

Important Senior Nutritional Announcement:

Muscle & Bone Loss A Preventable Epidemic

Many seniors experience a significant loss of muscle mass known as **Sarcopenia**. Sarcopenia (from the Greek meaning "poverty of flesh") is the degenerative loss of skeletal muscle mass and strength associated with aging.

By ages 70-80, both men and women experience a 20-40% decrease in muscle strength. Approximately 30% of those 60 years or older have sarcopenia, and as our population continues to age the prevalence is likely to increase with extremely negative consequences.

The loss of muscle mass leads to significant dependence, potential disability, increased healthcare, slower metabolism, lower immune function, increased incidence of injury, and a lower overall quality of life.

Decreased protein intake, decreased caloric intake, and decreased physical activity play important roles in the progression of age-related muscle loss.

Muscle Preservation is Critical

A new development in protein was recently featured on a PBS medical episode of ***Insights with Hugh Downs***. This new protein product called Action Whey™ contains various bioactive components that may have a positive effect on loss of muscle mass, cardiovascular health, bone health, immunity and general health of adults as they mature.

Action Whey™ proteins seem to fit well the unique needs of seniors, who represent a growing segment of the population in many countries around the world.

Action Whey's™ 100% natural whey protein from grass-fed cows may help manage the loss of muscle which affects 30% or more of the seniors population.

The positive effects of physical activity and dietary protein on sarcopenia are cumulative. Essential amino acids appear to be the primary factor in the stimulatory effect of protein on muscle health in the elderly.

After physical activity, ingestion of 1 serving (15 grams) of Action Whey™ (bioactive whey protein) can improve protein synthesis in both young and older individuals.

Action Whey™ protein is the richest bioactive source of essential amino acids including cysteine, the critical precursor of glutathione.

Bone Health – Source of Calcium

Increasing calcium intake may benefit elderly adults in two ways. First, calcium is often recommended as a means of maintaining bone mass. Second, research has indicated that calcium modulates a form of vitamin D which serves to regulate intracellular calcium levels in fat cells. Dietary calcium has been shown to suppress fat cell growth and weight gain during periods of high caloric intake.

The diet of seniors tends to be low in protein, and emerging data are beginning to suggest that recommended protein intakes should be increased as one ages.

Supplementing the diet of older individuals with Action Whey™ following exercise can help maintain muscle mass, an important determinant of health.

Action Whey™ is an ideal protein source because the effect on muscle mass is driven by its special non-denatured protein structure that protects all of the amino acids and fragile immune supporting nutrients.



By implication, increasing intake of Action Whey™ during illness, following surgery, and/or while undergoing chemotherapy may be helpful in maintaining muscle mass and preventing muscle wasting.

Evidence also indicates that a higher protein intake is one factor that reduces the risk of bone mineral loss and bone fracture in the elderly. Action Whey™ can also help bone status and help promote fat loss by serving as a good source of calcium.

Nothing Else Comes Close

Action Whey™ has quickly become nationally recognized as an ideal source of protein for all ages. No other protein drink on the market has been able to achieve an easily digestible protein blend with 100% natural and organic ingredients, cold-processed whey from grass fed cows, an incredibly low price, and a taste that will leave you speechless.

COMPARISON CHART:

			
Bioactive Whey Protein From Grass-Fed Cows	YES!	No (milk protein)	No (milk protein)
Rich Source of Glutathione Precursors	YES!	No	No
Protein Per Serving	15 g	10 g	9 g
Calories	90	240	250
Sugars	2g (naturally occurring)	28g	18g
Naturally Sweetened	YES!	No (added sugar and corn syrup)	No (added sugar and corn syrup)
Artificial Flavors	NO!	Yes	Yes
Artificial Colors	NO!	Yes	Yes
Nutrient Rich Coconut Oil	YES!	No	No
Your Cost Per Gram Of Protein (\$)	Only 13 cents!	16 cents	23 cents
BEST CHOICE	