

CONSUMER Health ALERT!



NUTRITIONAL FRONTIERS

THE INS AND OUTS OF WHEY PROTEIN

Whey protein is a mixture of proteins found naturally in cow milk. About 20% of the protein in milk is whey, with the remaining 80% being casein. Whey protein supplements for humans provide essential and non-essential amino acids to support healing, muscle building, muscle and tissue recovery, energy and immune health.

Some of its constituents include beta-lactoglobulin and alpha-lactalbumin. These substances are rapidly and easily digested in comparison, especially as compared to the other milk protein, casein. Whey protein is a great source of branched chain amino acids for muscle integrity and as precursors for glutathione production. In fact it is one of the best ways to naturally boost glutathione, which plays a critical role in the liver's ability to detoxify.

Anyone supplementing with whey protein powder should ensure that the product they choose is tested and guaranteed free from heavy metals and other contaminants. Consumer Reports reported in July 2010 that certain popular whey protein supplements were found to have worrisome levels of lead, cadmium, mercury, and arsenic.

In addition to worrying about contaminants, one should also be wary of the fact that many commercially produced whey protein powders contain unhealthy artificial sweeteners, artificial colors, and other additives. Furthermore, the cows from which the whey protein is processed should ideally be healthy, grass-fed, and not administered hormones or unnecessary medications. Grass-fed cows produce whey that is of higher quality and nutritionally superior to dairy products from grain-fed, conventionally farmed cows.

Nutritional Frontiers' Best Whey protein is sourced from New Zealand pasture-raised herds. New Zealand is unique among developed nations in its commitment to pastoral farming, humane treatment of animals, product safety, and environmental sustainability. Cows in New Zealand are rarely fed grain- rather they primarily graze on grass. Also, artificial growth hormone, rBST, and rBHG are banned from use in New Zealand's herds. In fact, the USA is the only developed nation that allows humans to drink milk from cows given artificial growth hormone. New Zealand's Ministry of Agriculture and Forestry also restricts routine antibiotic use in animals, again unlike the USA where cows are routinely given antibiotics to promote growth as well as to prevent infections from the deplorable factory farming conditions.

Nutritional Frontiers' Best Whey Protein, which comes in chocolate, vanilla and berry flavors, mixes easily for smoothies or shakes. It also includes Fibersol-2 to promote regularity. This product is excellent for athletes and body builders, as well as being a helpful addition in low calorie diets. Whey protein helps build people back up after debilitating diseases, both in terms of boosting caloric intake and immune system support. This supplement is low carb, so it could be appropriate even for people with diabetes or insulin resistance. **People have had fantastic results using it as a breakfast smoothie, meal or snack anytime.**

