



## What is Protein?

Proteins have numerous benefits. They are essential for growth and repair. Skin, organs, muscles, hair and fingernails are all mainly protein materials. Proteins help to synthesize hormones (for example, insulin) and are also crucial to the immune system, because disease-fighting antibodies are synthesized from protein.

Ideal has four sources of protein in its products. Each product contains protein from one or more of these sources:

- Soy Proteins (isolates)
- Whey (isolates & conc.)
- Albumin (from egg whites)
- Collagen (beef)

## Protein Quality

The quality of the protein used to make protein products is extremely important, as it has a positive effect on protein **absorption**. Ideal Protein products are made in **ISO 9001 certified** laboratories in accordance with **pharmaceutical standards**. They contain a **superior** quality, **high biological value** protein called protein isolate.

**Ideal Protein** contains a perfect balance of 21 **amino acids** of which 8 are essential for the human body. Amino acids are the building blocks of protein. Since the body cannot make amino acids, it obtains them from food. Ideal Protein products have a **protein score** of 100%, based on the egg protein standard.

All packets of **Ideal Protein** products have the same **protein value** and contain up to 20 grams of protein, less than 2 grams of carbohydrates (sugar) and less than 1 gram of lipids (fats). Each serving comes individually packaged to conserve freshness.

## The Advantages of Ideal Protein

Ideal Protein products are mainly used **to reach and maintain a healthy weight**. The high biological value protein and 100% protein scores allow the body to lose fat and retain muscle mass.

**Ideal Protein** products are an excellent daily protein **supplement** too at breakfast, lunch or dinner, and make a tasty dessert or snack.

They are also an ideal daily protein **supplement** for athletes and individuals who want to build or retain their muscle mass.

Ideal Protein products are perfect for **diabetics**, because they're low in sugar. They help to stabilize diabetics' glycemic index and **hypoglycemia** by regulating the amount of insulin produced by the pancreas.

Ideal Protein products lower **cholesterol** and reduce **high blood pressure**, because they are low in fat. High cholesterol and blood pressure are often associated with high lipid (fat) intake.

They also boost the **immune system**, because disease-fighting antibodies are synthesized from protein.