

ProPeas

New Look

By Tracey Wood - Nutritionist

AIM's ProPeas is getting a makeover! ProPeas is now boasting a bold, sportier new look; but on the inside, it's still the same great product with the same great benefits.

ProPeas is an all-natural, vanilla flavoured vegetarian protein powder made from field peas. It is low in sugar, and provides 12 grams of pea protein per serving, and 5 grams of branched chain amino acids (BCAA's) per 2 servings. Peas are high in protein, iron and omega-3, -6 and -9 fatty acids. Peas are also naturally low in fat and gluten-free.

Unlike whey and soy protein, pea protein is not a major allergen. The protein in ProPeas provides a healthier alternative to animal protein sources (e.g. meat or dairy) that are generally high in fat and bad cholesterol.

The importance of protein

Some of the proteins in our body are working proteins: i.e. enzymes, antibodies and hormones are substances with jobs to do. Others are structural proteins: these make up our tendons, ligaments, hair, nails etc.

Protein has many other roles in the body including growth and maintenance, transportation and blood clotting. Protein also helps to maintain the fluid and electrolyte (mineral) balance in the body, as well as maintaining the acid-base balance in the body by acting as a buffer.

Three benefits of increased dietary protein:

1. Increased satiety and appetite control

Protein takes a relatively long time to digest in the stomach, leading to prolonged satiety (the feeling of fullness). Eating more protein can help you to feel fuller for longer and therefore automatically lower your energy consumption. The World Health Organization (WHO) suggests getting between 10 – 15% of your total daily calorie intake from protein. However, the US Government guidelines now allow up to 35% of daily energy from protein as part of a healthy diet.

2. Increased metabolism

Metabolism is the sum of all physical and chemical changes taking place in living cells in our bodies, including all reactions by which the body obtains and spends the energy from food. The higher your metabolism, the more fat you will burn.

Protein increases metabolism by making the body work harder during digestion. When protein is digested, it requires more calories than digesting carbohydrates or



sugars, thereby strengthening the body's metabolic processes. When we consume protein, our body exerts extra energy to digest it. This increase in energy expenditure to break down protein results in an increase in our metabolism.

3. Building lean muscle mass

A moderate increase in protein intake can maintain and stimulate muscle building. Studies show that individuals with a

higher percentage of muscle have higher metabolisms and are able to maintain a consistent weight longer after dieting. This is because lean muscle tissue is more metabolically active than fat, meaning that it is more metabolically demanding than fat tissue. So the more muscle someone has, the more calories he or she burns naturally. Increasing our muscle mass also increases our basal metabolic rate (BMR).



A new gold standard in supplemental protein*

Gary could not be happier with AIM's new protein product, AIM ProPeas™. As a bodybuilder and workout expert, Gary has seen his fair share of supplements come down the line. He knows quality when he sees it, and he could not be happier with ProPeas.

"ProPeas is a vegetable protein, and that translates into more power," Gary says. "The 'green' in AIM BarleyLife and ProPeas oxygenates the blood, allowing your body to execute more taxing movements. Without oxygen, you're dead in the water when it comes to body building. Your body absolutely needs a high quality protein for the building and repair process that goes with strenuous activity."

"Another thing I like about ProPeas is there isn't the bloat you typically get with whey-based protein products. I recommend staying away from whey protein concentrate, especially if you have problems with lactose intolerance."

"There is nothing like ProPeas on the market that compares. It is far superior to whey and soy at any price, so I'm very excited."

Gary Slusher, Illinois, USA – October 2010

**Edited for length*

New Look!

Improved
flavor!

Improved
mixability!



Same Great Benefits

- Helps build and maintain lean muscle
- Boosts metabolism
- Promotes a healthy pH balance
- Assists with weight management