies are usually way too high in the "bad" omega-6 fatty acids. In order to cut down on post-exercise soreness and trauma, Dr. Simopoulos says that not only should athletes cut down on the dangerous omega-6s, but also their harmful effects can be counteracted by eicosapentaenoic acid (EPA) and docosahexaenoic acid (DHA), as well as alpha-linolenic acid (ALA). "For the majority of athletes, especially those at the leisure level, general guidelines should include EPA and DHA of about 1 to 2 g/d at a ratio of EPA:DHA of 2:1," says Dr. Simopou-

los. In addition, omega-3s support healthy blood flow, also important to athletes whose tissues demand greater amounts of oxygen.

### WHEY TO MUSCLE UP

Consumers have many protein choices today when they visit their local health food store. But whey is often said to be superior to the red-meat, egg-white or casein-based protein formulas because whey provably builds muscle mass better than red meat or casein-based protein products, aids weight loss, increases insulin sensitivity, lowers blood pressure and sustains liver health (even among hepatitis sufferers). No wonder so many health experts now believe that whey protein truly is the "whey" to health.

Here's the scoop: whey protein is a pure, natural, high-quality protein from cow's milk. It is a rich source of all of the essential amino acids needed on a daily basis by the body. Milk has two proteins: casein (approximately 80 percent) and whey protein (approximately 20 percent). Whey protein is more soluble than casein and also has a higher quality rating. It is often referred to as the "gold standard" of protein because it is the most nutritious protein available. In its purest form, as whey protein isolate, it contains little to no fat, lactose or cholesterol. Whey protein has one of the highest protein digestibility-corrected amino acid scores (PDCAAS, a measure of protein bioavailability) and is more rapidly digested than other proteins such as casein.

### ALL-IMPORTANT BCAAs

The branched chain amino acids (BCAAs) include l-leucine, l-isoleucine and l-valine, which are probably the most important of the essential amino acids for athletes in training. Research has shown that they account for roughly 33 percent of muscle protein. Some experts believe even moderate exercise can drastically increase your body's need for BCAAs.

Flax and whey—now there's a potent healthy combo for athletes, exercise fanatics and anybody else taking supplemental protein. And MRM (Metabolic Response Modifiers) combines both in its all-natural and Flax-N-Whey™ vanilla powder. This is also a great-tasting way to get your omega-3 fatty acids without having to down fishy-tasting marine oils.

Flax-N-Whey is remarkably high in BCAAs, the most-required amino acids for maintaining metabolic rate (energy production), especially during dieting or protracted periods of "in-between" meals. In short, Flax-N-Whey is an exceptional, omega-3 rich, quality protein formula. ■



### Resources

Flax-N-Whey is available at health food stores and from natural health retailers nationwide. To find a store near you or for more information, please call 1-800-948-6296 or visit [www.mrm-usa.com](http://www.mrm-usa.com).

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