



The Protein “Whey” to Trim Down for Summer!

by Lynn Lowe

If you're like most busy folks, you're always seeking ways to make getting and staying in shape simple and affordable. An efficient workout program that burns maximum calories and builds maximum strength in minimum time is a great start. So are minor dietary changes that make a big difference in terms of caloric intake or nutritional density. Another change you can implement easily—and deliciously—is to incorporate whey protein into your diet.

Whey is the watery, protein-rich component of milk. If you like to buy organic plain yogurt, you know what whey looks like: it's the thin liquid

that accumulates on top inside the container. When dried into a powder, this material makes a superlative, easy-to-incorporate protein source. The whey protein experts at Metabolic Response Modifiers (MRM) have created a comprehensive line of products that make including more of this high-quality protein in your daily diet easy.

WHY MORE PROTEIN?

The average American diet is heavy on refined carbohydrates and sugar. Breakfast cereals, bread, pastries, cookies, crackers, chips, tortillas, sodas, coffee drinks, sweets—all of these staples send blood sugar careening into the stratosphere. The body cranks out the hormone insulin to bring blood sugar back down. Because the body isn't designed to take in simple carbohydrates in such high doses, this insulin response can overshoot, leading to low blood sugar and cravings for more simple carbohydrates. This cycle leads to a pattern of over-consuming calories in forms that are much more likely to create exactly the kind of excess baggage we wish to shed.

The key to breaking this cycle is adding more protein. Protein is simply a conglomeration of amino acids, which are building blocks for muscle and neurotransmitters (body chemicals that orchestrate mood and energy levels). Protein has the effect of 'balancing' the effects of carbs in the body. Adding protein to most meals and snacks attenuates the blood-sugar roller coaster, helping to keep carb cravings in check. Whey protein has been found to effectively reduce the effects of a pure-glucose beverage on blood sugar. When combined with a drink loaded with sugar, whey protein significantly reduced the drink's *glycemic index*—the impact of the sugars on blood sugar levels.

Remember the low-fat, no-fat diet revolution—the one that had the ultimate effect of making Americans fatter and less healthy? Today, we know that balancing protein, fat and carbs in each meal and snack helps optimize neurotransmitter balance, inflammation, insulin response, and the body's ability to maintain great lean mass and minimal excess fat. A shake made with whey protein powder is a simple, easy way to create this balance.

Protein is also essential for anyone who's training to build muscle. Building muscle is key to maintaining your best shape—not only because firm muscles are pleasing to the eye, but because they help to burn more calories day in and day out, even when you're at rest. When you're trying to slim down using a lowered-calorie diet, consuming adequate protein helps your body conserve the muscle it already has. With resistance training added to the mix, you can actually reduce fat and build muscle at the same time...as long as protein intake is adequate.

WHY WHEY?

Protein from egg, soy, and other sources is available. Why choose whey? Whey protein is in a class all by itself. Because it's derived from milk, it has an amino acid profile that's natural to the human body. We can break it down and utilize it with great efficiency. Whey proteins are naturally rich in sulfur-containing amino acids, which are the best amino acids for promoting muscle growth.

Here's a sampling of research studies that demonstrate whey protein powder's clear superiority:

+ Whey protein has been found to **augment the weight-loss effect of a reduced-calorie diet.**

Men who consumed protein powder drinks along with their reduced-calorie diet lost more weight and maintained more muscle mass than men who went on the same diet but didn't consume the protein shake.

- + Whey protein **lowers risk of type 2 diabetes, and may help prevent heart disease.** Type 2 diabetes is a major risk factor for heart disease. In rats fed a high-fat diet, dietary whey protein reduced the chances of developing what's known as metabolic syndrome, a precursor condition to type 2 diabetes. The animals who got whey protein with their high-fat diets had higher basal metabolic rates (rate of caloric "burn"), better processing of blood sugars, higher sensitivity to insulin (which is a good thing for preventing type 2 diabetes) and less accumulation of fat in the liver. Human studies have matched these results: one Swiss study of obese women found that whey protein reduces the amount of artery-clogging fat fractions in the bloodstream, which translates to protection against heart disease.
- + Whey protein **promotes faster recovery and improves antioxidant levels during weight training.** In 17 untrained men who trained on a knee extension machine, whey protein sped recovery from muscle soreness that might otherwise have interrupted continued training. In animal studies, whey protein supplementation increased levels of antioxidants in muscle—which may be one reason for improved healing following resistance exercise when whey protein is added to the diet.

WHY MRM?

MRM carries an extensive line of great-tasting, easy-mixing whey protein products. They contain ultra-filtered, low-temperature-processed whey protein concentrate, plus whey protein isolate that has gone through a crossflow microfiltration process. These formulas contain l-glutamine, an amino acid that may boost levels of growth hormone (a muscle-building, fat-reducing hormone that declines with age) and that is a building block for the all-purpose, powerful antioxidant glutathione. Glutathione supports good immune function due to its positive effect on proliferation of white blood cells (lymphocytes).

Here's a sampling of MRM's whey protein products:

- + **All Natural Whey**—A straight-up whey protein powder available in Rich Vanilla, Dutch Chocolate and Natural flavors. Sweetened without artificial sweeteners or sugars (with the natural sweetness of whey protein, supplemented with the blood sugar-balancing herb stevia), All Natural Whey is available in single-



serve packets as well as in a scoopable one- or two-pound jar. At 87 calories per serving, this whey supplement contains 18 grams of protein (36 percent of recommended daily intake), very little sodium and 12 percent of the daily recommended intake of calcium!

- + **All Natural Gainer**—for those who want to add muscle mass, this product contains a patented combination of whey protein concentrate,



caseinate and egg white protein concentrate. It is especially rich in muscle-building and energizing branched-chain amino acids (BCAAs) and contains 25 g of protein (when mixed with water) or 35 g of protein (when mixed with milk).

Omega-3 fats derived from algae, energizing and protein-sparing medium-chain triglycerides (MCTs), and 21 percent of the day's calcium are packed into each dose of Chocolate or Vanilla All Natural Gainer.

- + **Fruit-N-Whey**—This mixed-berry-flavored combination of whey protein and MRM's BeneFruit blend (10 antioxidant-rich fruits) infuses the body with protein and comprehensive antioxidant protection. In fact, this supplement contains 3,500 Oxygen Radical Absorbance Capacity units—beyond the minimum daily intake of 3,000 ORAC recommended daily by the USDA.



- + **Flax-N-Whey**—Most of us are sadly deficient in omega-3 fats, which are protective against heart



disease and may also protect against inflammatory disorders, psychological disorders and some cancers. MRM has added flaxseed, a superior source of the omega-3 fat ALA, plus fish oil-derived long-chain omega-3 fats DHA and EPA, to

its whey protein formulation. The formula is also rich in lignans, a type of fiber that is believed to protect against hormonally-influenced cancers such as breast and prostate cancer. This product is offered in a Vanilla Nut flavor, but no nuts are used to flavor or formulate the product.

- To get into great shape for summer, try replacing your usual breakfast or snack with a smoothie made with MRM whey protein powders. Blend it with your favorite smoothie ingredients: milk (cow, almond, soy, hemp), fruit, green juice, fruit juice, yogurt, nut butters, coconut water, or coconut oil...be as creative as you like, knowing that your protein needs are covered. ■



MRM's Veggie Protein for Vegans!

A protein intake of 20-35 percent is ideal for keeping blood sugar balanced, maintaining strength and energy and getting or staying slim. Those who eat dairy products and meat—foods that are naturally rich—have an easier time reaching that goal than those who are vegetarian or vegan. MRM's Veggie Protein is a perfect solution. Its lignan-rich, hypoallergenic superfood vegan complex is crafted with pea protein isolates, hemp protein powder, organic brown rice isolates, and chia and flaxseed powders. Veggie Protein is also a good source of omega-3 and omega-9 fats, which can also be difficult to get enough of with a vegetarian or vegan diet. Digestive enzymes are also included in the formula to help the body break down and utilize it optimally.

Resources

MRM's Whey Protein and Veggie Protein products can be found at health food stores and nutritional supplement stores nationwide. Call 800-948-6296 or visit www.mrm-usa.com for more information or to find store near you.

