

Boost your Energy with Soy Protein!

Being a father is one of the most wonderful gifts in life and it comes with great responsibilities too. Besides loving the family unconditionally, a father needs to protect and provide for the family. Hence, he requires an extra boost of energy to take on the day's challenges. Soy protein could do that plus added nutrients to fuel him throughout the day. Find out more what soy protein can do for fathers.



Sustained Energy

Carbohydrates break down at a faster rate, causing your blood sugar to spike and then plummet rapidly, leaving you feeling tired, irritable, and hungry. However, soy protein gives you the opposite effect. It is a low glycemic index (GI) food which helps to maintain blood sugar and insulin levels, giving you a longer satiety effect and thus sustain energy throughout your day^{1,2}.

Boost Healthy Muscle and Development

Besides maintaining healthy muscle and development, consuming adequate protein could also support the health of tendon, ligaments and other body tissues. Soy protein contains natural compound isoflavones which helps to increase muscle mass³, improving body composition and promote weight loss².

References:

1. Valesquez, M. and Bhatthana, S. (2007). Role of Dietary Soy Protein in Obesity. *International Journal of Medical Sciences*, [online] 4(2), pp.72-82. Available at: <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC1838825/pdf/ijmsv04p0072.pdf> [Accessed 18 Sep. 2017].
2. Tabor, A. (2004). *Getting Started*. Physicians Laboratories, p.38.
3. Trevisan, M., Souza, J. and Maria, F. (2010). Influence of soy protein intake and weight training on the resting energy expenditure of postmenopausal women. *Revista Da Associacao Medica Brasileira*, [online] 56(5), pp.572-578. Available at: http://www.scielo.br/pdf/ramb/v56n5/en_v56n5a20.pdf [Accessed 18 Sep. 2017].

Maintain Muscle Strength

Soy protein contains the complete 9 essential amino acids necessary for growth and maintenance of muscle mass⁴. Studies show that a combination of soy protein and milk can significantly increase strength and muscle mass during resistance exercise training⁵.

Enhance Prostate Health

Soy protein is one of the natural remedies for men's health where epidemiologic evidence suggests that men who eat soy food daily are less likely to develop prostate cancer than those who do not. It has been shown to reduce prostate cancer risk by as much as one half, improving your prostate and overall reproductive health^{6, 7, 8}.



References:

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- Soy Protein May Help Build Muscle Mass, Promote Strength in Postmenopausal Women. (2017). *FSR Magazine*. [online] Available at: <https://www.foodnewsfeed.com/content/soy-protein-may-help-build-muscle-mass-promote-strength-postmenopausal-women> [Accessed 18 Sep. 2017].
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- Lin, Y. and Spitznagel, E. (2009). *Soy consumption and prostate cancer risk in men: a revisit of a meta-analysis*. *The American Journal of Clinical Nutrition*, [online] 89, pp.1155-1163. Available at: <http://ajcn.nutrition.org/content/89/4/1155.full.pdf+html> [Accessed 18 Sep. 2017].

ESP delivers sustained energy, with the highest quality plant-based protein

- ✓ Provides **14g of Low Glycemic Index** protein
- ✓ PDCAAS (Protein Digestibility Corrected Amino Acid Score) **score of 1.0** – highest value of protein digestibility and highest protein quality
- ✓ Contains **9 essential amino acids**
- ✓ Rich in **calcium**
- ✓ **Cholesterol Free**
- ✓ Soy Protein helps to **reduce cholesterol***



*Amount of soy protein recommended to give the lowering effect on the blood cholesterol is 25g per day.

*These products are not intended to diagnose, treat, cure, or prevent any disease.

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