# WHAT WE'RE READING... PROJECT: PFC MISSION STATEMENT

mission is to provide the simplest, most delicious foods to everybody everywhere. We select natural, whole and minimally-processed foods, drinks and supplements free from all artificial junk, yet rich with nature's goodness. Using current research and educational materials, we're making the world of nutrition "Simple Again" Eat Well. Live Well (and Long).

January 2015 | www.livestrong.com | Doug Hewitt | Health & Wellness

# Benefits of Whey Protein Isolate



#### Overview

Whey protein isolate is produced from pasteurized whey that has nonprotein elements removed. Whey is a byproduct in the making of cheese. Once a sufficient amount of nonprotein components is removed, the resulting protein material is dried. It has a bland, clean flavor,

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JUICE BAR

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NOTE: Some sentiments contained within "What We're Reading" articles may not strictly conform with PROJECT: PFC's nutritional outlook. We read articles containing opposing information all the time and derive our nutritional philosophies from the latest science, the opinions of experts worldwide and our anecdotal experiences in the field. We keep an open mind and a strong affinity for fact-based evidence to help make the world of nutrition "Simple Again" for you.

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#### Amino Acids

Whey protein isolate is a complete protein, which means it has all of the amino acids that are needed in a daily diet. It contains high levels of branched chain amino acids. Branched chain amino acids are unlike other amino acids in the promotion of muscle growth because they can be metabolized directly into muscle tissue.

#### Leucine Level

Whey protein isolate contains a high level of leucine, which promotes the synthesis of muscle protein and muscle growth. It also promotes the loss of fat tissue because of the energy the body needs to process leucine. When compared with soy protein isolate, whey protein isolate has 50 percent more leucine.

#### Cysteine

Whey protein isolate has a high level of cysteine. According to the Whey Protein Institute, whey protein boosts the immune system. It does this by elevating the body's level of glutathione. Women with the highest levels of plasma cysteine have a reduced risk of breast cancer when compared with the women with the lowest levels of plasma cysteine.

#### Other Benefits

Whey protein can help control blood glucose levels, and it can help people who have diabetes control their diets. For pregnant women, who have an increased need for protein, whey protein isolate provides a rich source of protein. Whey protein may also help prevent bone and muscle loss in senior citizens.

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