



For an extra boost,
add whey protein to your healthy, active lifestyle.

A simple way to increase protein intake is to enjoy foods made with whey protein. Whether it's first thing in the morning, between meals or after a workout.

- Grab a protein bar, yogurt or oatmeal with whey protein
- Drink a sports beverage; smoothie or fortified water with whey protein
- Make it yourself by adding whey protein powder into your milk, coffee, yogurt, pudding, cereal or smoothie

Get whey protein.
Check the labels of products like these.



Forget about curds and spiders. And tuffets.
Whey protein is not just for Miss Muffet anymore.

¹Veldhorst M et al. Protein-induced satiety: Effects and mechanisms of different proteins. *Physiology & Behavior* 2008;94:300-307.
²Westerterp-Plantenga MS. Protein intake and energy balance *Regul Pept.* 2008;149:67-69.
³Paddon-Jones D et al. Protein, weight management and satiety. *Am J Clin Nutr.* 2008; 87 (suppl):1558S-1561S.
⁴National Dairy Council, Rosemont, Ill. *Protein, dairy protein and whey: Effects on satiety and food intake regulation.* March 10, 2008.
⁵Paddon-Jones D et al. Role of dietary protein in the sarcopenia of aging. *Am J Clin Nutr.* 2008;87(5):1562s-1566s. ©2008 Dairy Management Inc.™



Beyond nursery rhymes, whey protein fits in today's healthy lifestyle.



Who knows what a tuffet is? But if you're trying to eat healthier, you'll want to know about whey protein. Here's how this natural dairy protein fits in today's healthy lifestyle.

Q: What is whey protein?

A: Whey protein is a high-quality protein naturally found in milk.

Q: Where can I find whey protein?

A: Whey protein has been added to many foods to boost their protein content. It also is available as a powder. Check your grocery store for great-tasting products that contain whey protein, as well as whey protein powder to add to food dishes you prepare at home.

Q: Why do I need protein?

A: Protein is an essential daily nutrient. It plays many important roles, such as:

- Repairing the body's cells
- Building and repairing muscles
- Helping build and maintain bones
- Helping control many metabolic processes

Q: Are higher protein diets beneficial?

A: They can be. Research suggests that diets higher in protein, including high-quality whey protein, may:

- Contribute to satiety, a feeling of fullness, for a longer period of time after eating^{1,3}
- Calorie for calorie, curb hunger better than carbohydrates or fats^{1,4}
- Help to suppress your appetite

Q: Why is whey protein good for you?

A: Whey protein has a high biological value, which means it is easy to digest and is efficiently used by the

human body. Regular consumption of whey protein, in combination with a weight training program, can increase lean muscle over time in healthy young individuals. Current research is exploring the impact of whey protein on other health benefits.

Q: What does whey protein taste like?

A: Whey protein has a fresher, more natural taste than many other proteins, making it a popular ingredient in nutrition bars, smoothies and other foods.

Q: How does whey protein compare with other proteins?

A: Whey protein is a complete protein, containing all of the amino acids required by the body. It is a great option for athletes because it is one of the best sources of branched-chain amino acids, especially leucine, which can help rebuild muscle protein after exercise.

Q: Does whey protein make sense for aging muscles?

A: Yes. Muscle mass declines as we age, but consuming high-quality protein, such as whey protein, after resistance exercise can help minimize this loss, which may allow us to be active longer in life.⁵



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Find out more at www.wheyforyou.com.