

# The Secret To A Better Body?

## More Muscle = More Life

For The *Whey* You Live  
**ACTION**  
*Whey*™

The advertisement features a central image of a muscular man's back with the 'ACTION Whey' logo. The logo is set within a white oval with a black border. The text 'For The *Whey* You Live' is in a blue sans-serif font, 'ACTION' is in a large, bold, red sans-serif font, and 'Whey' is in a red script font with a trademark symbol. On either side of the central image is a vertical film strip with five frames. The frames from top to bottom show: a person measuring their waist with a yellow tape measure; a close-up of a muscular back; a man in a blue tank top running a race; an elderly couple riding bicycles; and a young girl drinking a glass of protein shake.

# Body Composition

## Body Composition =

The proportion of body fat to fat-free mass.

(i.e. % Body Fat)



- **Body Composition**, not body weight, has a [profound](#) influence on your health and longevity.
- “Metabolic Rate” is simply the rate at which we burn calories.
- Your metabolic rate, or “[metabolism](#)”, [ultimately](#) determines your [body composition](#).
- Your [muscle](#) is the metabolic furnace that burns fat for fuel and drives the metabolism. **More muscle => Higher Metabolism.**

# Weight Just A Minute!!

**Scales alone are NOT an indicator of health or how much fat you are losing.**

**They simply tell you how much you weigh...that's it.**



If your only goal is to lose weight, some of those pounds you're losing may also be muscle mass instead of fat.

Losing muscle mass will decrease your metabolism, your strength, and your overall health, and will increase your chances of gaining back more fat.

**Losing muscle mass is a recipe for disaster!**

# The Latest Research Says...

- Research now shows that the age-related decline in metabolic rate and increase in body fat is related **specifically to a decrease in muscle mass**, not simply aging.
- Striving to build and preserve muscle not only leads to a better body composition and appearance, it also increases the chance of a longer and healthier life.
- Your body composition is influenced **more so by the amount of muscle mass** rather than your level of physical fitness.
- Aerobic exercises like walking, jogging, and stationary cycling do burn calories and increase overall fitness, however they do not provide adequate resistance to increase muscle mass.
- **More than any other activity**, resistance training exercise promotes the muscle mass necessary for an improved body composition.



*“Ok...well that’s interesting to hear, but without a solid understanding of why muscle is so important, I’m probably going to forget what you said as soon as I see the next T.V. commercial promising another magic pill”*

*“Can we dig a little deeper into the science? If I’m better educated, I’m better prepared to stay on course and resist all the marketing hype”*

You’re absolutely right!

Let’s get ready for some Biology 101, oh... and maybe a few really big words along the way.

# What Is Glutathione?

- Glutathione is the center piece of the body's antioxidant defense system. In fact, it is called our "master" antioxidant.
- Glutathione levels decrease with age. This decrease has been linked to the onset of many age-related diseases: Alzheimer's, Parkinson's, cataracts, cancer, and cardiovascular disease.
- Glutathione levels also appear to govern changes in body composition.  
**Decreased Glutathione -> Decreased Muscle.**
- The amino acid, **Cysteine**, which is found in whey protein, has the unique capacity to increase Glutathione production in the body. Unfortunately, the majority of naturally-occurring Cysteine in commercial whey products has been oxidized into **Cystine** which is substantially less valuable to the body.
- Compared to other protein sources, only "biologically-active" whey protein is the richest source of this amino acid.

# Amino Acids

- BCAA's = Branch Chain Amino Acids. BCAA's are very unique and highly sought after in the market because they are metabolized for energy by [muscle](#), rather than the liver.
- BCAA's counteract muscle damage during exercise and help prevent muscle loss. Therefore, they are very important and highly valued for [athletes](#), especially those in [endurance sports](#) such as marathons.
- BCAA's have also been shown to help [prevent muscle loss](#) in weight management programs.
- Whey protein's amino acid profile is almost identical to that of skeletal muscle. Whey protein contains the [highest concentration of BCAA's](#) as compared to any other known protein source.
- A high concentration of the BCAA Leucine has been shown to promote [quicker recovery](#) times after exercise training.

# Glutamine and Cysteine

- A series of studies show that the concentration of amino acids Glutamine and Cysteine are what determines the amount of muscle a person carries [throughout their lifespan](#).
- Glutamine is the fuel that drives many bodily processes including immune function. The body has a very, very high demand for Glutamine.
- Cysteine is the critical amino acid that controls the amount of Glutathione produced in the body. It also has a critical relationship to the preservation of Glutamine levels and muscle mass.
- These tightly controlled processes diminish with age which leads to a steady, but aggressive decline in muscle throughout your lifespan.  
**Sarcopenia** – immobility, osteoporosis, diabetes, weight gain, illness  
→\$18.5 billion/year.
- Compared to other proteins, “**biologically-active**” whey protein is a rare and [rich source of Cysteine](#), easily utilized by the body.



# No Rumbly Tumbly

- In general, “protein” has the most exceptional appetite suppressing effects of any other macro-nutrient.
- Recent studies show [whey protein](#) to be the [most effective protein at suppressing hunger and increasing a sense of fullness](#) from eating less food.
- Glycomacropetides in whey stimulate intestinal hormones that slow the emptying of the stomach and gastric secretions during the first 1-2 hours after consumption.
- Consuming whey protein increases these hormones by [60%](#) compared to other dairy proteins (casein).
- Therefore, consuming whey protein before a meal will help to [reduce hunger and promote an earlier sense of fullness](#) from eating less food.

# Show Me The “Whey”

- In a 12-week study, supplementation with [\(biologically-active\)](#) whey protein was shown to enhance glutathione status, improve athletic performance, and provide a significant decrease in body fat %.
- These benefits were obtained without the stimulus of exercise training. So clearly, the combination of exercise with a [quality](#) whey supplementation can provide even more dramatic improvements in body composition.
- Study after study for the past 40 years has shown that whey protein supplementation results in less fat storage, more muscle, and enhanced [efficiency](#) of exercise ([less pain, more gain](#)).
- One clinical study by The American Physiological Society showed that the whey-supplemented group experienced [double](#) the gain in fat-free mass.
- A similar study with body-builders showed a gain in fat-free mass that was [five times greater](#) than the control group.

# A New Idea For An Old Whey

- The truest and most powerful benefits of whey protein are found in the original source of nourishment for all mammals and mankind – raw milk.
- However, modern processes such as “**high heat**” pasteurization substantially diminish the biological activity of the fragile components found in milk.
- Commercial whey proteins are extensively processed secondary products derived from the commercial milk and dairy product industry.
- Only Action Whey™ maintains the full range of the fragile immune-modulating and regenerative components naturally present in fresh raw milk.

**No Other Product Even Comes Close!**

# The Secret To A Better Body?



**MUSCLE!**

**Muscle is **the** critical component.**

# Muscle Myths

- **It's too hard – WRONG!**

Any form of resistance exercise will help to build, preserve, and strengthen skeletal muscles that you may not even know you have.

- **It takes years of work to see any results. – WRONG!**

Initial results can happen very quickly, especially when your efforts are maximized using [Action Whey™](#).

- **It will be painful. My muscles don't recover quickly – WRONG!**

It's always best to start slow, work your way up, and benefit from the muscle recovery nutrients found in [Action Whey™](#).

- **I have to go to a gym. I might be embarrassed – WRONG!**

There are numerous simple and effective resistance exercise options available for the home.

- **I have to sacrifice lots of time. – WRONG!**

The TV commercials are actually true on this one. Just 2-3 workouts a week lasting 20-30 minutes each will produce meaningful and visible results.

# Muscle Myths



## The #1 muscle myth for women?

I don't want to look too bulky.

Nothing works better for slimming a woman's body than resistance training. It actually helps to preserve the feminine curves by providing [lift and tone](#) to all areas of the body.

Start with light resistance and high repetitions. Over time, your muscles will tone and help your body to burn more fat 24 hours a day!!

# The “Whey” To Build Muscle

- Take 1 serving of [Action Whey™](#) 1-2 hours before resistance exercising. You may also consider adding a quick burning fuel source such as raw honey or fruit and a healthy fat such as olive, flaxseed or coconut oil.



- Take another 1 serving of [Action Whey™](#) immediately after resistance exercising.

Continue to feed your muscles the following day with another 1 - 2 servings of [Action Whey™](#) throughout the day, plus plenty of water, and healthy meals.

# The “Whey” To Lose Fat

As a [natural appetite suppressant](#), enjoy 1 serving of [Action Whey™](#) mixed in 4-5 ounces of water, dairy, or dairy substitute 30 minutes before a meal.

1 Serving of [Action Whey™](#) = Only 90 calories!



Consuming an [Action Whey™](#) protein shake 30 minutes before a meal ensures greater satiety (sense of fullness) from eating less food and less calories.



# In Conclusion...

Hundreds of studies have clearly shown the muscle, metabolism, and overall health benefits from using whey protein. Yet, the majority of these studies have used commercial sources of “**high-heat pasteurized**” whey, largely diminished of it's full potential.

**So Just Imagine..**

Imagine what the benefits will be from fueling your body with the highest-potency of full-range, biologically-active whey protein ever produced – **Action Whey™!**

**It's Your Choice...**

**How Will You Choose To Fuel Your Body?**

# It's Your One And Only Body

Will you choose the cheapest priced,  
lowest grade of fuel?



# It's Your One And Only Body

Or, will you choose the better way –

**Action Whey™?**



# Save \$16 A Month!

Normal Retail Price = \$29 per canister

Join the Emerald Express™ Auto-Ship program and automatically receive 1-4 canisters a month for only \$25 each.

**A Total Savings Of \$4 - \$16 Per Month!**

That's 1-2 servings per day of the highest quality whey protein available on the market.

OR...



# Get It For FREE!

Simply help three other people take advantage of the \$50 monthly auto-ship savings, and your auto-ship is FREE\*...every month!

Nourish yourself and your family  
FOR FREE!



\*Auto-ship credits are earned income.

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