

**AS SEEN ON TODAY TONIGHT**

# IsoWhey Complete™

**RRP ~~\$61.13~~**

**(Our price less 10%) \$55.02**

(including GST)



**640g nutritional powder (Strawberries and Cream)**

**640g nutritional powder (French Vanilla)**

**700g nutritional powder (Double Chocolate)**

## Snapshot

IsoWhey Complete is a high quality, easy to digest, nutritional protein powder. IsoWhey Complete contains ultra-purified whey protein isolate and high-grade whey concentrate that is free from the milk protein casein and is very low in lactose.

## Introduction

IsoWhey Complete provides a high quality, low allergenic, low carbohydrate nutritional protein powder for everyday needs. Protein is an integral part of our lives. Without adequate protein, muscle loss can occur and organ functions diminish. Increased exercise, vegetarianism, aging and certain disease states all increase our need for protein. Whey protein has a high biological value. This means it provides the body with the complete number of building blocks (amino acids) required for protein production and is absorbed quickly and efficiently.

IsoWhey Complete contains two forms of whey—isolet and concentrate—to provide the full spectrum of benefits from whey. Isolet provides high levels of protein; concentrate provides high-level protein plus additional nutrients such as minerals. IsoWhey Complete also contains added nutrients to enhance its nutritional benefits.

### ***IsoWhey Complete—The Complete Protein Powder***

## Key Features and Benefits

- High quality protein is an important component of a healthy eating plan.
- Muscle mass decreases with age; protein assists in maintaining lean muscle mass.
- Utilising cold, enzymatic, ultrafiltration techniques, IsoWhey Complete contains ultra-purified whey protein isolate and high grade concentrate.
- Contains added vitamins, minerals, citrus bioflavonoids, glutamine and medium chain triglycerides.
- Free of casein, gluten, soy and GMO ingredients.
- Contains only 0.6g lactose per serve; most lactose-intolerant individuals can tolerate 12g of lactose daily.

- Free of artificial sweeteners, colours, flavours and preservatives.
- Additional literature and website support are available.

## Product Formula

Flavour	Strawberries and Cream		French Vanilla		Double Chocolate	
	32g serve	100g	32g serve	100g	35g serve	100g
<b>Average Quantity Per:</b>						
Energy	450.7kJ	1408.5kJ	450.7kJ	1408.5kJ	474.8kJ	1356.5kJ
Protein	15.1g	47.1g	15.1g	47.1g	16.2g	46.3g
Carbohydrate	4.4g	13.8g	4.4g	13.8g	3.3g	9.5g
-Total	1.3g	4.1g	1.3g	4.1g	0.9g	2.5g
-Sugars	0.6g	1.9g	0.6g	1.9g	0.6g	1.7g
-Lactose						
Xylitol	7.0g	21.9g	7.0g	21.9g	6.2g	17.7g
Dietary fibre	0.1g	0.4g	0.1g	0.4g	0.1g	0.4g
Fat	1.3g	4.1g	1.3g	4.1g	2.1g	6.0g
-Total	0.8g	2.5g	0.8g	2.5g	1.3g	3.7g
-Saturated						
<b>Vitamins &amp; Minerals</b>						
Vitamin A	187.5mcg (625IU)	585.9mcg (1953IU)	187.5mcg (625IU)	585.9mcg (1953IU)	187.5mcg (625IU)	535.7mcg (1786IU)
Thiamine hydrochloride	0.6mg	1.7mg	0.6mg	1.7mg	0.6mg	1.6mg
Riboflavin	0.9mg	2.7mg	0.9mg	2.7mg	0.9mg	2.4mg
Nicotinamide	5.0mg	15.6mg	5.0mg	15.6mg	5.0mg	14.3mg
Pantothenic acid	0.8mg	2.5mg	0.8mg	2.5mg	0.8mg	2.3mg
Pyridoxine	0.8mg	2.5mg	0.8mg	2.5mg	0.8mg	2.3mg
Folic acid	100.0mcg	312.5mcg	100.0mcg	312.5mcg	100.0mcg	285.7mcg
Cyanocobalamin	1.0mcg	3.1mcg	1.0mcg	3.1mcg	1.0mcg	2.9mcg
Biotin	15.0mcg	46.9mcg	15.0mcg	46.9mcg	15.0mcg	42.9mcg
Ascorbic acid	20.0mg	62.5mg	20.0mg	62.5mg	20.0mg	57.1mg
Vitamin D	1.3mcg (50IU)	3.9mcg (156IU)	1.3mcg (50IU)	3.9mcg (156IU)	1.3mcg (50IU)	3.6mcg (143IU)
Vitamin E	5.0mg	15.6mg	5.0mg	15.6mg	5.0mg	14.3mg
Zinc	6.0mg	18.8mg	6.0mg	18.8mg	6.0mg	17.1mg
Copper	375.0mcg	1171.9mcg	375.0mcg	1171.9mcg	375.0mcg	1071.4mcg
Iron	6.0mg	18.8mg	6.0mg	18.8mg	6.0mg	17.1mg
Manganese	1.3mg	3.9mg	1.3mg	3.9mg	1.3mg	3.6mg
Iodine	37.5mcg	117.2mcg	37.5mcg	117.2mcg	37.5mcg	107.1mcg
Selenium	12.5mcg	39.1mcg	12.5mcg	39.1mcg	12.5mcg	35.7mcg
Magnesium	229.2mg	716.6mg	229.0mg	715.6mg	229.0mg	654.7mg
Calcium	322.8mg	1008.6mg	322.8mg	1008.6mg	322.8mg	922.2mg
Sodium	62.1mg	194.0mg	62.1mg	194.0mg	75.0mg	214.2mg
Potassium	198.4mg	620.0mg	198.4mg	620.0mg	198.4mg	566.8mg
Chromium	25.0mcg	78.1mcg	25.0mcg	78.1mcg	25.0mcg	71.4mcg
Glutamine	950.0mg	2968.8mg	950.0mg	2968.8mg	950.0mg	2714.3mg
<b>Protein Fractions</b>						
Alpha lactalbumin	2376.0mg	7425.0mg	2376.0mg	7425.0mg	2376.0mg	6788.6mg
Beta lactoglobulin	7232.0mg	22600.0mg	7232.0mg	22600.0mg	7232.0mg	20662.9mg
Albumin	356.0mg	1112.5mg	356.0mg	1112.5mg	356.0mg	1017.1mg
Immunoglobulins - IgG	516.0mg	1612.5mg	516.0mg	1612.5mg	516.0mg	1474.3mg

Glycomacropeptides	3037.0mg	9490.6mg	3037.0mg	9490.6mg	3037.0mg	8677.1mg
<b>Amino Acid Profile</b>						
Alanine	949mg	2966mg	949mg	2966mg	949mg	2711mg
Arginine	477mg	1491mg	477mg	1491mg	477mg	1363mg
Aspartic Acid	1950mg	6094mg	1950mg	6094mg	1950mg	5571mg
Cystine	425mg	1328mg	425mg	1328mg	425mg	1214mg
Glutamic Acid	3135mg	9797mg	3135mg	9797mg	3135mg	8957mg
Glycine	824mg	2575mg	824mg	2575mg	824mg	2354mg
Histidine	400mg	1250mg	400mg	1250mg	400mg	1143mg
Lysine	1888mg	5900mg	1888mg	5900mg	1888mg	5394mg
Methionine	388mg	1213mg	388mg	1213mg	388mg	1109mg
Phenylalanine	642mg	2006mg	642mg	2006mg	642mg	1834mg
Proline	1350mg	4219mg	1350mg	4219mg	1350mg	3857mg
Serine	929mg	2903mg	929mg	2903mg	929mg	2654mg
Threonine	1330mg	4156mg	1330mg	4156mg	1330mg	3800mg
Tryptophan	348mg	1088mg	348mg	1088mg	348mg	994mg
Tyrosine	627mg	1959mg	627mg	1959mg	627mg	1791mg
<b>Branched Chain Amino Acid Profile</b>						
Leucine	2084mg	6513mg	2084mg	6513mg	2084mg	5954mg
Isoleucine	1071mg	3347mg	1071mg	3347mg	1071mg	3060mg
Valine	1072mg	3350mg	1072mg	3350mg	1072mg	3063mg
Total BCAAs	4227mg	13210mg	4227mg	13210mg	4227mg	12077mg

**NB. All values are approximate and subject to seasonal variation.**

## Serving Suggestions

**Adults:** Two scoops (32-35g) added to 200mL of water, juice, milk or non-dairy beverage, or natural yoghurt, 1-2 times daily, as part of a kilojoule-controlled weight management plan.

## Safety Information

- The ingredients contained in IsoWhey Complete are considered to be safe in pregnancy and lactation.
- This product contains less than one gram (0.6g) of lactose per serve; most lactose-intolerant individuals can tolerate 12g of lactose daily.
- IsoWhey Complete is free of casein, gluten, soy, GMO ingredients, and artificial sweeteners, colours, flavours and preservatives.
- High protein diets increase the body's need for water. Be sure to increase your daily water intake to at least two litres.
- Not to be used as the sole source of nutrition, except on medical advice.
- This product is recommended to be used in conjunction with a nutritious diet and exercise program
- Always read the label. Use only as directed.

## Frequently Asked Questions

***What is whey?***

'Little Miss Muffet sat on a tuffet eating her curds and whey...' Milk contains two major sources of protein: casein and whey. During cheese and curd manufacturing, casein is responsible for producing the curds while whey is generally considered a waste product. Outside of the cheesemaking world, whey is recognised as a highly usable protein source, rich in essential amino acids. 23 amino acids are used by our bodies to construct proteins; eight are classified as essential and must be supplied by our diet. Whey also provides vitamins, minerals and other very beneficial compounds for health and wellbeing.<sup>8</sup>

### ***Do I need to make IsoWhey Complete into a smoothie?***

No, IsoWhey Complete also mixes well into 200mL of low fat milk, soymilk, oat milk, water or low fat natural yoghurt. Place two scoops into a protein shaker or wide-neck bottle and keep this at your work desk or in your bag; add your desired liquid base and shake to dissolve for a no-fuss instant protein drink.

### ***The nutritional information panel states IsoWhey Complete contains xylitol. What is xylitol?***

Xylitol is a carbohydrate naturally produced by plants. It has the same sweet taste as sugar without negative effects on dental health. In fact, it has a beneficial effect on dental caries.<sup>9</sup> Xylitol also differs from sugar in having no adverse effect on blood sugar levels when taken at appropriate doses.<sup>9</sup>

## **Did You Know?**

1. The total body protein mass is about 12kg for a 76kg individual. Nearly half of our body protein is in the skeletal muscle, while blood and skin contain about 15%. As we age, we lose muscle mass and therefore protein. It is important to maintain muscle mass to maintain physically active lifestyles, for physical performance, and to remain independent in our old age.<sup>17</sup>
2. Based on all the measurements of protein quality (including biological value) whey is a superior protein source. It has a biological value of 104, which is higher than the value for casein (77), soy protein (74), beef (80) or wheat (64).<sup>18</sup>
3. Whey protein contains all the necessary essential amino acids (building blocks for protein) for health, and is efficiently absorbed and used by the body.<sup>19</sup>

## **References**

<sup>8</sup>Marshall K. Therapeutic applications of whey protein. *Altern Med Rev* 2004 Jun;9(2):136-156.

<sup>9</sup>Kandelman D, Gagnon G. A 24-month clinical study of the incidence and progression of dental caries in relation to consumption of chewing gum containing xylitol in school preventive programs. *J Dent Res* 1990 Nov;69(11):1771-1775.

<sup>10</sup>Natah SS, Hussien KR, Tuominen JA, Koivisto VA. Metabolic response to lactitol and xylitol in healthy men. *Am J Clin Nutr* 1997 Apr;65(4):947-950.

<sup>17</sup>Department of Health and Ageing, National Health and Medical Research Council, Ministry of Health. *Nutrient Reference Values for Australia and New Zealand*. Commonwealth of Australia, 2006.

<sup>18</sup>Hoffman JR, Falvo MJ. Protein – which is best? *J Sports Sci Med* 2004 Sep;3(3):118-130 <http://www.jssm.org>

<sup>19</sup>Marshall K. Therapeutic applications of whey protein. *Altern Med Rev* 2004 Jun;9(2):136-156.

## The Whey to weight-loss

- Reporter: Sally Obermeder
- Broadcast Date: January 27, 2009

**Hollywood is obsessed with protein diets and now an Australian biochemist believes he has fine tuned the science with his own weight-loss formula.**

Dr Robert Buist developed IsoWhey, believing there is a need for a meal replacement product containing high quality protein that can be quickly absorbed.

"As you know, if you eat chicken or fish or steak you're going to get these big chunks of meat sitting in the stomach, it's hard to digest," he said.

"If you've actually got the IsoWhey protein it dissolved 100 per cent in water and it does so in very quick period of time."

The whey protein in the powder is the key ingredient, according to Dr Buist.

He said many diets may cause people to lose weight on the scales but they are often losing muscle tissue and that is needed to burn fat.

The idea is this, you replace one-to-two meals a day with a shake or protein bar, along with a healthy diet plan minimising carbohydrates.

Exercise is encouraged but you can do without it.

Margot Brunswick has tried it all, including undergoing stomach stapling surgery.

None of it worked and she ballooned to 184kg.

Margot replaced two meals with a shake, spent no time at the gym and lost 62 kilos over a year.

"To be able to get into a size 18 and get into it and not have a corset on makes me feel like a part of the regular human race," she said.

"I am on the fat end but I am not in gigantor-land anymore."

Mother-of-three Kerry Hoffman had always been slim but snacking with the kids and lack of sleep contributed to an extra 20kg.

She lost 10kg in the first five weeks.

"I wasn't doing any extra exercise, I was losing two kilos a week and I was really only doing the same pump class I had been doing for years, once a week," she said.

Exercise physiologist Dr Jarrod Meerkin admits he was sceptical of IsoWhey at first, but did his own research and now believes it could be useful for anyone who needs a kick-start.

"If there is someone out there morbidly obese or overweight, this product may be a way to help them get underway their weight loss journey," he said.