

LIFEFORCE

HIGH PROTEIN POWDER

500g Powders

Chocolate, Strawberry & Vanilla Flavours

Nappi Coded products

HIGH PROTEIN POWDERS

THE FACTS: -

The modern diet has undergone such transformation that our bodies barely get the nutrients required for healthy bodies. Research studies have shown and demonstrated that most people do not come close to meeting their nutrient requirements and that up to 80% of these people's diets are marginally deficient in one or more nutrients. Soil nutrient erosion, modern farming techniques, processed convenience foods and lengthy supply chains, results in most of our foods being devoid of important nutrients needed to satisfy our genetic requirements.

The implication of this is that our current eating habits are causing malfunctions at every level of our health. The disparity between what bodies really need and what is currently being eaten is making people older, fatter and sicker than should be experienced.

There are certain 'absolutes' where protein intake is concerned. Almost everyone knows that they need to consume a minimum amount of protein every day in order to supply the amino acid building blocks necessary to support muscle strength and growth.

The higher the protein quality, the easier it is for the body to use the amino acids and the greater the possibility of meeting your body's demands.

Lifeforce High Protein Powder is a premium protein supplement made up of precise ratios of the highest quality proteins available: Calcium Caseinate, Egg White and Soy Isolates. Included are all of the daily-required vitamins, minerals, key metabolites and other micronutrients to keep the body functioning optimally throughout the day. It assists with bioactive peptides and cellular growth factors to help maximise lean tissue growth, enhance the immune system, and speed up your recovery between workouts.

The milk protein (Calcium Caseinate) has been chosen for its unique profile of amino acids, and for the 'time release' structure in the body. It inhibits muscle tissue breakdown and forms part of the sustained release of proteins. This optimal protein balance delivers rapid and sustained release of dietary protein, providing a constant stream of amino acids and allowing your body to remain in an anabolic cycle to maximise protein synthesis.

The Soy Isolates, from plant extracts can dramatically reduce cortisol levels while significantly increase protein utilisation, protein synthesis and nitrogen retention. This provides explosive energy yielding branched and straight chain glucose polymers that release slowly into the bloodstream to power you through your workouts and help your recovery thereafter.

Research has proven that supplementing correctly can dramatically improve health by minimizing the effects of aging, strengthening the immune system, increasing energy, promoting healing and helping to prevent degenerative diseases.

There is not one esoteric gadget or supplement on this planet that can have more impact on your physique than protein. It is no wonder that the word 'protein' was derived over 150 years ago from the Greek word proteios, which means 'of prime importance'. Muscles need protein to

repair, rebuild, and most of all, to grow! For this reason, various protein powders have been considered 'must-use' supplements for over 40 years.

Lifeforce High Protein Powder has been on the market for more than 30 years, AND HAS RECENTLY BEEN UPGRADED AND REFORMULATED, to keep the body functioning optimally throughout the day.

This Scientific formulation has been designed to conform to the special dietary needs of today's health conscious person. It is nutritionally balanced and is an ideal supplement for those with specific nutritional needs, e.g. children or the elderly. It is also formulated to help one achieve one's ideal bodyweight while following a nutritionally balanced diet.

Lifeforce believes that the primary foundation of a sound nutritional supplementation program begins with a comprehensive High Protein Powder Formula, with multivitamin and multi-nutrient components such as Lifeforce High Protein Powders.

BENEFITS OF LIFEFORCE HIGH PROTEIN POWDER

- ✓ It offers a metabolic advantage, and optimal support for cellular nutrition and the growth of muscle cells
- ✓ Protein possesses anti-oxidant properties
- ✓ Enhances the immune system function
- ✓ Inhibits and reduces breast & colon cancer
- ✓ Protein possesses life-extension potential
- ✓ Lowers cholesterol
- ✓ Prevents osteoporosis
- ✓ Helps facilitate muscle growth.
- ✓ Our bodies need protein to manufacture hormones and enzymes

Lifeforce High Protein Powder contains superior forms of protein (Calcium Caseinate, Egg White and Soya-protein isolates). Some of the following Amino Acids have also been isolated: Isoleucine, Leucine, Lysine, Phenylalanine, Tyrosine, Cystine, Methionine, Threonine, Tryptophan and Valine.

Amino Acids are known as the building blocks of the body and their functions in the body include:

- ✓ Building and repairing cells
- ✓ Forming Anti-bodies to fight invading bacteria
- ✓ Carry oxygen throughout the body
- ✓ Essential for muscle activity
- ✓ Build nucleoproteins (RNA & DNA)

SPECIFIC BENEFITS OF EACH PROTEIN COMPONENT

Calcium Caseinate

- ✓ Helps to regulate the transit time of proteins through the gut, as it tends to form a 'gel'. This slowing of transit time may help to increase the absorption of amino acids, peptides, and whole proteins from the gut due to extended exposure of the proteins in the intestinal tract.
- ✓ Greater protein absorption may also help bodybuilders meet their amino acid requirements more easily.
- ✓ Athletes usually feel more 'satisfied' after a protein drink.
- ✓ It helps produce a greater increase in lean mass.
- ✓ A decrease in fat mass during resistance training.
- ✓ It is a valuable dieting tool.
- ✓ Slow Proteins, such as Calcium Caseinate, are better than 'fast' protein such as whey, with respect to post meal protein retention.
- ✓ It has a glutamine content much higher than whey, soy or egg and can help spare muscle mass during intense training or periods of dieting.
- ✓ It also boasts a high proportion of glucogenic aminos, which include: Threonine, Arginine and Glutamine. The glucogenic aminos lend themselves to glucose production for energy during exercise, and have been shown to possibly help defer muscle breakdown.

Egg Protein (White)

Egg Protein has been considered one of the highest quality proteins available for over 30 years. It was

even crowned by food scientist as the 'gold standard' protein for human consumption.

- ✓ Provides an outstanding amino acid profile with sulphur-bearing amino acids.
- ✓ Provides an excellent, high quality, whole-food protein source

Soy-protein Isolates (90% protein)

The nutritional quality of soy-protein isolates is high, and this plant protein can serve as the sole source of essential amino acids and nitrogen for protein maintenance in adults.

- ✓ Boasts the highest concentration of amino acids in what is referred to as the 'critical cluster'. Of prime importance are the three BCAAs, Glutamine and Arginine. These 5 amino acids make up 36.2% of high quality soy-protein isolates. Glutamine alone accounts for 19.1% fractionally behind Calcium Caseinate. This concentrated source of critical amino acids helps a body builder spare muscle during a diet phase.
- ✓ A variety of studies have shown that consistent intakes of soy-protein isolate may have a positive impact on the endogenous production of Thyroxin (T4), Triiodothyronine (T3), and even insulin over various other types of protein such as Calcium Casein and fish proteins. Thyroxin is a major player in regulation of the metabolic rate.
- ✓ Research indicates that soy-protein isolates and peptides may help reduce nitrogen loss and enhance fat loss during low-calorie dieting when compared with Caseinate.
- ✓ Some research suggests that one soy Isoflavone (Daidzein) may have a gender-specific normalising effect on sex-hormone production.
- ✓ There are a number of studies supporting the cholesterol- and tryglyceride-lowering effects of soy, and the risk of heart disease.

Only natural ingredients and nature identical flavours, with no colourants or preservatives, have been used.

Liforce High Protein Powder contains a comprehensive balance of Vitamins.

Some of the vitamins that are available in this formulation are: Vitamin A, Vitamin D, Vitamin E, Vitamin C, Thiamine (B1), Riboflavin (B2), Nicotinamide (B3), Pyridoxine Hydrochloride (B6), Folic Acid, Cyanocobalamin (B12) and Pantothenic Acid (B5).

Some of the Mineral Components isolated are: Calcium, Phosphorus, Iron, Magnesium, Iodine, Sodium and Potassium.

Liforce High Protein has been sweetened with Fructose, a fruit sugar.

Who should use Liforce High Protein Powder?

- Body builders
- Slimmers
- Young children and the elderly
- Those suffering from chronic bacterial and fungal infections
- Metabolic disorders
- Chronic fatigue
- Irritable bowel syndrome

DOSAGE

3 heaped tablespoon mixed with water / milk makes one serving

PERSONAL ADVICE

Liforce High Protein Powder works best in conjunction with a nutritionally balanced meal-plan. It can be used as a meal replacement and is suitable for Diabetics

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