

ELITE Personal Training and Fitness Solutions

HEALTH TOPIC OF THE WEEK

4/3 - The Scoop On Protein Shakes and Powders

Introduction

Protein is a macronutrient critical for bodily functions. Contrary to popular belief, most Americans do not get enough good sources of protein. A quality protein drink that is made from whole-food ingredients can benefit your health in several ways. Adequate protein intake can balance hormones, assist in weight loss, support detoxification, aid digestion, boost your immune system, and even support nutritional needs during pregnancy and breastfeeding. Protein intake is especially important when you exercise and as you age.

The protein supplement industry is booming. It is worth over \$30 billion globally. Many health-consumers use protein shakes and powders for convenience. But what about the quality? As with all processed foods, these products are loaded with bad ingredients. So, here's the "scoop" from EPT, where you will find research-based advice on all aspects of nutrition.



Watch-Outs

 Many muscle-building and senior support shakes include added sugar, stabilizing agents, fats, artificial flavors, milk derivatives, gels, gums, preservatives, buffering agents, artificial sweeteners, and more.





Elite Personal Training and Fitness Solutions does not provide medical treatment or intervention. We acknowledge scientific evidence that appropriately intensive exercise and sustainable nutritional intervention can have significant impact on chronic health disorders and obesity, dramatically improving symptoms when recommendations are followed. Please visit us at <u>Eliteptf.com</u> for more information and to schedule your evaluation.

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- Ready to drink protein shakes are especially high in added ingredients. Why? These ingredients are needed for stabilization during thermal processing and sterilization. Gums and gels provide viscosity and keep shakes from separating. Buffering agents keep the pH stable through processing and shelf life. Many protein shakes contain artificial flavors or a mix of natural and artificial flavors. These are used to mask unwanted notes from the high protein content.
- Fats are added for mouthfeel. Protein drinks often contain saturated and processed fats like palm kernel oil or canola oil.
 Flavors and additives are abundant in powdered mixes. So are hydrolyzed proteins. Hydrolyzed proteins are chemically processed to break protein strands into smaller chains. This is done to aid digestion. Smaller amino acids break down faster over time. Decomposition of amino acids results in the release of carbon dioxide and ammonia. You will notice when these products are past their prime if you open the product and smell ammonia. However, flavors and sweeteners are often added to mask the degradation.
- The use of sugar and sweeteners in the American diet is shocking. Using altered forms, like resistant maltodextrin, can make products seem "healthier" with lower glycemic impact. Mixtures of artificial sweeteners boost sweet perception and can mask bitterness from other ingredients. Along with other processed beverages like fruit juice, consumer testing agencies are now reporting heavy metal content. There are simply too many undesirable ingredients to make most protein shakes & powders worth it! <u>A notable exception is Ka'chava. For details, please see our health tip of May 9, 2022.</u>

Questionable Claims and Practices

• Marketing tends to be long on vivid images and snazzy wording, but short on actual science. Package and marketing claims on protein shakes are a hot mess. Most claims go under the radar unless there is a lawsuit. A note on lawsuits - they tend to be generated by rivals in the industry, not consumers.

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ALLERGEN STATEMENT: THIS PRODUCT CONTAINS INGREDIENTS DERIVED FROM MILK AND SOY.







- Health and nutrient content claims must be pre-approved. Dietary supplement and structure/function claims do not. The result? Labels that are misleading and untrustworthy. Another source of confusion is serving size and recommended use. There's no consistency. For example, muscle-building shakes push maximum use so that consumers buy tons of products. Serving sizes are misleading on "calorie conscious" or diet brand products. You may notice servings smaller than one bottle for ready to drink shakes.
- Senior nutrition shakes are typically located near diet and nutritional supplements. These are popular as meal replacements. With clinical research attached, meal replacement products can be misleading. Keep in mind these products were developed for short-term use with malnourished seniors who had been hospitalized. They are not intended for daily or long-term use in standard populations.



Nutrition Facts

Takeaway

EPT is always here to help. Protein is important for a multitude of bodily functions, and it's critical when you train with us! Exercise requires more protein intake to aid in muscle recovery, repair and improvement.

In our Sustainable Nutrition counseling, we recommend high-quality balanced protein supplementation. We want maximum success for our clients. But exercise and personal training are only half the story. Proper nutrition is also needed for long-lasting health benefits.

EPT performs unbiased primary source research. Let us help you make sense of marketing madness. Ask us about nutrient timing and supplementation.



This article was contributed by Lynette Jernigan B.S., ASCS, CFS, NASM-CPT & BCS, CFNP, CIMHP, Director of Nutrition Services and Client Advisory Board Chairman. For her bio, please see https://www.elitepersonaltrainingandfitnesssolutions.com/business-team



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