

## About Proto Whey Protein



I have tried many protein bars, but Power Crunch by far has the best taste and it fills me up! My favorite flavor is the Peanut Butter Cream.



— Matt, Laguna Hills, CA

### What Is Hydrolyzed Whey Protein

The best protein that a human can consume and fully absorb and reap the most benefits is 100% Whey Protein Hydrolyzates and made by Bio Nutritional Research Group (BNRG) and it is called Proto Whey<sup>®</sup>. To hydrolyze something means to break it down into smaller particles. If the protein really is high quality, the label will state 100% Whey Protein Hydrolyzates. The smaller the protein particles are the less work and the faster your body can digest and utilize the protein you ingest. Proto Whey<sup>®</sup> protein has up to 300% better absorption than any other protein on the market. The more your body can absorb, the more it can utilize this great and critical nutrient.

### If You Can't Absorb It... You Can't Use It!

The easy way to grasp the science behind this is to think that the bigger the protein particles, the more work it takes for the human body to break it down and absorb it. The longer it takes to break it down and absorb means that much less protein digested will enter your body and be utilized. Picture a chain link fence with holes in the fence big enough to let a baseball pass through. Now picture that Proto Whey<sup>®</sup> protein particles are baseballs, and all the other proteins that are not hydrolyzed are basketballs. If you were to throw 100 baseballs at the fence, a large majority of them would make it through. If you were to throw 100 basketballs at the fence, none or lets be fair and say one or two deflated ones might make it through. That is the difference between hydrolyze and regular whey proteins in a nut shell. Many people in the industry are aware of hydrolyzed whey protein and its benefits. But they also know that getting hydrolyzed whey protein flavored and able to taste good enough to digest is very difficult. BNRG is the only Company that has been able to crack the process to make a great tasting hydrolyzed whey protein that taste great and everyone loves to drink.

Most protein supplements are thick, pasty drinks which require a blender to prepare (messy and inconvenient) and result in uncomfortable bloated stomach sensations. Not very appealing! Proto Whey<sup>®</sup> is a richly satisfying, light bodied drink which mixes instantly with a quick turn of a spoon, even in ice-cold liquids. Flavors are Suisse Chocolate, French Vanilla, Orange Cream, Vanilla Cappuccino and Raspberry Cream.

**Proto Whey® is the only product with a true Micro Peptide™ profile:**

- Micro Peptides need no enzymatic breakdown and absorb swiftly and completely as compared to an average 30% absorption for all other protein foods or supplements.
- No undigested protein moves into the colon where it causes gas, bloating, diarrhea, nausea, etc.
- Proto Whey absorbs completely, even at high levels of consumption needed by athletes, bodybuilders, dieters and the critically ill.

**Proto Whey is the only product with proprietary SoftPsil® micronized psyllium.**

- Most protein supplements have either no dietary fiber or poor quality fiber.
- Micronized psyllium creates smooth intestinal transit and elimination.
- SoftPsil® holds protein in the proximal bowel ensuring even and complete absorption.
- Using Proto Whey® daily helps eliminate constipation, a serious problem for athletes, dieters or ill persons on high protein diets, children, seniors and many women.

**Proto Whey® has added glutamine.**

- Glutamine is known to support intestinal energy and repair.
- Glutamine is known to be absorbed more completely in the presence of protein
- Glutamine is critical for optimum immune regulation and response.
- Glutamine is the amino acid found highest concentration in spinal and cerebral fluid.

**Proto Whey® has few non-protein or fat calories and causes no insulin response.**

- Proto Whey is an excellent weight management food and is backed by a clinical fat loss study.
- Proto Whey is a perfect supplement for diabetic and hypoglycemic individuals.
- Proto Whey comes in 5 flavors and mixes easily with a spoon or shaker.
- Proto Whey is an ideal choice for parents needing to bolster children's protein intake.
- Proto Whey is ideal for desensitized taste function in many seniors.