



# Plant Protein Popularity

Those on a plant-based diet don't always get enough protein and can have difficulty finding a high-quality supplemental protein—especially one that's RAW, Certified USDA Organic and Non-GMO Project verified. Everyone needs protein, too, because it supplies energy; helps build muscle; increases stamina; supports a healthy weight; and builds new cells, tissues, enzymes, antibodies and hormones.



Supplemental plant protein use is wildly popular these days. In fact, eating plants versus animal-sourced food, in general, has numerous health advantages and is becoming increasingly popular. No doubt you've heard of Dr. T. Colin Campbell's *The China Study* or have viewed *Forks Over Knives*—just a few examples of how a plant-based diet is changing people's health for the better.

But not all plants—or plant proteins—are alike or the best to use as a protein source. Some plant proteins are made with conventionally raised plants filled with pesticides and other toxins such as GMOs, or they offer incomplete proteins without adequate amino acids.

## Firmly Planted with the *Right Plant Protein*

There are many plant proteins on the market, including soy and brown rice. Let's take a look at soy, the other leading plant protein.

**Soy protein** is a complete protein which, when conventionally grown, has, on average, 10 pesticide residues, according to the USDA Pesticide Data Program. That includes the overlap of three known or probable carcinogens, five suspected hormone disruptors, two neurotoxins, two developmental or reproductive toxins for humans and three honeybee toxins.

Likewise, soy protein contains isoflavones and goitrogens, which can raise estrogen levels in women and men and can negatively impact thyroid function when consumed in high amounts. Soybeans also contain phytic acid, which can block the uptake of minerals such as calcium, magnesium, copper, iron and zinc. They also have enzyme inhibitors that can reduce the effects of trypsin and other enzymes necessary for proper protein digestion.

However, **brown rice protein**—Certified USDA Organic and Non-GMO Project verified to ensure purity—is nutritionally rich and packed with enzymes. It also boasts four times more arginine—for better nutrient delivery—than other protein powders. Brown rice protein is also rich in glutamine, for muscle growth and immune health.

When all three layers of sprouted brown rice are used (germ, endosperm and bran), it provides all of the essential amino acids with a high biological value. That's important, too, because if your diet is missing even one of the essential amino acids, then the body takes protein from other areas, including muscles, to get the missing amino acid.

† These statements have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent any disease.

## Garden of Life® RAW Protein is the #1 Selling Protein Supplement\*—and It's Easy to See Why It's the Most Popular Plant Protein

### RAW Protein is:

- a complete, plant-based protein for everyone, including those on a vegan or vegetarian diet.
- Certified USDA Organic (no GMOs, synthetic fertilizers or pesticides which may be present in non-certified organic products).
- Non-GMO Project Verified.
- RAW (untreated, unadulterated and produced and manufactured below 115° Fahrenheit).
- vegan.
- gluten free, dairy free and soy free.
- easy to use—mixes well with beverages or foods.
- supportive of digestive health and function.†
- easily digested.
- great for those on low-carb diets.

### RAW Protein has:

- Organic RAW Sprout Blend of 13 seeds, grains and legumes, featuring organic sprouted brown rice, which is very well utilized by the human body.
- 17 grams of complete protein per serving. 34 percent of the daily value, or DV—plus all essential amino acids.
- Vitamin Code® fat-soluble vitamins.
- nutrient Code Factors™ such as Beta-glucans, SOD, glutathione and CoQ10.
- live probiotics and enzymes.
- no soy, no gluten, no dairy and no lactose.
- no fillers.
- no synthetic nutrients.
- no preservatives.
- no artificial anything, including flavors or sweeteners.

**No wonder RAW Protein is the #1 selling protein supplement. It's clean, highly nutritious, nutrient-dense, easily digestible, high-quality plant protein nutrition.**

And speaking of muscles . . . brown rice protein is highly efficient at supporting muscle recovery, muscle building, and supplying the body the strength and power it needs. As a complete protein, brown rice protein delivers all the essential amino acids, but the amino acid leucine is at a high threshold to maximize muscle protein synthesis.

Add all that to its high digestibility and hypoallergenic nature, and it's apparent why brown rice protein is the most popular plant protein.

### Nutritional Power of Sprouted Brown Rice in Brown Rice Protein

Brown rice protein starts with brown rice, which is highly nutritious in and of itself. It's packed with B vitamins, manganese, iron, dietary fiber and all essential fatty acids. Manganese, for instance, is a trace mineral that helps produce energy from protein and carbohydrates and synthesizes fatty acids and cholesterol. It's also a strong part of an antioxidant enzyme—superoxide dismutase—which fights free radicals.

Brown rice also has fiber and selenium, a trace mineral that's essential to thyroid hormone metabolism, antioxidant defense systems and immune function. It also provides a rich source of magnesium, a co-factor of over 300 enzymes—including enzymes necessary for healthy blood sugar levels. Magnesium also plays a role in supporting cardiovascular health, already healthy blood pressure levels and strong bones.

Brown rice is supercharged nutritionally when it's sprouted, activating enzymes which release additional nutrients. Sprouted brown rice has more fiber, three times the amount of lysine (an essential amino acid) and 10 times the amount of gamma-aminobutyric acid (GABA)—an amino acid that supports healthy kidney function—than regular brown rice.



\*SPINSScan Natural 12 weeks ending 2/23/14