

Protein... Your key to effective weight loss.

High Quality Protein plays a critical role in healthy weight loss.

The simple truth about losing weight

Food Provides calories - the fuel that keeps your body functioning. Your body uses these calories to meet its metabolic needs. When you use more calories than you consume, you lose weight.

Did you know that, as you reduce your calorie intake for weight loss, your need for high-quality protein becomes more important?

In fact, depending on your target weight, you'll need a minimum of 87 grams of protein each day to help you lose body fat, not muscle.

Our program will help you consume fewer calories, increase your "calorie burning" activities, and get the high-quality protein you need to improve your weight loss results.

Dietary Protein Guidelines

(measured as 1.2g to 1.5g of protein per kilogram of target body weight)

Traditional sources of protein like meat and dairy tend to add unhealthy amounts of calories, fat and cholesterol to your diet. Now you can get the daily protein you need with our nutritional supplements: they're high in protein, low in fat and cholesterol, and taste delicious!

What is Protein?

The word "protein" is derived from a Greek word meaning "of first importance". A daily supply of protein is necessary to support the body and promote or maintain many metabolic functions.

In addition to helping with weight loss protein helps:

- » Build and repair body tissue including muscle, major organs and collagen
- » Keep hair, skin, bones, and nails healthy
- » Regulate body processes including digestion and metabolism
- » Form hormones, enzymes, and immune system antibodies to help your body function properly

