



The Power of Whey Protein



WHAT ARE WEY PROTEINS?

Whey proteins are pure and natural dairy proteins, making up about 20% of the protein in milk. The remaining milk protein is casein. Whey proteins are most often separated from milk during the cheese making process.

The casein remains with the cheese and the liquid whey moves on to the next step where the whey protein is purified and concentrated.



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Nutritional Quality - Whey proteins are one of the highest quality proteins available. They are also one of the first proteins recommended for infants when breast-feeding is no longer an option. Unlike meat, vegetable and egg protein, whey protein contains the same major component found in mother's milk, alpha-lactalbumin.

Good Health and Performance - Whey proteins are a rich source of the essential amino acids needed each and every day for good health. Amino acids have many roles including:

- ▲ Providing new body tissue during times of growth, like childhood and the teen age years
- ▲ Building and repairing of muscle tissue broken down by exercise or stress
- ▲ Replacing old, dead cells with healthy new cells
- ▲ Regulating various processes in the body



ADDITIONAL REASONS...

Whey proteins are a rich source of the essential amino acids needed each and every day for good health.



Healthy Immune System - Whey proteins help to maintain adequate levels of the water-soluble anti-oxidant glutathione (GSH), which is needed for a healthy immune system. Stress and disease deplete GSH levels and reduce the ability of the body to defend itself.

Gentleness - Whey proteins are easy to digest. They have a clean, neutral flavor and may be found in a wide variety of food products.



MORE GOOD NEWS...

Numerous studies are exploring other areas where whey proteins may positively impact health. Additional research is needed, but promising areas include:

Cancer Treatment – A number of animal studies have shown that whey proteins can help reduce the size of breast and prostate cancer tumors. Whey proteins were also found to inhibit the growth of breast cancer cells in test tubes.

HIV – Individuals with HIV have decreased levels of GSH and increased protein needs. Whey proteins have a high biological value and may help combat wasting while increasing GSH levels.

Stress Reduction – Reduced stress levels and reduced feelings of depression have been seen when whey protein, high in tryptophan, was added to the diet.

Hypertension – Clinical studies have shown that certain types of hydrolyzed whey protein contain bioactive peptides and help lower blood pressure in individuals with mild hypertension.

Weight Management – New findings suggest that increasing the amount of leucine (an essential amino acid) in the diet helps a person maintain muscle mass and reduce body fat during weight loss. Whey protein is naturally high in leucine and one of the best available sources in comparison to other proteins.

Further studies will continue to explore the potential role of whey proteins in areas such as wound therapy, dental care, eye care, and cardiovascular health.