

Whey is a Way of Life (sidebar)

When people hear the words “Whey protein”, two things usually come to mind: Little Miss Muffet’s song “Curds and whey” or trained athletes. However, whey protein is an excellent protein choice for individuals of all ages.

- Whey protein is a natural, high-quality dairy protein that is derived from milk.
- It is a complete protein that contains all the amino acids in proportions that the body requires.
- Whey protein has a higher biological value compared to other proteins meaning that the human body can use this type of protein very effectively.
 - As a comparison, the biological value of whey protein is 104, while the value is 100 for eggs, 74 for soy and 54 for wheat.
 - In addition, whey contains a wealth of dairy nutrients, including calcium, phosphorus, magnesium, zinc, thiamin, riboflavin, vitamin B6, B12 and many biological active nutrients.
- Whey protein provides a number of benefits in areas including sports nutrition, weight management, immune support, bone health, and general wellness.
- New information on the health benefits of whey protein continues to become available as researchers discover new applications for both whey protein and its unique individual protein components.
- Milk and yogurt are natural sources of whey protein.
- Whey protein has become a popular ingredient in a variety of foods, such as nutrition and energy bars, ready-to-drink beverages, smoothies, dairy-based beverages and meal replacements.
- As food and beverage manufacturers continue to add healthy ingredients, including high-quality protein sources, to their products, more and more foods and beverages with whey protein will be available in grocery stores.
- Products that contain whey protein list it in the ingredient information on the Nutrition Facts Panel.
 - Whey proteins are available in varying forms and are often listed as whey, whey protein isolate, whey protein concentrate or hydrolyzed whey protein.

So don't wait to make Whey part of your Way of Life.