

Do It & Diet

There's A 'Whey' To Add Protein To Your Diet

(NAPSA)—There's good news for consumers looking for an efficient way to get more protein in their diet. Options exist that are both convenient and effective.

Made of amino acids, protein is a building block for bones, tendons and cartilage, as well as immune support and producing collagen, which is in hair, skin and nails.



A growing number of consumers who want to add protein to their diet are turning to whey protein.

Experts say that increasingly, consumers are seeking ways to add protein to their diet, either to get more out of their time in the gym, to help them lose weight, to boost their immune system or as a snack between meals or after school.

One option is to add a protein powder such as BioChem 100% Whey Protein, along with fruit or other ingredients, to smoothies and shakes made at home.

Said Country Life product educator Tracy Kreider, ND, "I always tell people there are no rules in smoothie making. Don't be afraid to explore and be willing to go outside the norm."

Consumer research, such as SPINSscan, indicates BioChem 100% Whey Protein, made by Country Life, is the leading whey protein brand on the market. It contains 20g of protein per serving, is sourced from grass-fed cows, and contains no artificial hormones and no GMOs. It's also 100 percent soy-free and 99 percent lactose-free.

A by-product of the cheese-making process, whey is what's known as a complete protein because it naturally contains all 20 amino acids, including the 10 essential amino acids that are the molecular building blocks of protein.

To learn more or get recipe ideas, visit www.Biochem-Fitness.com.