

Protein for all ages

THE typical Malaysian diet these days is packed with carbohydrates from simple starch, animal fats from red meats, trans fats and sugars from processed foods.

Hence, it is difficult for an average person to get enough protein and fibre from his or her diet. Being the constituent of all living cells such as muscle, bone, skin, hair and nail, protein holds several key functions.

Apart from helping to build and repair body tissues, protein is essential for growth and development.

It also provides amino acids that are necessary for the synthesis of proteins such as collagen and keratin.

As we age, our body starts to lose its ability to synthesise protein to maintain lean muscle tissues, which leads to loss of physical strength due to

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muscle degeneration.

Age-related muscle loss dramatically increases the risk of falls in the elderly. Therefore, it is

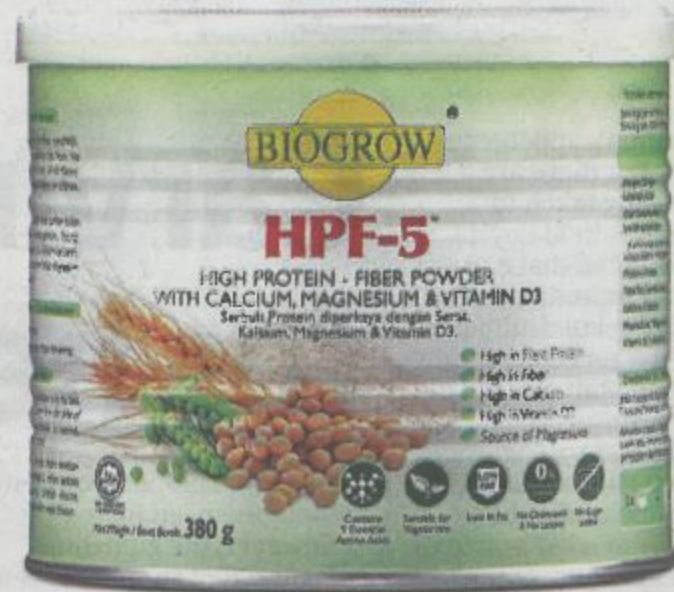
important to start preventing muscle loss early in life.

According to the European Food Safety Authority, daily vitamin D supplementation combined with calcium has shown to improve muscle function and thus reduces the incidence of falls, especially among the frail elderly.

An adequate intake of dietary protein, calcium and vitamin D3 provides the following benefits:

- Building blocks for cell regeneration, muscle maintenance and tissue repair
- Slows down muscle tissue breakdown and enhances exercise recovery
- Consuming a complete protein with nine essential amino acids alongside a regular exercise programme can help regenerate lean mass and physical strength.

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It is important for every individual to have a sufficient amount of protein for healthy living.

quality and easy to digest but one that is made without antibiotics from dairy, lactose, added sugar and artificial sweeteners.

Biogrow HPF-5's high protein-fibre powder provides all nine essential amino acids for efficient protein synthesis in the body, especially the branched-chain amino acids, which are required for muscle development and growth.

It also contains the digestive fibre-resistant dextrin, which has been approved by the

Health Ministry in promoting regular bowel movement for constipated individuals.

In addition, Biogrow HPF-5 has bone health-enhancing calcium, magnesium and vitamin D3, all of which are usually not found in ordinary protein powders.

This article is brought to you by Legosan (Malaysia) Sdn Bhd.

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