



BRAD J. KING

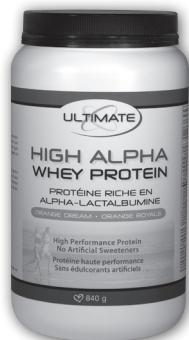
Brad King, M.S., MFS, nutritional researcher and bestselling author, is the designer of the Awaken Your Body (Brad King's) Ultimate line of supplements. Effective nutrient supplementation can often be the missing piece to your metabolic puzzle. Brad King's Ultimate supplements and lifestyle recommendations are designed to support and optimize metabolism at the cellular level – resulting in abundant health, energy, and longevity.

BRAD KING'S Ultimate High-Alpha Whey Protein

What to expect from this product:

The unique levels of bioactive proteins, peptides and amino acids within Ultimate High-Alpha Whey Protein play a number of significant health enhancing roles in the body, some of which include (but are not limited to):

- building, repairing and replacing body cells for faster recuperation
- building and repairing muscle, skin and bones – bone building, reducing appearance of wrinkles, promoting beautiful hair and nails
- improving metabolism (i.e. fat loss)
- enhancing immunity for greater defense against disease
- effectively reducing stress
- effectively lowering cortisol (helping reduce tummy fat)
- enhancing feel-good brain chemicals (serotonin)
- aiding in efficient sleep



The Ultimate High-Alpha Whey Protein is a one-of-a-kind *high performance functional protein* that contains the Natural Health industry's highest levels of the bioactive peptide Alpha-lactalbumin – nature's most perfect form of protein. The exceptionally high levels of bioactive proteins, peptides and amino acids are obtained through an exclusive low-heat, cross flow micro-filtration method that filters out all impurities and guarantees a completely bioavailable, *high performance functional protein* coming from 100% whey isolate (no inexpensive, less bioavailable concentrate). The result is a protein that can actually impact the body's biological systems and help lower stress hormones (cortisol), balance moods, reduce cravings, aid in deep restorative sleep (i.e. supporting optimal GHG production) and boost energy levels during the day. Ultimate High-Alpha Whey Protein will *always* contain a minimum of 33% Alpha-lactalbumin—nature's most perfect protein.

Many people – especially strict vegetarians and the elderly – do not consume enough high quality protein through their modern diet. A byproduct of inadequate protein intake may appear as a loss of lean metabolically active muscle tissue, unwanted weight gain, bone loss, compromised skin integrity, lethargy and compromised immunity (becoming sick frequently) – all of which are hallmarks of premature aging. By supplementing the diet with Ultimate High-Alpha Whey Protein, you can insure that your body's protein needs are being met.

FORMULA:

SUGGESTED USAGE:

Mix an *Ultimate High-Alpha Whey Protein* shake anytime you require a superior source of protein. The Ultimate plan calls for five hormonally balanced meals each day consisting of three solid ones and two liquid (protein shake) ones. The *Ultimate High-Alpha Whey Protein* is a perfect choice of protein for those two liquid meals. It is also well advised to consume the *Ultimate High-Alpha Whey Protein* as close to finishing a workout as possible (within 60 minutes for best results). The unsurpassed protein quality – with exceptionally high levels of alpha-lactalbumin, BCAAs and GMPs – goes to work immediately to enhance the rate of repair of your muscle tissue.

FORMULA MICROFRACTIONS:

Alpha lactalbumin **33%**

Alpha lactalbumin is highly anabolic-preventing the breakdown of lean muscle tissue and slowing biological aging. It also helps the body deal with excess stress.

Beta-lactoglobulin **34-38%**

Beta-lactoglobulin has the ability to: increase the absorptions of fat-soluble vitamins; prevent the breakdown of muscle tissue; and spare glycogen during exercise.

Glycomacropeptides (GMPs) **19-22%**

Ultimate High-Alpha Whey Protein contains exceptionally high levels of this important fraction (up to 22% vs. low-trace amounts in other whey proteins) that has been shown in studies to effectively stimulate a hormone (cholecystokinin) that can control our hunger responses and reduce appetite. GMPs may also boost our immune system.

Albumin **0.8-1.6%**

Large sized protein compound with immune boosting capabilities as well as fat binding properties.

Lactoferrin **1%**

A powerful anti-oxidant that regulates iron absorption and bioavailability. Iron supports red-blood cell formation increasing oxygen and energy for the body.

Branch Chain Amino Acids (BCAA) – leucine, isoleucine and valine:

Over 6.5 grams per serving. Energy levels, protein turnover, and recovery all depend upon the presence of adequate BCAAs. These amino acids also allow the body to burn fat instead of muscle.



ALL FORMULAS ARE MANUFACTURER TESTED AND 3RD PARTY VERIFIED FOR POTENCY

PREFERRED NUTRITION • 153 PERTH STREET, ACTON ONTARIO

888-826-9625 FAX 888-773-7069

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For more information and to sign up for Brad's FREE newsletter visit

www.awakenyourbody.com