

Life-Span Protein Wellness Shake

Another Life-Span Health & Wellness Product by HealthTrust Alliance, Inc.

"I've been drinking a Wellness Shake every morning for the past 2 months and it has made a big difference for me. I have never eaten breakfast, so this has been great. I have much more energy all morning and don't crave sweets at all..."

Wellness Shake ingredients:

- Ionized, cold-filtered whey protein isolate
- 21 grams of protein per serving (high quality whey proteins, lactalbumin and alpha-lactoglobulin, and to a lesser degree, bovine serum albumin and immunoglobulins)
- Provides a full spectrum of nonessential, semi-essential and essential amino acids.
- Stevia (Stevia rebaudiana Bertoni leaf extract), a potent, noncaloric sweetener used worldwide (no aspartame, no refined or artificial sugars, no lactose milk sugar)
- Hypoallergenic--Casein, the most allergenic of milk proteins, not included. Also, no wheat, egg, soy, yeast, or chemical additives.
- Tasty, easy-to-mix, choice of vanilla, chocolate or berry flavors.
- One ounce (102 calories) per serving.
- Convenient scoop with handle included
- Net weight = 1.5 lbs (681 grams)



What is cold filtered, ionized whey protein?

- Whey protein, along with casein one of the 2 major proteins in milk, is derived from purified cow's (or goat's) milk cheese, a complex process which includes defatting, precipitation, washing, solubilization, concentration and purification steps. Commercial ion exchange resins are also used as part of the purification process.
- Whey "isolate" is a standardized, higher concentrated form of protein than whey "concentrate."
- The cold filtered ion exchange production allows the whey protein to maintain its purest natural composition without the protein denaturation of heat. Some evidence also suggests that denatured whey protein is slower to digest than unheated, undenatured whey protein.

Benefits of whey protein isolate include:

- More easily and efficiently digested form of protein than food.
- Boosts energy
- Curbs appetite for sweets & other carbohydrates
- Acts as an antioxidant, preventing peroxidation of fats.
- Improves the viability of the probiotic bifidobacteria
- Increases endurance and muscle recovery from physical activity (especially effective within 30 minutes immediately following after exercise)
- Improves resynthesis of the body's high energy store, glycogen, by 20% or more following an intense workout.
- Increases metabolism (helps speed weight loss)
- With resistance training results in significant weight loss, fat loss, lean body weight increase, and increased muscle strength.
- Improves immune function. Protects against immune function disturbance caused oxidized cholesterol (animal study). May assist human white blood cells in fighting off certain bacterial infections.
- Twice as effective as highly touted soy protein in reducing incidence of breast tumors in casein-fed animals.
- Releaser of growth hormone, thereby offering a potential anti-aging/rejuvenation benefits.
- Increases bone growth, density and strength.
- Helps prevent oxidation of the "bad" LDL cholesterol (low-density lipoprotein),
- When added to Lactobacillus casei- and Streptococcus thermophilus-enriched milk, raises "good" HDL cholesterol, lowers serum triglycerides and lowers systolic blood pressure.
- Lactokinins from whey protein may have blood pressure-lowering benefits.

Contains Essential and Conditionally Essential Amino Acids, including:

- Branch-chained amino acids valine, leucine, and isoleucine,
- Sulfur-containing amino acids cysteine, taurine, and methionine,
- Arginine,
- Tryptophan,
- Phenylalanine,
- Glutamine
- And Others...

Why the sweetener, Stevia?

"Stevioside [an extract of Stevia leaves] is reportedly 250-300 times sweeter than sugar & contributes no calories to the diet." --FDA, 1995

- Non-caloric sweetener with a mild licorice-like taste that is at least 250-300% sweeter than table sugar (sucrose).
- Is totally safe & nontoxic (The Japanese government approved Stevioside as a sweetener and flavor enhancer for food use in Japan in 1970 after many years of intensive study. Today it is used in many countries including Japan, Israel, Brazil, China, Taiwan and Korea. In fact Stevia and its extracts have reportedly captured over 50% of the Japanese market. Major multinational food companies convinced of its safety, use Stevia extracts to sweeten foods for sale in Japan, Brazil, and other countries where it is approved).
- Ideal for children in that it does not contribute to dental caries.
- Unlike sugar Stevia does not trigger a rise in blood sugar so often resulting in fatigue and need for another "sugar fix" later on.
- Unlike sugar Stevia does not feed intestinal yeast; does not create an unhealthy imbalance of intestinal microorganisms.
- Due to Stevia's potent glycoside sweeteners, has become an extremely popular table-top sweetener alternative in foods and beverages for diabetics and obese people.
- Benefits attributed by folklore to Stevia: stimulates alertness and counter fatigue; facilitate digestion and gastrointestinal functions; regulate blood glucose levels; nourish the liver, pancreas and spleen; help the body sustain a feeling of vitality and well-being and external application for blemishes. It has been shown in studies to inhibit the growth and reproduction of some bacteria that are responsible for tooth decay. Some users report a decrease in desire for sweets and fatty foods. Additionally, some users have reported that drinking Stevia tea or Stevia enhanced teas helped to reduce their desire for tobacco and alcoholic beverages.
- The other non-caloric sweetener, Aspartame, reported to have undesirable side-effects, including brain tumors (animal studies).

Scientific References

- Demling RH; DeSanti L Brigham and Women's Hospital, Boston, MA. Effect of a hypocaloric diet, increased protein intake and resistance training on lean mass gains and fat mass loss in overweight police officers. *Ann Nutr Metab*, 2000; volume 44:1: pages 21-29.
- Hakkak R et al. Arkansas Children's Nutrition Center and Department of Pediatrics, University of Arkansas for Medical Sciences, Little Rock. Diets containing whey proteins or soy protein isolate protect against 7,12-dimethylbenz(a)anthracene-induced mammary tumors in female rats. *Cancer Epidemiol Biomarkers Prev*, 2000 Jan; volume 9:1: pages 113-117.
- van Hall G et al. Department of Human Biology, Maastricht University, The Netherlands. The effect of free glutamine and peptide ingestion on the rate of muscle glycogen resynthesis in man. *Int J Sports Med*, 2000 Jan; volume 21:1: pages 25-30.
- Tong LM et al. Chenoweth Laboratory, Department of Food Science, University of Massachusetts. Mechanisms of the antioxidant activity of a high molecular weight fraction of whey. *J Agric Food Chem*, 2000 May; volume 48:5: pages 1473-1478.
- Loimaranta V et al. Institute of Dentistry, University of Turku, Finland. Colostral [whey] proteins from cows immunized with Streptococcus mutans/S. sobrinus support the phagocytosis and killing of mutans streptococci by human leucocytes. *J Med Microbiol*, 1999 Oct; volume 48:10: pages 917-926.
- FitzGerald RJ; Meisel H University of Limerick, Life Science Department, Limerick, Ireland. Lactokinins: whey protein-derived ACE inhibitory peptides. *Nahrung*, 1999 June; volume 43:3: pages 165-167.
- Lindberg T et al. Department of Pediatrics, University Hospital, University of UmeÅa, Sweden. In vitro digestion of proteins in human milk fortifiers and in preterm formula. *J Pediatr Gastroenterol Nutr*, 1998 July; volume 27:1: pages 30-36.
- Dave RI; Shah NP. Center for Bioprocessing and Food Technology, Victoria University of Technology, Australia. Ingredient supplementation effects on viability of probiotic bacteria in yogurt. *J Dairy Sci*, 1998 Nov; volume 81:11: pages 2804-2816.
- Kawase M et al. Technical Research Laboratory, Takanashi Milk Products Co., Ltd., Yokohama, Japan. Effect of administration of fermented milk containing whey protein concentrate to rats and healthy men on serum lipids and blood pressure. *J Dairy Sci*, 2000 Feb; volume 83:2: pages 255-263.
- Minehira K et al. Laboratory of Food Science, Kyushu University, School of Agriculture, Fukuoka, Japan. Effects of dietary protein type on oxidized cholesterol-induced alteration in age-related modulation of lipid metabolism and indices of immune function in rats. *Biochim Biophys Acta*, 2000 Jan; volume 1483:1: pages 141-153.
- Richman AS et al. Diterpene synthesis in Stevia rebaudiana: recruitment and up-regulation of key enzymes from the gibberellin biosynthetic pathway. *Plant J*, 1999 Aug; volume 19:4: pages 411-421.
- Suttajit M et al. Mutagenicity and human chromosomal effect of stevioside, a sweetener from Stevia rebaudiana Bertoni. *Environ Health Perspect*, 1993 Oct; volume 101 Suppl 3: pages 53-56.
- Das S et al. Department of Pediatric Dentistry, College of Dentistry, University of Illinois, Chicago. Evaluation of the cariogenic potential of the intense natural sweeteners stevioside and rebaudioside A. *Caries Res*, 1992; volume 26:5: pages 363-366.
- Automatic detention of Stevia leaves, extract of Stevia leaves and food containing Stevia. FDA: IA#45-06 (Attachment revised, 12/19/95 and 2/2/96).