

# THE PROTEIN BUYER'S PROTECTION PACK

**For Bodybuilders and Dieters**

*“You can spend the next 15 minutes learning everything you need to know about how to buy the right protein for your needs... Or hundreds of dollars and the next few months wishing you had.”*



John Messenger  
President, Sports Science Research



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**That Stupid Protein Ad Promised  
The 'Body Of My Dreams'.  
But 6 Miserable, Expensive Weeks Later...  
"Where The BLANK Is It?"**

Whose fault is it after you've slaved away in the gym and chugged down all those disgusting, high-priced protein drinks for 6 weeks ... and you *don't* get the results you were promised? *I say it's your protein's fault.* Sure, that last one you bought didn't taste very good, but you used it anyway because you wanted the results it promised.

And now you're frustrated because even after you did all that ... you're *still* stuck with that same old unattractive body ... the one your unforgiving mirror reminds you of everyday. That's why you can't afford to waste another penny on ineffective, unproven protein supplements that just don't live up to their hype.

**The Supplement Industry Knows You Don't Have The  
Time Or Know-How To Sort Through The Thousands  
Of Protein Products Flooding The Market Today ...  
Just To Find One That Fits Your Specific Needs And  
Leaves More Cash In Your Wallet...**

**That's Why All You Ever Seem To Get Is  
Outrageous Hype And Overblown Promises.**

Welcome to "The Protein Buyer's Protection Pack." I'm going to assume that since you're reading this special report, you or someone you know is interested in investing in a quality protein product, like Gourmet Protein™. I'm also going to guess there's a good chance you've either looked at or called about other protein products besides ours.

If you're like most of our customers, you're probably feeling confused, frustrated and even a bit skeptical about buying another protein product because of all the seemingly endless choices of similar sounding products on the market today.

And your feelings are justified. My name is John Messenger, President of Sports Science Research, and I understand your situation completely. At one time I might've been the guy standing next to you who was also buying that hideous tasting stuff, hoping it would give me "miracle" results. As you already know,

most products don't live up to their big claims. It happens because companies cut corners ... trying to make a quick buck ... and they produce a cheap product that just can't deliver the goods.

Of course, I understand that you might be skeptical of almost any supplement company in general ... especially one that claims that you can get the results you've always wanted, plus get great taste ... without the frustration and confusion typically associated with most other supplement companies.

## **I Was Shocked and Embarrassed When I Found Out The Supplement Industry Was Labeled As One Of America's Most Complained-About Industries.**

It's a shame that so many companies employ their marketing plans with an almost total lack of conscience. It's even more unfortunate for the other honest companies who are actually doing their level best to bring value and cutting-edge products to consumers. And rightly so, consumers have now become cynical toward our industry as a whole because they are tired of being lied to and ripped off over and over again.

So please take a few minutes to thoroughly read this report as I am going to speak candidly to you. Whether you decide to do business with us or not, is always totally up to you. One thing is sure, after a few moments you will understand the inside of the supplement industry and know exactly what you need to know to make the best choice of protein for your needs.

Our goal is to empower you to the point that the next time you walk into your local health food store, you will know more about protein products than the person standing behind the counter. And I guarantee you'll never look at protein ads or product labels the same way again! Like a professional magician, you'll know exactly how all the "tricks" are actually done. In the end, you will get the most value for your hard earned dollar.

We will do our best in this report to keep everything in simple, Plain-English terms. We will also pull out all the stops to expose some of the most common deceptive practices in this industry. Only then will you have the knowledge you need to choose the right protein.

All these issues have been a big problem in this industry for a long time. So it's incredibly hard to know exactly who to believe. That's why I'm here to give you a little "insider" secret: if you could compare protein products the way we do—based what's *really inside*—you'd clearly see that all proteins are definitely *not* created equal.

**- Chapter 1 -**

**A Few Facts  
About Protein  
You Need  
To Know**

**When It Comes To Claims About Protein Values  
And Requirements ...**

**The Fact Just Don't Add Up.**

## Quality Rating Methods – What Do They Mean?

Scientists use four traditional methods to rate the overall quality of protein. They are: Biological Value (B.V.), Net Protein Utilization (N.P.U.), Protein Digestibility Corrected Amino Acid Score (PDCAAS) and the Protein Efficiency Ratio (P.E.R.).

Rather than debate which method is the most accurate or effective, it is more important to see how typical proteins compare using each method. Below is a simple chart that lists common protein sources and how they score under each method. The basic idea is that the higher a protein source rates, the better and more efficiently your body can use it.

Protein Source	Protein Rating Methods			
	B.V	N.P.U.	PDCAAS	P.E.R.
<b>Whey</b>	<b>104</b>	<b>92</b>	<b>1.0</b>	<b>3.6</b>
<b>Egg</b>	<b>100</b>	<b>94</b>	<b>1.0</b>	<b>3.8</b>
<b>Beef</b>	<b>80</b>	<b>73</b>	<b>.092</b>	<b>2.0</b>
<b>Soy</b>	<b>74</b>	<b>61</b>	<b>.99</b>	<b>2.1</b>
<b>Rice</b>	<b>59</b>	<b>57</b>	<b>.26</b>	<b>2.0</b>
<b>Beans</b>	<b>49</b>	<b>39</b>	<b>.68</b>	<b>1.4</b>

Even though whey rates at or near the top of the 4 scales listed in the chart above, you should know about one common misunderstanding, and often fraudulently marketed claim, about whey protein: That it actually has a Biological Value of 159 ... not 104! This is simply not true, and here is the reason why:

The infamous 159 BV claim you have seen for years in some whey protein advertisements came from a study where its author cited two researchers who had confused the chemical score of whey with its Biological Value – the method which measures the amount of protein retained in the body per gram of protein absorbed. If you think about it, common sense would dictate that you could not have more than 100% of anything. However, some companies saw this high number and ran with it. The extra 4% actually comes from a margin of error in the calculation used to establish the final BV. Therefore, you get 104 BV rating for whey protein. This means Egg might actually have a 96 BV, Beef 76 BV, etc.

## How Much Protein Do You Really Need?

If there was ever one topic that has been more widely and hotly debated, it the subject of how much protein a person really needs. Experts, scientists, doctors and athletes are literally all over the map when suggesting the “right” amount for optimal health and muscular gains. And when supplement companies begin to throw their hats into the ring, you know you are bound to get suggested amounts that weigh heavily in their favor.

Here is what the supplement companies don't want you to know. Human muscle is made up of nearly 70% water! So consider this: Why don't they recommend you drink gallons and gallons of water each day? Because they can't sell you water through the mail (although we're beginning to see this happen now too!) So by focusing just on the 30% of tissue that's left, you can begin to see that you simply don't need the 400-500 grams that some companies and "Experts" suggest you take everyday (of their brand, of course).

As we promised from the beginning of this report, we will do our best to keep this information as simple and straightforward as possible, without the usual hype and confusing "mumbo-jumbo" you'd expect from a supplement company.

Realize there are only three possible scenarios when it comes to your body and muscle. You are either: **1)** gaining it **2)** maintaining it or **3)** losing it.

The answer to this question depends on numerous factors. For example, how active are you during a typical day? Do you workout? How old are you? In fact, there are so many factors to consider in this equation that we will sidestep nearly all of them and look at the two that make the most sense: **1)** Lean Body Mass (LBM) **2)** Anabolic Steroids.

### **Factor Number 1: Lean Body Mass**

If you are a "Natural" trainer, your safest bet is to eat 1 gram per pound of Lean Body Mass (your total weight minus your percentage of body fat: 220 lb @ 8% = 202.4 lb LBM). Some experts and nutritionists recommend you eat at least 1 gram per pound of your total body weight, but suppose you have a body fat level of 35% or more, and you weighed 280 lb? And what about those fancy ratios, such as 40:30:30, which are hailed as the ultimate in cutting-edge nutrition. The fact is that you cannot reduce the complexities of the human body and its ever-changing needs to a simple formula like this. Suppose the actual numbers you personally require are 47:24:29?

Since protein supports the building of "active" tissue like muscle (fat is stored calories), eating according to the old standard means you'd consume nearly 100 extra grams of protein a day or 400 extra calories (280 lb x .35 = 98 lb of body fat). If this extra protein is taken in the form of a supplement, it would equate to an extra 2-4 servings a day, which certainly sounds great to the supplement company. As you can see, you would drastically overeat, making your weight loss efforts that much more difficult.

### **Factor Number 2: Steroids**

Almost everyone has heard about Anabolic Steroids on some level. And if you are a serious athlete or bodybuilder, you definitely know what they are. Without going into a long, scientific explanation about how steroids work, just keep one

thing in mind; in a nutshell they dramatically improve nitrogen retention (protein is made up of nitrogen). Many people underestimate the incredible power of these drugs. As you can see, when it comes to comparing a natural athlete's protein requirements to those of one on steroids, there is no comparison. Yet, the magazines would certainly like you to believe otherwise.

In fact, some neophyte bodybuilders have been able to gain as much as 30 lbs of muscle tissue in one month with them. So it stands to reason that if you are using steroids, you may need anywhere from 1.5 to 3 times the amounts I've listed above for natural athletes.

You see, regardless of whether you consume 50 grams of protein a day or 500, the fact is that there is a point for each individual where every gram of protein you consume past your body's ability to use them is simply wasted. Much like filling an 8-ounce glass with water, you can only put so much in before it spills over, no matter how hard you try.

Please don't misunderstand what we are saying here. There's absolutely no doubt in our minds that high-protein diets work well for gains in lean body mass or when trying to lose fat. We have plenty of research in our files to prove it.

With a little experimentation, you'll be able to determine the exact amount of protein you really need for maximum results. Try going lower than our recommendations, or maybe even higher, and then gauge your results. The point is to not listen to the outlandish claims some supplement companies would have you believe about how much protein you should be consuming (especially when it comes to buying and using their brand).

Once you reach the point where your body will not assimilate any more protein, *regardless of how much you consume*, the next step is to focus on improving the quality of the protein itself. This makes the body's job easier to convert this protein into new muscle tissue. In other sections of this report we will examine what makes or breaks a quality protein product, like Gourmet Protein™. As you'll soon discover, all proteins are *not* created equal.

## **An Eye-Opening Look At Gaining Muscle — The Truth May Surprise You!**

Let's end this section by bringing things into perspective with an example. What you are about to read is not meant to discourage you. Rather, we are big believers in reality and think you deserve to know the truth. Let's say you decide to really "go for it" and do whatever it takes to add 20 pounds of Lean Body Mass. You see an advertisement for "Wonder Product Protein X" that claims "Joe Average" gained 20 pounds of muscle in just 30 days"! And it only costs \$59.95

for 12 servings. Gee, what a bargain! (Of course, they have “Before & After” pictures of him ... so it just has to be true!) You decide to buy it ... but wait!

Think about the following point the next time you are in a grocery store. Go to the meat section and take a look at a one-pound steak. Consider for a moment just how much tissue that really is. Now think of it multiplied times 20! That is an enormous amount of tissue to add to anyone’s frame ... especially in just 30 days, let alone 6 months! This means you would be adding the equivalent of 5 of those steaks to your body each week. If you doubt these statements, try gorging yourself with a boatload of protein for the next 30 days and see what happens. Probably the only real growth you’ll see is your waistline.

The key question here is this. What is the mechanism that tells your body to:  
**1) Actually absorb all that protein 2) Convert it into new Lean Body Mass?**

The above would almost certainly have to be the result of a response to anabolic steroids or similar compounds, since, as we mentioned before, they greatly enhance the body’s ability to assimilate nitrogen from protein. The fact of the matter is that most protein companies hope you’ll never even consider examples like this one so you will keep buying and using their overpriced products.

The simple conclusion is that you do not need the amounts most supplement companies recommend. If your favorite pro bodybuilder or athlete talks about how much protein he or she is using each day, just keep these factors in mind and do what is right for you.

## **What You Should Know About Protein Quality Rating Methods And Protein Requirements When It Comes To Buying Protein**

- 1.** Does the brand you are looking at or currently use still tout the 159 BV claim for whey in their ads or on their labels? Any reputable, cutting-edge company should know the truth about this one. If not, beware.
- 2.** Ask where the studies are that support their claims for how much protein you need each day. Do they actually have them on file? Ask if these were studies performed on humans or animals.
- 3.** Were these studies performed by an independent research firm or organization with nothing to gain from producing positive results?

## - Chapter 2 -

# Certification & Protein Analysis Methods

**Is Your Current Protein Brand Cutting Corners ...  
But Still Charging You Full Price?**

**Here's What Some Other Companies Don't Want  
You To Know.**

Did you know that the Nutritional Outlook Study (conducted in April of 2000) found that more than 70% of manufacturers switched raw ingredient suppliers in 1999? **51.4% of them cited quality as the number one reason why.**

Have you ever wondered why some protein products are selling for next to nothing, yet others cost vastly more for much less product? For example, I'll tell you right now that our 1.5-pound container of Gourmet Protein™ with 25 servings costs the same as some 5-pound jugs of whey protein that may have 100 or more servings!

Since we know the lowest possible prices of the raw materials it takes to create them, we certainly wanted to know how on Earth it is possible for them to do this. You see, like any basic commodity, there is an absolute *lowest* price one can charge for it.

Our lead scientist, with 17 years experience in the supplement industry, set out to find the answers. Other than the fact they almost all use just one protein source (Gourmet Protein™ actually has 3), he knew there had to be another reason why they could do this. Now we know ... and you will too.

### **It All Comes Down To One Thing - Quality**

Let's face it. Quality control is usually the first to be cut when a company wants to increase its bottom line because it's very expensive! He discovered that many protein products were being "spiked" by replacing the expensive protein content with cheap, inferior proteins like gelatin. Some of these companies would even sprinkle in microscopic amounts of the more expensive proteins and then claim them on the label.

Although these products will still meet label claims for the total **amount** of protein listed...they do not meet claims for the actual protein **source**. This distinction is absolutely *critical* for you to understand. This means the 20 grams of protein you thought you were getting per serving ... is only 10 grams in reality—or even less!

**THE RESULT?** A high-profit, ineffective product sold to unsuspecting consumers as pure protein! Of course this is dishonest and illegal, but it is undetectable by the conventional testing methods most labs still use.

Now you know the truth about why so many whey proteins on the market are selling so cheap, taste so awful, and why they give you such horrible cramps and bloating. You might be fooled ... **but your body isn't!**

How many times have you seen a company produce an actual "Certificate of Analysis" that shows they tested their protein product to ensure it meets label claims? I'd bet probably never.

If not, why? The truth is that most supplement companies are not really labs at all. Their ads show scientists in lab coats holding a dropper in one hand and a glass vile or beaker in the other. For years many companies have done their best to portray themselves as a lab to consumers by literally spending millions upon millions of dollars to do so. Now do you honestly believe this is a picture of a real scientist at "Supplement Company X"? I suppose many do since this trick seems to send sales soaring into the millions for the ones who use it.

You see, anyone can claim that they test. And even if they did, what really matters is how they actually do it. To fully understand the concept of quality testing, you need to know the differences in the testing methods available.

### **Protein Testing Methods**

There is High Performance Liquid Chromatography (HPLC). Another is Gas Chromatography. While each of these testing methods is quite powerful, they are limited to showing the amount of active materials in a given formula, not the source. They are *chemical* tests, not *food* tests. In some cases, these tests are actually quite easy to fool.

To get a complete test result, you must use methods that fall under a category called Spectroscopy. This science will measure something in its entirety, giving them the ability to prove the **source** materials.

Two forms of Spectroscopy testing methods are Nuclear Magnetic Response (NMR) and DNA Sequencing. While these are two of the most powerful tests available, they are far out of the realm of realistic use by supplement companies. After searching for sometime, we found our answer.

## **If You Spent Over \$1 Million To Develop The Most Advanced Quality Control And Product Testing System In The World, Isn't This The Kind Of System You'd Create?**

Enter Near Infrared Analysis (NIR). Used heavily in the pharmaceutical industry, NIR is the test of choice due to its speed and 100% reproducible accuracy. Even more amazing is the fact that it can look at every individual molecule, and all major components of a product.

## **You Must Know Your Protein's Source ... Or Else!**

Here's a great example of why this test is so powerful. Imagine three one-pound piles of ground meat lying on a table before you. Standard tests can show you the amount of protein in each pile, but NIR will also show you what type of meat it actually is ... in other words, its source. Hopefully, this example explains why we are so confident in this process.

I simply cannot emphasize enough the *critical* importance of knowing your protein's **source**. The label says 25 grams of protein per serving. The company shows you a certificate that states this product does, indeed, meet label claims. However, what they have not proven is the source of that protein. It could easily be a cheap gelatin, which will score the *same* as whey. So you end up with cramps, gas, and zero results ... not to mention a thinner wallet.

## **Most Companies Only TALK About The Quality of Their Protein. At Sport Science Research, We Rigorously Test, Certify And Document Every Molecule In Each Batch of Delicious Gourmet Protein™.**

### **Demand To See A Certificate Of Analysis**

Gourmet Protein™ is tested and certified by BioCeuticals Research & Development. Using this remarkable process they test every single bag or barrel of raw material as they enter our manufactures facility. Then the final product is retested after production again for absolute certainty. In fact, each batch's "Certificate of Analysis" is on file for your inspection right now at our website: [www.gourmetprotein.com](http://www.gourmetprotein.com).

Just click on the pull-down menu under the InfraProven® Quality Firewall™ logo and choose the lot number of flavor you've bought. Up pops the actual certified report for that batch! It shows the specific percentages of each amount of protein, carbohydrates, fat, and trace elements in Gourmet Protein™ because not only do we have nothing to hide ... we want to show off the superior quality of our ingredients to our customers. In fact, we gladly welcome anyone to have Gourmet Protein™ tested at any time to see if it meets label claims.

You can also see a sample certificate on the next page. Be sure to look at the section called "Ingredients". Notice how it specifies the source of our proteins?

"Protein (**from** whey protein concentrate, calcium caseinate, milk protein isolate)."

**Here's a sample of an InfraProven® Certificate of Analysis. The one shown below is the actual certificate for our Raspberries & Cream Flavor of Gourmet Protein™ :**

**BioCeuticals Research & Development Laboratories**  
*Division of All American Pharmaceutical & Natural Food Corporation*  
**1845 Main Street**  
**Billings, MT 59105 U.S.A.**  
**406-245-5793 Ext 201 Fax 406-245-6157**  
**E-Mail: aapjeff@imt.net**  
www.allamericanpharmaceuticals.com

## *Certificate of Analysis*

**Customer:** Sports Science Research  
**Code #:** CO# 5665T  
**Product Name:** Gourmet Protein Raspberry Cream  
**Amount/Container:** 675 grams  
**Weight Variation:** +/- 1%  
**Shelf Life:** 24 months  
**Ingredient Variation:** +/- 6%  
**Lot #:** 5665311T  
**Date:** 01-21-03

<i>TEST</i>	<i>SPECIFICATIONS</i>	<i>RESULTS</i>
1). Assay (dry basis)	Min 95%	>99.00%

### **Ingredients:**

Protein (from whey protein concentrate, calcium caseinate, milk protein isolate), Flavors (as natural, artificial, freeze dried raspberries, sucrose, sucralose, sodium chloride), cream extract, guar gum, cellulose, & citric acid.

**Serving Size:** 27 grams  
**Calories:** 143  
**Total Fat:** 1.0 g  
**Saturated Fat:** 0.0 g  
**Cholesterol:** 0.0 g  
**Sodium:** 175 mg  
**Total Carbs:** 5.9 g  
**Dietary Fiber:** 0.0 g  
**Sugars:** 4.8 g  
**Protein:** 18 g

### **Microbiological**

2). <i>Standard Plate Count</i>	5,000/g max	Conforms
3). <i>Yeast/Mold</i>	50/g max	Conforms
4). <i>Coliform</i>	10/g max	Conforms
5). <i>E. Coli</i>	Negative/g	Conforms
6). <i>Salmonella</i>	Negative	Negative
7). <i>Moisture</i>	3-7%	Conforms

**Jeff Golini**  
Quality Control Supervisor



## Warning ...The Copycats Are Coming!

Before I close this section, I am going to make an **extremely bold prediction**. I want to state this now, so you can witness what I am predicting here as it happens. As more and more consumers discover Gourmet Protein™ and how it is tested with the InfraProven® Quality Firewall™, you will suddenly begin to see ads from other companies talking about how they test their products to prove they meet label claims for quality, purity, etc.

They will also produce even more ads with pictures of “scientists” in lab coats testing their products. Some will also create their own seal of approval to place on their product. But what you need to see is the real science behind their testing and seals.

When they do, (believe me ... they will) remember these two things:

- 1) We hold the *only* license to use this registered name on our products
- 2) You can literally count on one hand the number of facilities who can perform this type of testing, so beware of any company who suddenly produces a NIR-based “Certificates Of Analysis” for their products.

## What You Should Know About Testing And Certification When It Comes To Buying Protein

1. Has your protein brand ever been cited for NOT meeting label claims? Call them and ask, or check the FDA’s website at: [www.fda.gov](http://www.fda.gov).
2. What testing method does your protein brand use? Is it *chemical* testing or *food* testing? Remember, you can only analysis protein with food tests.
3. Does a real lab do the protein company’s testing, or do they just make their claims look official?
4. If the protein company does do testing, will their test show the actual source of the protein so you will know whether it is a high quality protein or just junk? If they don’t, how do they know?
5. Does the protein company’s testing process end by producing a Certificate of Analysis? Is a copy of that certificate available for consumers to see?

**- Chapter 3 -**

**Protein Types:  
The Mystery  
Unveiled**

**Are You Still Being Fooled By These Common  
Protein Myths About Isolates And Concentrates?**

## Isolates vs. Concentrates

A lot of trees are dead and a lot of ink has been spread to carry on the debate about the merits of protein isolates and protein concentrates. Yet, there are some essential facts to know about these two levels of whey protein.

Raw whey is about 93% water, 6% lactose, 1% protein and a fraction of a percentage point of vitamins, minerals, and fat-soluble nutrients. It used to be that whey was actually discarded as *waste* from the cheese manufacturing process, but its popularity has increased dramatically in recent years because of advances in the technology for processing whey.

## Whey Protein Concentrate

Raw whey is not much use to athletes, but this liquid can be stripped of most of its lactose, fat, cholesterol and water to yield a *concentrated* whey powder that contains 34 to 80% pure protein on a dry basis.

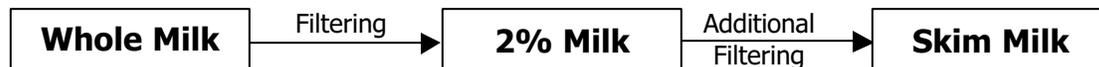
## Whey Protein Isolate

By going one step further, whey can also be *isolated* using a micro-filtration process or an ion exchange process to produce a powder that is virtually fat, lactose and cholesterol free. By definition isolates contain 82 to 95% protein on a dry basis. A few high-end supplements get all of their protein content from isolates. However, isolates are most often used together with Whey Protein Concentrate and/or other proteins sources (e.g., Milk Protein) to boost the overall protein content of a supplement.

## So What's The Real Difference Between Concentrates And Isolates?



As you can see from the diagram above, concentrates and isolates are NOT two different sources or types of protein as some supplement companies portray on their labels. To further illustrate this point, let's use a comparison of 2% milk with skim milk. Since skim milk has less overall fat and carbohydrates, does this mean it is really that much different from 2% milk? Of course not. The same goes for whey concentrates and isolates.



The terms "concentrate" and "isolate" simply refer to their level of filtration. In fact, the only measurable differences between the two are: **1)** Isolates cost more to produce. **2)** Isolates give slightly more protein per serving. **3)** Concentrates have a slightly higher level of lactose (6 to 7% versus 1% or less in an isolate). Unless you are lactose intolerant or diabetic, save your money. *The reality of the*

*matter is that your body would be hard-pressed to notice any difference between whey concentrates and isolates since they are both whey protein.*

### **Combinations Of Isolates And Concentrates**

Many protein powders use a blend of whey protein concentrates and isolates. Although it sounds like this could be beneficial to the end user, it actually makes it possible to hide inferior or cheaper proteins in the final product. In fact, there may be only just enough isolate in the mix to technically meet the label claims.

### **What About Casein?**

Casein is a milk protein actually comprising over 80% of the total protein in milk. Casein is assimilated well by the body and is rich in all of the essential amino acids. Casein is the protein of choice in the pharmaceutical and food industries where it is used in baby formulas, cheeses and numerous other applications.

Many meal replacements and protein products also take advantage of casein's thickening properties to improve their overall taste and mouth-feel. As an added benefit, casein is digested more slowly than whey so that it will provide a constant stream of amino acids to hungry muscle tissue. In other words, casein may offer "anti-catabolic" properties. Casein is an expensive, high-quality protein (even more so than most whey proteins) and deserves to occupy a place in every athlete's diet.

### **What About Milk Protein?**

Milk Protein is manufactured using a process in which casein and whey proteins are isolated together as they are naturally found in fresh milk. This special mixture is then run through ultra-filtration to strip out everything until there is a high concentration of protein. This produces an ideal form of protein that is nearly lactose free. Milk Protein provides fast and slow absorption rates due to the combination of both milk protein components; it's one of the most anabolic/anti-catabolic sources of protein available. Low temperature processing retains this product's excellent flavor, nutritional, and functional properties.

### **One Is The Loneliest Number**

Blended proteins actually make more sense than just a single source. That's why Gourmet Protein™ contains not only hydrolyzed whey protein concentrate (the hydrolysis process breaks the protein chains down into smaller segments called peptides that are more easily digested) but also calcium caseinate and milk protein isolate. Not only do you get the benefits of different kinds of proteins in terms of their essential make up, but the time release now increases from less than two (2) hours, with just whey alone, to seven (7) hours. (See Boire, Y., et al. Slow and fast dietary proteins differently modulate postprandial protein accretion. Proc Natl Acad Sci. 94, 14930-14935, 1997).

## What You Should Know About Concentrates And Isolates When It Comes To Buying Protein

- 1.** Be ready to ask for a Certificate of Analysis to confirm what's on the label. If a company won't give you one, you should question their legitimacy.
- 2.** A high quality protein will be easily digested and utilized by the body.
- 3.** If you have a high level of lactose intolerance, then the added cost of using only an isolate could be well worth it.
- 4.** The vast majority of protein drinks on the market today use concentrates simply because the quality of concentrates has gone up so much, and the cost is a positive benefit for both the seller and the buyer.
- 5.** Remember that it is virtually impossible to end up with a final product that is 100% protein. Flavors, colors, sweeteners, and the other ingredients that are used to make these supplements more nutritious and better tasting, use up some of the space that could be occupied by protein.
- 6.** Every year will bring new hype and new supplement companies out of the woodwork making bigger and bolder claims.
- 7.** Know who makes your protein. Some marketing companies make claims they can't back up. Are they backing up their claims with science and published research, or just promises and their so-called "good name"?
- 8.** Remember, the most expensive proteins are not always the best. They usually just cost you more.

## - Chapter 4 -

# Label Madness

**6 Dirty Tricks Of Protein Companies.  
Some Are Totally Undetectable – Unless You Know  
What To Look For**

## 1) The Fables On Labels

All protein product labels must comply with the "Federal Food, Drug, and Cosmetic Act" as mandated by the FDA (the Food and Drug Administration). Regardless of this fact, more deception happens on the label of a bottle of protein than anywhere else, including advertisements. So how do they do it?

### Here's an example using a real product:

"100% Un-denatured Cross Flow Micro/Ultra Filtered Pure Whey Protein Concentrate, Cold Filtered Calcium Caseinate, Cold Filtered Milk Protein Isolate (Beta Lactoglobulin 19,100 MW/50%, Alpha Lactoalbumin 14,700 MW/20%, Glycomacropeptides 16,200 MW 20%, Glutamine Peptides 6,700 MW/5%, Immunoglobulin 98,000 MW/3%, Bovine Serum Albumin 65,000 MW/2%, Protease Peptone <1%, Lactoferrin <1 %, Lacto Peroxidase <1%), sucrose, sucralose, sodium chloride, cream extract, guar gum, & cellulose gum"

Were you impressed by this label? I know you've seen many like it before.

### Now here it is again, but without the "Mumbo-Jumbo" marketing hype:

"Hydrolyzed whey protein concentrate, calcium caseinate, milk protein isolate, natural & artificial flavors, freeze dried raspberries, sucrose, sucralose, sodium chloride, cream extract, guar gum, & cellulose gum"

The example above uses the actual label from our Raspberries and Cream flavor of Gourmet Protein™. As you can see, they are exactly the same. Even though the other would look and sound more scientific, it does not make our product any better than it already is. After reading this section, you'll definitely understand why the "ingredients" portion of the Gourmet Protein™ label is so concise and easy to read.

So then where do all these fancy terms and protein fractions and descriptions come from? Many universities with agricultural programs publish the results of their own experiments with milk and whey (such as those performed with DNA Sequencers or Electron Microscopes) in journals that are available to almost any manufacturer. These ratios and molecular weights are then copied by savvy marketers and placed on the labels to impress consumers.

***Don't be fooled by this!*** One particular supplement company or manufacturer did NOT discover them and then add them to their product exclusively, making it superior to all the others. Furthermore, these impressive, hard-to-understand titles and percentages won't lend anything to the overall results you'll get from using their product versus any of the others.

## 2) Filtration Fantasy

Here's something else most protein companies wished you didn't know. You've no doubt noticed that many protein brands tout the uniqueness of their formulas by flaunting the fact that their whey is "Ultra-filtered", "Nano-filtered", "Cross-Flow" this, and "Ion-Exchanged" that.

However, nearly all manufacturers now use the same filtering process to produce their whey. If they did not upgrade their equipment in the past five or so years to meet the current industry standards, they would've been out of business in no time at all. So forget about all this ridiculous filtering nonsense.

What's more important is to know whether or not your particular brand of whey was dried with high-heat during final processing. Why? Because high-heat creates thousands more bonds for the enzymes in your intestines to break down which may lead to nearly 65% less nitrogen retention when you consume it. Unfortunately, some companies still opt for this process because *it's the quickest and cheapest way to dry protein*. However, our manufacturer uses a registered cold high-speed air chamber drying method for Gourmet Protein™ to preserve its bio-availability (usefulness by the body).

## 3) Word Games With Concentrates And Isolates

Running hand-in-hand with the first two tricks is an incredibly common way some protein companies try to make their product appear more valuable to unknowing consumers. They use several different names on the label for the same type of protein to give the illusion that you are buying a more valuable product. Here's an example you've likely seen before that illustrates this point:

"Specially Micro-Filtered 95% Whey Protein Isolate, Ultra Cross-Flow Micro-filtered Whey Protein Isolate, Whey Protein Concentrate, and Whey Peptide Protein Concentrate"

If you buy this product, you'd get four *different* protein sources, right? Wrong! Here's why: Based on what you learned in the section called "Concentrates vs. Isolates", you now know that this product has only ONE protein source—Whey. In fact, the names listed above basically all describe the *same* thing. Of course "steam", "ice" and "liquid" all describe the various forms of water ... but it's still just water. Now here's what this label should say (without the fancy words): "Whey Protein Isolate, Whey Protein Concentrate." Definitely not as impressive.

## 4) Dry Basis vs. As Is

Claims of purity are almost always based on a "dry basis." You see this description on most containers of protein, but what does it really mean? First of

all, let's explain what it isn't. It does not describe the powder before it is mixed with milk, water or juice. In reality, it means that the whey has been tested under the very best conditions, before any additional ingredients are added. Almost every company, including ours, tests their protein this way.

But if you could see the results of an "As Is" test (a scoop right out of the bottle), it would likely show a different amount of protein per serving compared to the label. This is due to the binding agents, sweeteners, etc. (the items usually listed last on the label) that are mixed in the formula to give it more body and a better taste. Furthermore, many companies don't include the calories from these ingredients in the "calories per serving", even though they contribute to the overall calorie total of the formula. At present, this is not a requirement. However, we do include their totals on Gourmet Protein's™ label, which explains why it *appears* to have more calories than some other brands.

According to GMP (Good Manufacturing Practice) guidelines, manufactures may allow for a slight margin of error (usually +/- 10%) to account for this fact. Just remember that the number you see on the label for "protein grams per serving" may not be what's actually going into your cup or blender. Even though this is a **completely legitimate** practice and technically not a "dirty trick", most protein brands would still rather you not know about this fact.

## 5) Percentages And Protein Purity – Miracle Or Marketing?

Recently, some brands claim to have whey that's 97% or 98% pure. However, according to the manufacturers of whey, using even the very best filtration technology won't yield whey that's more than 90 to 96% pure isolate. But don't take our word for it ...

Contact the USDA (United States Department of Agriculture; the department of the Federal Government that oversees milk production and related products), and ask them if there is such thing as whey that's purer than 96%. In fact, they can tell you if any part of your label is true. They also have a great website: [www.nal.usda.gov/fnic/foodcomp/Bulletins/links.htm](http://www.nal.usda.gov/fnic/foodcomp/Bulletins/links.htm).

Even if they could produce a protein source that is 97 to 100% pure, you would not see any additional results from using it ... no matter what their so-called "studies" or "research" might say. **The simple truth is your body wouldn't know the difference between a 90% whey isolate and one with 98%.**

## 6) Serving Sizes

Last, but not least, is one of our favorite "tricks of the trade". Simply double the serving size on the label then advertise that you have a whopping "50 grams of

protein per serving" in all your ads ... more than any other protein product on the market. Now it should be obvious that you're only getting about half the servings you'd get with most other product ... not to mention the fact you would eventually pay *twice as much* since you'd run out in half the normal time.

## **What You Should Know About Product Labels When It Comes To Buying Protein**

- 1.** When reading a label, begin by trying to isolate the protein source, or sources. It's usually easier if you ignore fancy titles with a "TM" or "®" after them.
- 2.** Remember that isolates and concentrates are nearly identical. You will not see any better results by using an Isolate over a Concentrate. Period. (Side Note: There is nearly the same amount of research suggesting that concentrates are best as there is for isolates. Although, some nutrition authorities have recently come down on the side of whey concentrates.)
- 3.** Ignore the list of protein fractions since basically all quality whey proteins have these too.
- 4.** Ingredients listed after the protein source, or sources, are usually the flavoring and binding agents. For example: sucrose, sucralose, sodium chloride, cream extract, guar gum, & cellulose gum (taken from the Gourmet Protein™ label).
- 5.** If you have additional questions or concerns, call the FDA or visit their website at: [www.fda.gov](http://www.fda.gov). They have a wealth of information about supplement companies, both the good and the bad. You can even file a complaint on their site if you wish. There is nothing more powerful than an informed consumer, so do your homework and become one.

## - Chapter 5 -

# Price Vs. Value

**About The Only Thing We Left Off Gourmet Protein™  
Is The Ridiculous, Outrageous Price.**

**Here's How We Did It.**

Obviously, most companies are in business to do one thing: make a profit. But there is a very fine line between giving consumers real value for their dollar and absolutely ripping them off. When it comes to your bodybuilding and fitness nutrition choices, we know you want one thing only: the highest value for your hard-earned dollar.

We developed Gourmet Protein to give our customers real value. We called it "Gourmet" not just because it sounds classy, but because we wanted a protein drink that measured up to the discriminating tastes for food and drink that most people have, even though they might not refer to themselves as a "gourmet". Why should you have to settle for something that tastes like it has been sitting in the back of your refrigerator for the last 6 months?

If a protein drink doesn't taste good, it isn't because it is good for you, it is because it is made of cheap ingredients. To make matters even worse, you might THINK you just got a fantastic deal when you bought that last mega-jug of protein. But when it comes down to it, without a certified lab analysis like one of our InfraProven® Quality Firewall™ reports, how will you ever really know?

I'll give you a few quick ways you can really know in just a minute. But first ...

## **How Much Should You Really Be Paying For Your Protein? When It Came To The Price Of Gourmet Protein™, We Decided To Leave That Part Up To YOU.**

We know that if we set our prices too high, you won't buy from us no matter how good Gourmet Protein™ is. If we go too low, you'll question its value (and we'll go broke). So where's the compromise? A price that's somewhere in the middle, that's where. So how do we find that golden "sweet spot"? We let you choose it. Give me just a couple of minutes and I'll explain...

We found the most advanced and powerful price modeling technology available anywhere today. It's a highly scientific system whereby we poll consumers to get their opinions about each product we offer, compared to all their other choices—*especially* when it comes to price. We then enter this critical data into our sophisticated software that performs over 15,500 calculations to show where you and your fellow respondents believe the fairest price should be.

What does all this actually mean? While our bottom-line profits for the product in question might not be what we'd hoped for, we'd be absolute fools to offer it at any other price ... since it's *strictly determined by your input*. So don't be surprised when we call or email you someday to get your opinion.

## **There Are Some Questions Even Good Protein Companies Hope You Won't Ask**

### **1) Sample Kits**

One of the first questions that you could ask a protein company is if they have a sample kit of all of their flavors so that you can try them out at a single serving price instead of having to run the risk of buying pounds of powder that might taste absolutely horrible (not to mention putting a big dent in your wallet). In a recent survey, 83% of respondents said that they wanted to try samples of the protein drinks they were considering. At Sports Science Research we listened and have produced a sample kit that contains single-serving pouches of each of Gourmet Protein's™ 7 great flavors.

### **2) Sweeteners**

A second question to ask is what kind of sweetener they are using. While many protein supplement companies resort to aspartame, Gourmet Protein™ uses sucralose because even though it costs more, unlike other artificial sweeteners, it has no after taste. In fact, it tastes like sugar. Sucralose holds two important honors: **1)** It's the only artificial sweetener derived from natural sugar **2)** It has received the most sweeping approval *ever* granted by the FDA for food and beverage use of any food ingredient—primarily due to more than 100 studies over 20 years that proved sucralose to be 100% safe.

### **3) Hey, What's That Noise?**

Another question to ask is why you have begun to have so much gas and cramping (something you, and those around you, will notice almost right away). Excess gas can even happen with some of the more expensive proteins on the market. On the whole, this alone should speak volumes to you about the overall quality of the protein being used. Next time, invest in a product you know can trust. Otherwise you are just "blowing" your hard-earned cash away!

### **4) Track Records Do Count**

Something else you should consider is how long a company has been in the supplement business. You should only buy from companies that have a reputation to lose. There are some "fly-by-night" operations that simply take your cash, close down, and then reopen their doors under another name, only to run the same scam all over again. As a matter of fact, there have been companies that advertise their product in national publications, with only a website to consult and order from. (Yes, this really happens!) If they don't even have a phone number you can call, you might want to think twice about doing business with them.

## Determining The Real Worth Of A Protein Product – The Value Factor™

If you take into account everything you've learned up to this point, you now have a much better idea about what the word value really means. To get the best deal, you must be sure you are comparing "Apples with Apples". However, the traditional deciding factor most people use to compare is the cost per serving (Price/# of servings). But this method is flawed because it is focused on the entire serving and overlooks the most important part—the protein itself.

So we're going to show you a better method that reveals the *true value* of the actual protein in the brand you currently use or are considering buying. We call it the Value Factor™. This formula looks at only one factor: The cost per gram of protein compared to the number of *quality protein sources* (not filtration levels) it actually has. Forget container sizes, number of servings, or even grams of protein per serving. Comparing proteins gram for gram just makes sense.

Here's why we focus so heavily on the number of quality protein sources: Remember, once you reach the point where your body will not assimilate any more protein, *regardless of how much you consume*, the next step is to focus on improving the quality of every gram of protein that enters your mouth. Most protein formulas usually have just one source—Whey. But, whey is absorbed in just 90 minutes ... perfect right after a workout. But the needs of your muscles can extend beyond this timeframe ... such as when you sleep or miss a meal.

That's why Gourmet Protein's™ Sustained Release Complex™ (a combination of fast and slow releasing proteins—our 8<sup>th</sup> Generation Whey Concentrate, Milk Protein Isolate and Calcium Caseinate) was designed to deliver muscle-building nitrogen in a "time-released" fashion ... for up to 7 hours.

Now let's use fictitious Super Protein X for an example analysis. It costs \$32.99 for 2 lbs (908 grams) and has 29 servings. Each serving has 23 grams of protein. The label says it has Whey Protein Isolate, Whey Protein Concentrate and Whey Peptide Protein Concentrate. This is all we need to complete the Value Factor™ formula.

The cost per serving is \$1.14 (Price/# of servings; \$32.99/29). The cost per gram of protein is \$.05 (Price/# of servings x protein per serving; \$32.99/(29 x 23)). Even though the label gives the appearance that it has 3 different protein sources by listing Whey Protein Isolate, Whey Protein Concentrate and Whey Peptide Protein Concentrate, we know it still only has one protein source—Whey.

Next we'll examine Gourmet Protein™ using the Value Factor™ formula. It costs \$29.99 for 1.5 lbs (675 grams) and has 25 servings. Each serving has 18 grams of protein. The label says its protein sources are hydrolyzed whey protein concentrate, calcium caseinate, and milk protein isolate.

We see that the cost per serving is \$1.20 (Price/# of servings; \$29.99/25). The cost per gram of protein is \$.07 (Price/# of servings x protein per serving; \$29.99/25 x 18). Gourmet Protein™ actually has 3 *different* protein sources—hydrolyzed whey protein concentrate, calcium caseinate, and milk protein.

Armed with both Value Factor™ formula results, we can now compare these two products on a level playing field:

Protein Brand	Traditional Method		Value Factor™	
	Retail Cost	Cost Per Serving	Cost Per Gram Of Protein	# Of Protein Sources
Super Protein X	\$32.99	\$1.14	<b>\$.05</b>	<b>1</b>
Gourmet Protein™	\$29.99	\$1.20	<b>\$.07</b>	<b>3</b>

Under the traditional “cost per serving” method, Super Protein X appears to be the better deal since it has a ½ lb more ... and is \$.06 cheaper per serving. So why not pay just 3 extra dollars and get that one? Not so fast. If we evaluate them based on the cost per gram of protein compared to *the number of protein sources*, (\$.05 for 1 source vs. \$.07 for 3 sources), you can clearly see that Gourmet Protein™ is a much better **value**.

Great results come from the overall quality of the protein itself. By paying a measly \$.02 more per gram, you get 3 scientifically proven protein sources. If you take into account what you discovered in the section called “Certification & Protein Analysis Methods”, the fact that Gourmet Protein™ is InfraProven® also proves that even “10 pounds of protein for \$10” means nothing if you want *maximum* results. And how do you place a price on results?

By taking all these aspects into consideration, that “great deal” you thought you’d get with Super Protein X suddenly doesn’t look so great after all.

## What You Should Know About Price And Value When It Comes To Buying Protein

1. You must compare “Apples to Apples”. Be sure to compare the cost per gram of protein vs. the number of protein sources a product claims by using the Value Factor™ formula. Are the sources *actually* different?
2. Don’t get fooled into *only* considering the size of the container. In other words, are you paying for protein or plastic?
3. Does the protein get used by your body all at once so it is gone in just a couple of hours, or is there a slower release over a 5-to-7 hour period?
4. Does each and every batch of the protein have a Certificate of Analysis issued by a legitimate testing lab?

**- Chapter 6 -**

**Who Are These  
Guys Anyway?**

**Still Think All Protein Products And Companies  
Are Pretty Much The Same?  
Not After You Read This You Won't!**

## **The Good, The Bad, And The Ugly**

Most companies that sell protein drinks are legitimate. They have been in business for a while and have a loyal following of customers. While it may be true that the advertising done by some of these companies has occasionally gone a little over the top (and some way over), by and large they are all relatively dependable and ethical.

Yet there are some companies out there that are so interested in the bottom line that they could care less about their customers. And there are even some who actually don't care whether what they do and how they do it conforms legally!

So how can you make sure that a company that supplies protein drinks is dependable? There are a few things that you can look for.

## **What You Should Know About The Company That Makes Your Protein Drink**

### **Who They Are**

Who is the company behind the brand? Don't just get enamored by the name on the label or the model or pro bodybuilder that promotes them, take a look at the company who stands behind that name. Can you find them?

What about a website? Do they have an address? Do they have a phone number? Can you actually speak with a real live person who is actually physically present at the company's facility? Do they have a working facility that isn't just a few square feet of rented space to put on a good appearance?

### **Their Guarantee**

Does the company provide any kind of guarantee for its products? Is the guarantee stated simply and clearly? Is the guarantee put upfront for you to see before you have a question or complaint?

### **Certificates Of Analysis. Demand One!**

What is the company's position on providing a certificate of analysis for its products (to make sure that the contents of the container meets the label claims)? Does an offer to show that certificate appear right upfront?

Even if you have to ask for it yourself, is one readily available? How about if you would like to have the container that you purchased tested? Is it possible to have the lab test your container?

## How Does Sports Science Research and Gourmet Protein™ Measure Up To These Standards?

### Who We Are

Gourmet Protein™ is a product of Sports Science Research, Inc.

Our mailing address is: Sports Science Research, Inc.  
P.O. Box 32158  
Billings, MT 59107

Yes, we do have our own office. You can call us here at: 1-877-533-2932. As a matter of fact, even though I'm the President of the company, I might actually answer your call! It is my policy to be on the phone with customers for a specified period of time every day.

As a matter of fact, we even have two warehouses. One serves the western regions of the country, the other serves the eastern regions. We not only sell direct to customers, but our products are found in both chain and independent health food stores throughout the United States and Canada.

### Our Guarantee

Sports Science Research's guarantee? **100% Money-Back:** Any company who claims to have the best protein product on the market should stand behind it unconditionally. That's why we say Gourmet Protein™ has:

#### **"A Big, Bold Guarantee ...That Other Companies Won't Touch!"**

Simply put, if Gourmet Protein™ is not the absolute best tasting protein you've ever tried, or it does not meet your expectations, return it for a complete refund. This means that if you combine Gourmet Protein™ with a reasonable, healthy diet and proper exercise, and it fails to help you reach your goal of losing weight or gaining lean muscle mass faster than any other protein you've ever used before, we'll give you your money back. Period. Re-read this paragraph again for loopholes. You won't find any. This money-back guarantee is absolute. Either you like Gourmet Protein™ or you don't. You are the sole judge and jury.

### If You Want A Certificate Of Analysis

When it comes to making available a Certificate of Analysis, all you have to do is look at the Gourmet Protein's™ website at [www.gourmetprotein.com](http://www.gourmetprotein.com) and find the InfraProven® Quality Firewall™ logo at the bottom right of our homepage. Just select the batch number on the container in your hand from the pull down

menu and an online copy of the actual Certificate of Analysis will appear. It is just that simple. No phone calls; no special requests; it's there at your fingertips.

### **Our Mission Statement**

Sports Science Research develops and markets products designed to enhance the performance of elite athletes. Innovation is at the heart of the Sports Science Research team. We invest heavily in research and development that leads us to innovative discoveries in the field of sports nutrition. Our scientists have reduced the gap between nutrition and science with innovative delivery systems once only used in the pharmaceutical industry. At Sports Science Research, we are committed to advancing the field of sports nutrition through science, innovation, and extensive research. Sports Science Research delivers cutting edge technology at an affordable price.

## **Time To Wrap Up: Why Gourmet Protein™ Finally Delivers The RESULTS Everyone Else Has Always Been Promising You.**

We know that when you go into the store and stand in front of all of those protein products, you just don't know which one to choose. Everybody says the same thing. And there are probably 50-60 brands of protein supplements you could choose from ... so you have no way of knowing which one could possibly give you the results you want. We know you've heard all the promises before. But we also know that if you do find a product that actually lives up to its claims, like Gourmet Protein™, you'd finally see the results you thought you were going to get from all the others. The bottom line is that you'd ultimately save a lot of time, frustration... and money. Here's the difference:

**We Start With The Actual Source Of The Protein:** Producing the highest quality whey actually starts with the cows used to produce the milk for processing. That's why we hand-raise cattle from birth on a special high protein & vitamin diet. Once they reach the right age, they are milked under highly controlled FDA & USDA conditions. This milk is immediately loaded into temperature controlled stainless steel trucks for transfer to our State-of-the-Art filtration & ionization plant.

**Gourmet Protein™ Isn't Just A Whey Product:** Yes, it has our exclusive 8th Generation Whey Concentrate, but it also has Calcium Caseinate, and Milk Protein Isolate that make up its Sustained Release Complex™ to deliver a steady flow of muscle-building nitrogen to your body for up to 7 hours. Remember, the all-important key to muscle tissue growth is how much nitrogen you can absorb and retain to stay in positive nitrogen balance. That's why we refused to use cheaper, less effective protein sources such as soy. Like a fine automobile, you

get what you pay for. With Gourmet Protein™ you get gourmet flavors, low lactose, high BCAA and glutamine content and a creamy texture you won't find anywhere else ... with real fruit pieces you can chew.

### **Gourmet Protein™ Uses The Latest Technology To Build More Muscle**

**Faster:** Using cutting-edge computer-aided design equipment, our Sports Science Research scientists worked hard to develop the perfect protein formula by finding a way to pump more muscle-building protein into your body with our breakthrough "Peptide Enzyme Technology". This revolutionary process uses special enzymes to chemically slice the long whey protein molecules into new whey peptides. A brilliant study (Journal of Parental & Internal Nutrition, 13:382,1989), later confirmed by our own scientists, proved that Whey Peptides outperform standard whey protein by promoting higher nitrogen levels and a greater release of IGF-1 (Insulin Growth Factor 1) ... which means improved increases in muscle size and better overall muscle growth due to more protein assimilation and synthesis.

**It's Scientifically Proven To Preserve Muscle While Dieting:** The slower releasing proteins in our Sustained Release Complex™ are anti- catabolic and help to prevent muscle tissue breakdown. For example, Calcium Caseinate has a little 'pick-me-up' effect that's especially nice when you're on a restricted diet because of its high tyrosine and relatively low tryptophan levels. Gourmet Protein's™ 8th Generation Whey also supports the immune system while dieting when the body has to cope with an extreme physical stress on fewer nutrients. Its high concentration of protein increases muscle while losing fat, while its high concentration of BCAA's and Leucine aids in the retention of muscle. Gourmet Protein™ is also beneficial to weight loss because you can easily control the number of calories you consume ... and its slow releasing proteins keep you feeling fuller longer.

**Simply The Best:** Of course we are biased when it comes to Gourmet Protein™, but we haven't found any protein product that even begins to compare to Gourmet Protein™. We firmly believe that it will set the trend for protein drinks and become their benchmark. The term gourmet has been thrown around a bit, but if it is "gourmet", it has to be the best. Gourmet Protein™ is the best, fruit and all.

Regards,



John Messenger  
President, Sports Science Research



SPORTS  
ScienceResearch