

Presentation Outline



What is Protein
Types of Protein
Who should take Protein
Why is Protein Intake Important
Protein Math
About My Protein Shake
Protein Source comparison
9 Roles of Protein

Protein is a macro-nutrient that is essential for building muscle mass

MACRO-NUTRIENTS

- **PROTEIN**
- **Carbs**
- **Fat**

MICRO-NUTRIENTS

- Vitamins
- Minerals
- Amino Acids
- Phytonutrients

What is Protein?

What is Protein?

- Each gram of protein contains 4 calories
- Protein is 15% of a person's body weight
- Amino acids are the building blocks of proteins
- Proteins are enzymes
- Proteins are cell transporters

What is Protein?

- Proteins are blood transporters
- Proteins are structures
- Proteins are 100 % of your hair
- Proteins are 100% of your finger nails
- Proteins are your muscle, bone, and internal organs
- Hormones are proteins.
- Put simply, you are basically a pile of Protein.



Who should take Protein?

Physically Weak

Lacking in strength or power should take Protein





Obese

Grossly fat or
overweight should
take Protein

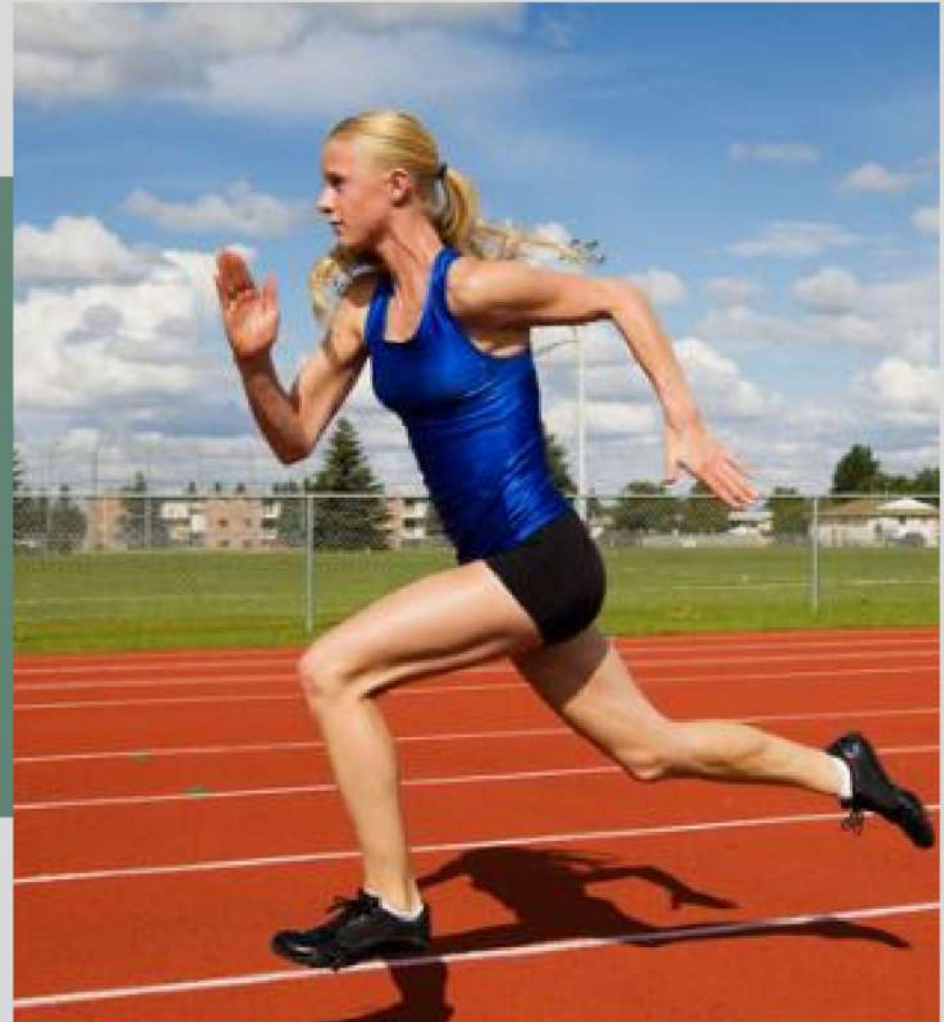
Senior Citizens

Elderly People
should take Protein



Sports Person

Any person involved
in sports should take
Protein





Armed Forces Personnel

should take Protein

Police
Security
Personnel
should take Protein





Body Builders

Sport involving strenuous physical exercise should take Protein

Exercise Enthusiast

People who
exercise daily to keep
fit should take Protein





Fitness Trainers

Fitness Instructors should take Protein

School Going Kids

To increase IQ and
energy levels should
take Protein





When you are growing...

Extra strength and energy for sports and fitness should take Protein

When you're starting a new program

**You should take
Protein**





Recovering from Injury

**strong bone and immunity
for faster healing, should
take Protein**

When You are going Vegan

You should take Protein



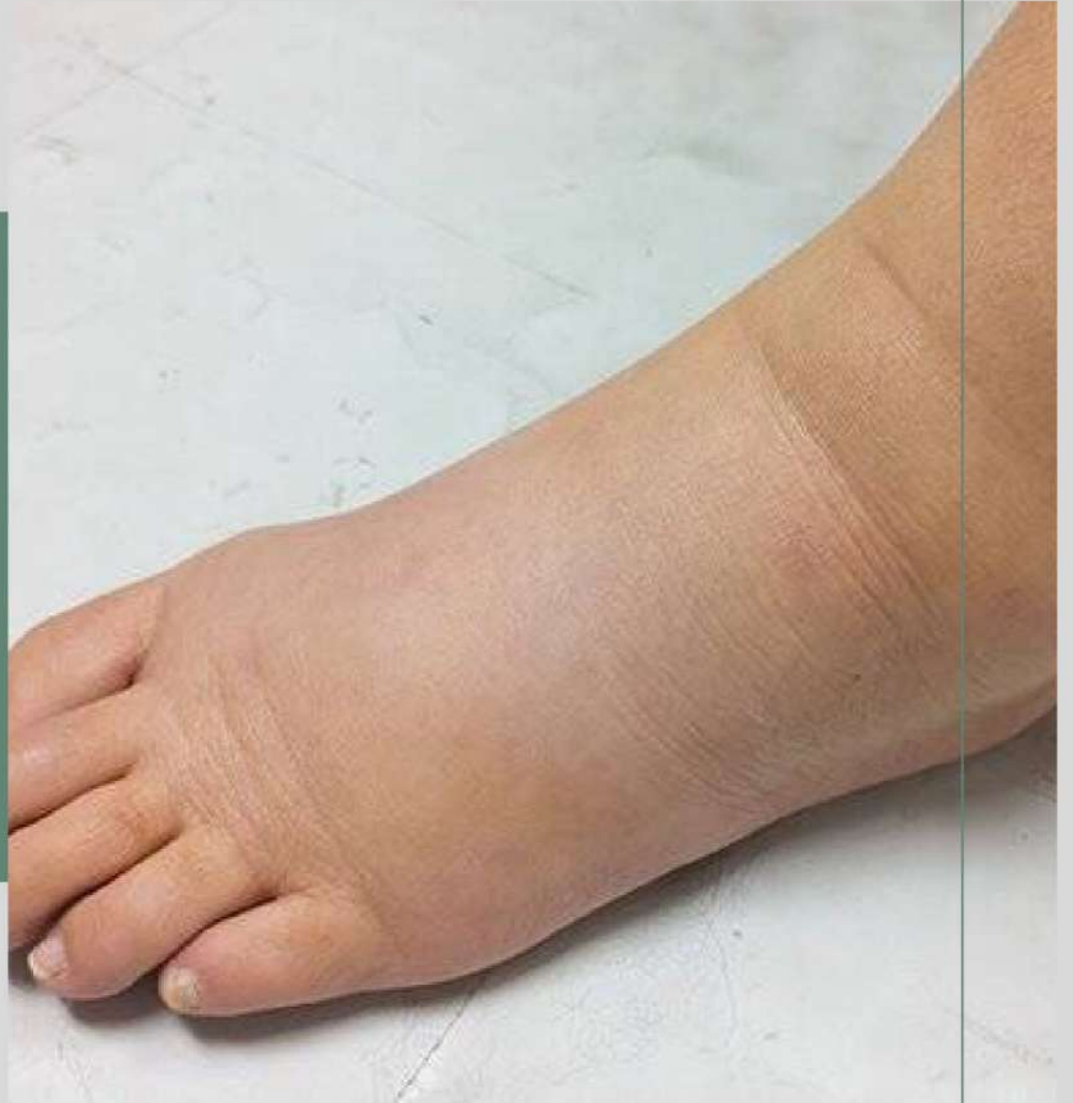


Why is Protein Intake Important?



Deficiency of Protein causes-

Deficiency of Protein causes Edema



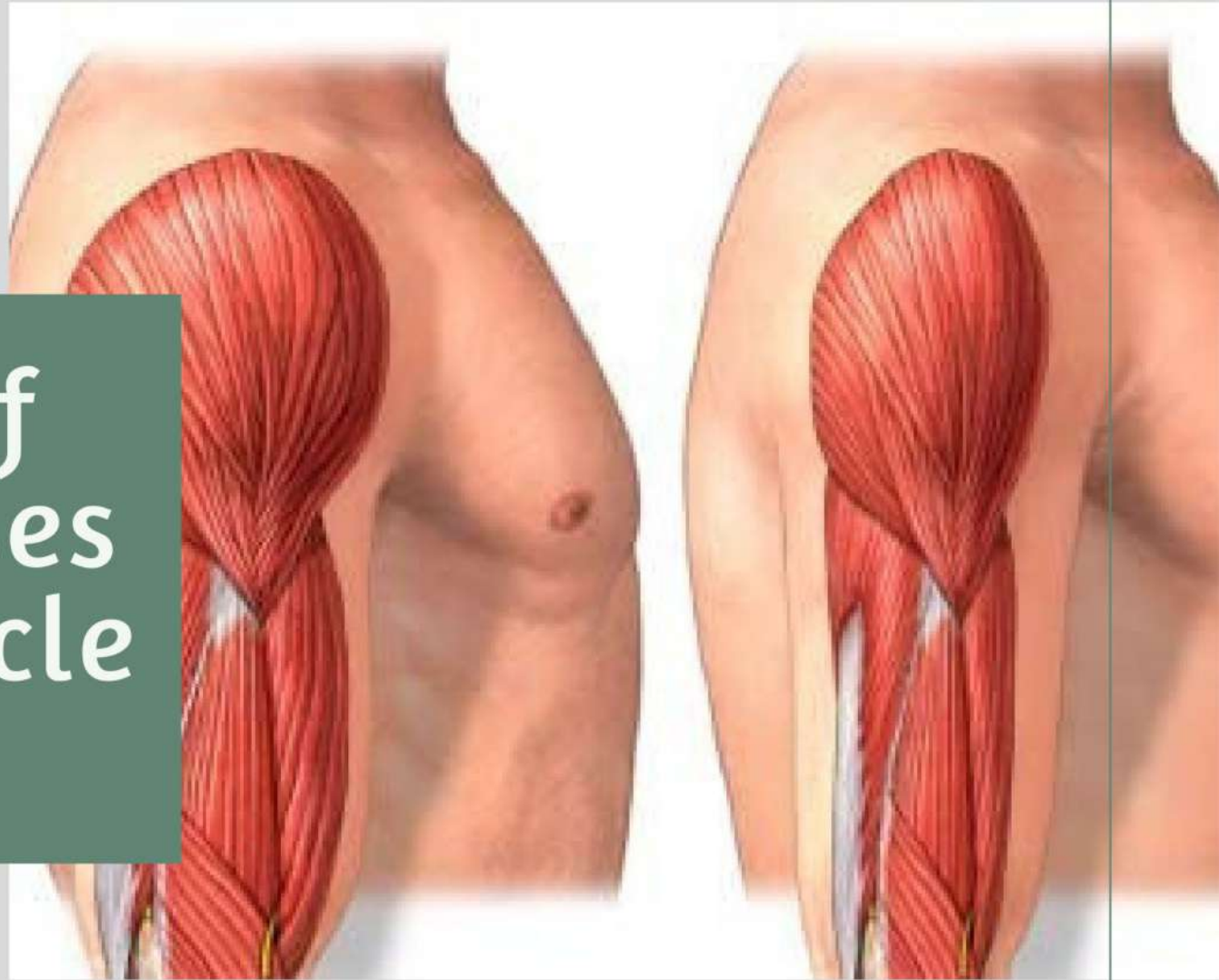
Deficiency of Protein causes Fatty Liver



Deficiency of Protein causes Skin, Hair & Nail Problems



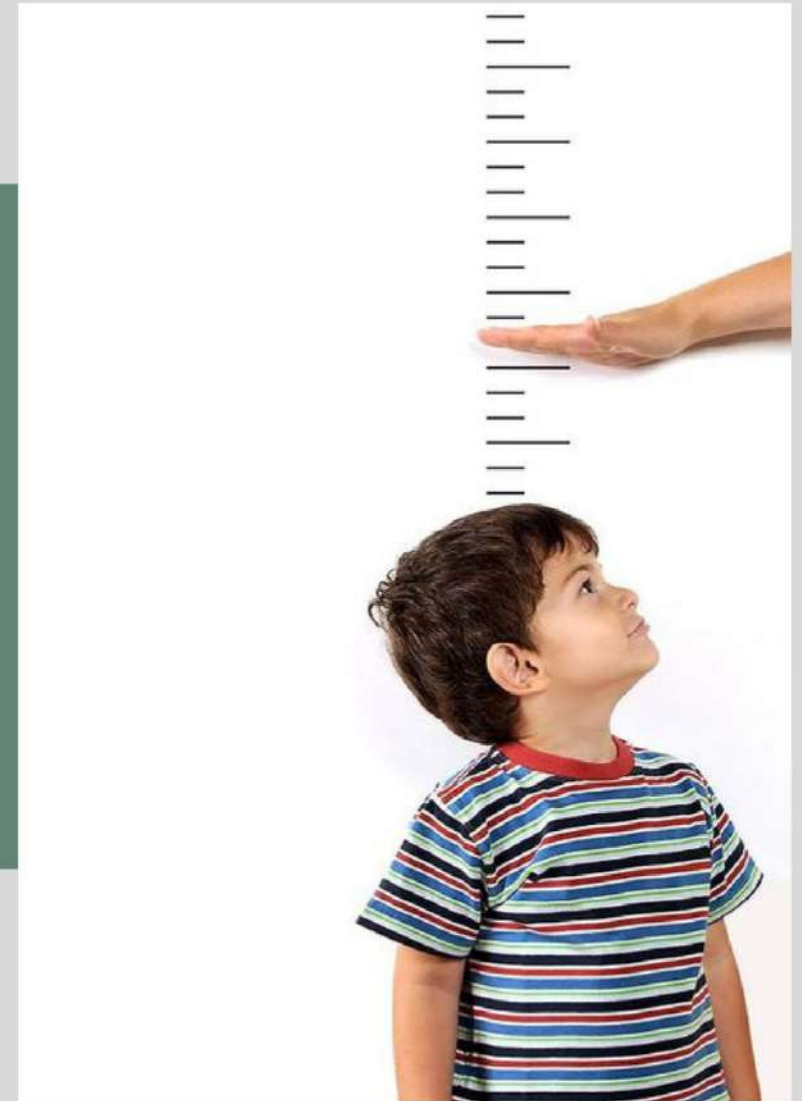
Deficiency of Protein causes Loss Of Muscle Mass



Deficiency of
Protein causes
lower Bone density
and increases the
Risk of Bone
Fracture



Deficiency of Protein causes Stunted growth in children



Deficiency of Protein causes Increased Severity of Infections



Deficiency of Protein
causes Greater
Appetite and Calorie
Intake leading to
weight gain





90% people are Protein Deficient

Stats In India

The Indian Market Research Bureau (IMRB) conducted a consumer survey across seven major cities titled 'The protein consumption in diet of adult Indians' by interviewing 1,260 respondents, which included males and females (non-pregnant and lactating) between the age of 30-55 years.

Fifty-nine per cent of the sample size was non-vegetarian.

The survey also found that 91 per cent of the vegetarians surveyed were found to have a higher protein deficiency as compared to 85 per cent of their non-vegetarian counterparts.

Is your diet meeting the Required Daily Amount (RDA) of Protein?



Required Daily Amount (RDA)

Every day, you need the below mentioned essential amino acids:

- 14 mg/kg of histidine
- 19 mg/kg of isoleucine
- 42 mg/kg of leucine
- 38 mg/kg of lysine
- 19 mg/kg of methionine + cysteine
- 33 mg/kg of phenylalanine + tyrosine
- 20 mg/kg of threonine
- 5 mg/kg of tryptophan
- 24 mg/kg of valine.

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Protein comparison



Almond 100 gms
Protein - 21gms
Price - Rs 100



Pistachio 100 gms
Protein - 20gms
Price - Rs 100



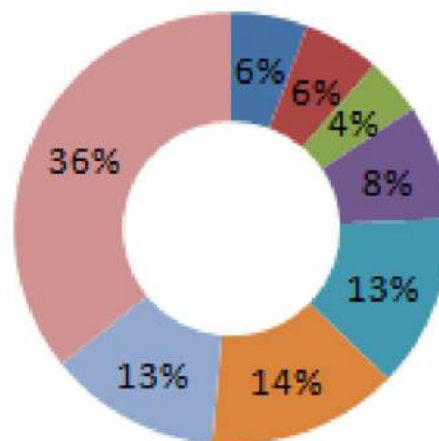
Chicken 100 gms
Protein - 31gms
Price - Rs 25

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Protein in your diet

Protein/100 grms

■ Vegetables ■ Quinoa ■ Brown Rice ■ Hemp Bread
■ Lentils ■ Tofu ■ Nuts ■ Meat



“

Protein Math

- The average adult needs 0.8 grams of protein per kilogram of body weight per day.
- Those taking part in recreational athletics need 1.1 to 1.4 grams of protein for every kilogram of body weight.
- Competitive athletes need 1.2 to 1.4 grams, and those involved in ultra-endurance sports may need up to 2.0 g per kilogram of weight.
- Athletes building muscle mass need 1.5 to 2.0 grams per kilogram per day.
- The average teen needs 0.4 to 0.5 grams of protein per pound of body weight each day.

However,

We don't want you to spend hours in your kitchen with an eyedropper of lysine solution, carefully calibrating your intake!!

Introducing!!



My daily Protein
Shake - 9 Roles One
Original Protein!!



SPECIALIST OPINION



WEIGHT LOSS 3 stars



OPTIMUM HEALTH

3.5 stars

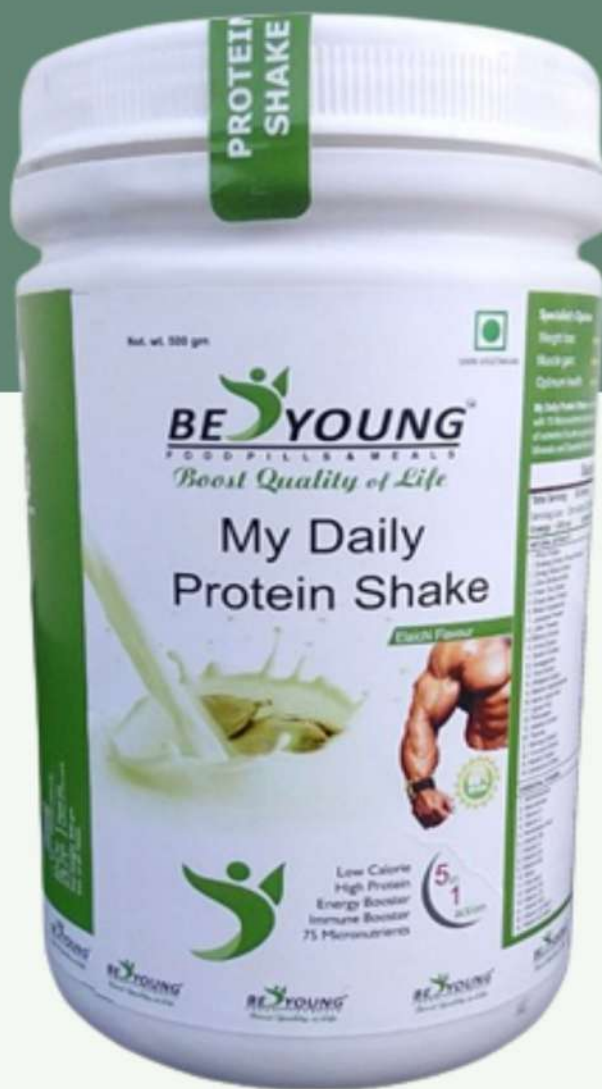


MUSCLE GAIN

4.5 stars



My Daily Protein Shake is
very low in



- Cholesterol
- Sodium



My Daily Protein Shake is a good source of

- Phytonutrients
- Vitamins
- Minerals
- Essential Amino Acids



**My Daily Protein Shake
has 23 Natural Extracts
14 Essential Vitamins**

**16 Essential Minerals
11 Non-Essential
Amino- Acids
11 Essential Amino-Acids**

My daily Protein shake 5 In 1 Action

- Low in calorie
- High in Protein
- Energy Booster
- Immune Booster
- 75 Micronutrients





1 scoop of My daily
Protein Shake is
15gms

1 Scoop has 7gms of
Protein

Only Protein Shake which has 80% Concentrated Whey Protein



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Think about it



**My daily Protein
Shake plays 9 Vital
Roles in our Body**

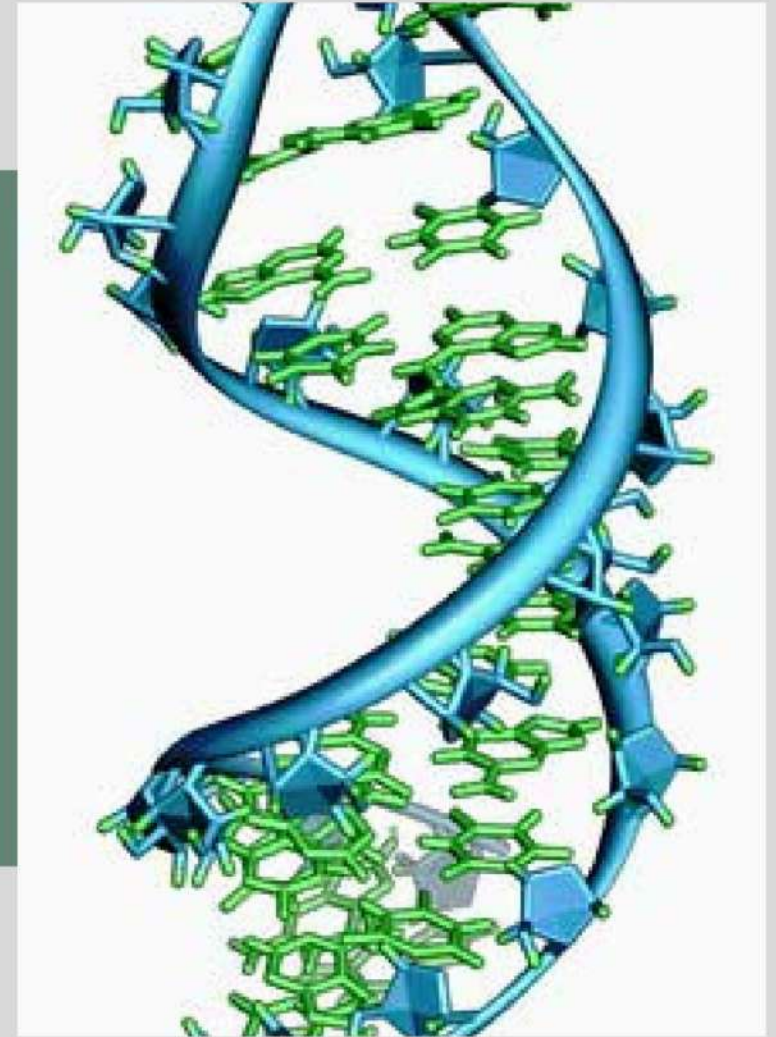
My Protein
Daily shake
helps Growth &
Maintenance





My Daily Protein Shake improves Biochemical Reactions

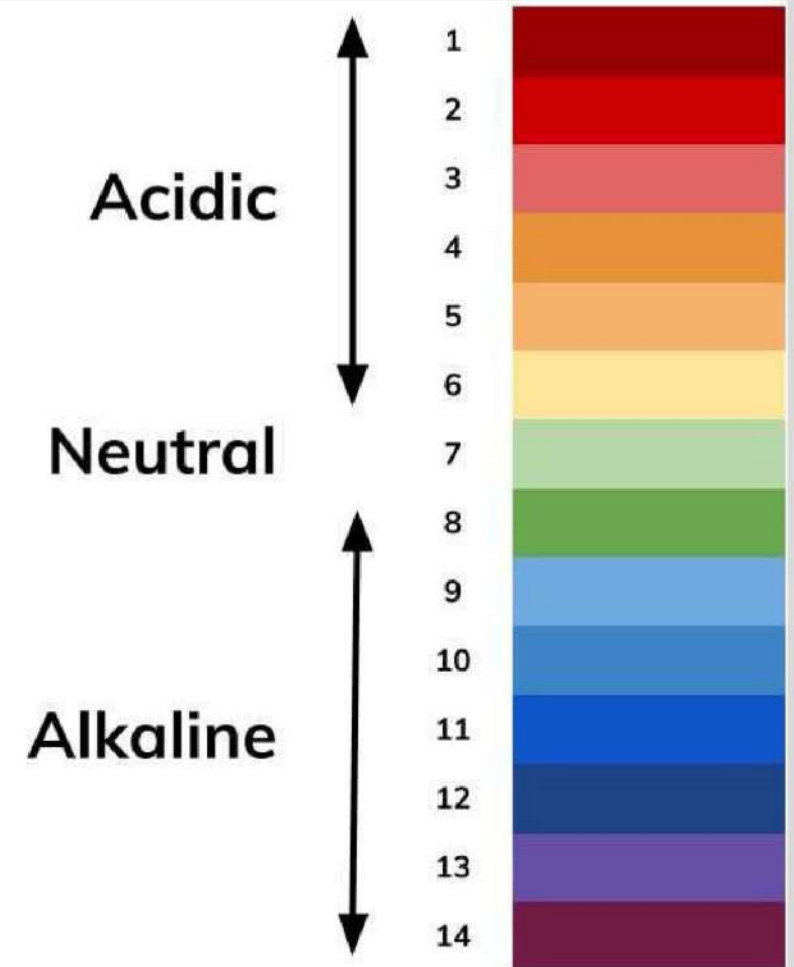
My daily Protein Shake Acts as a Messenger between your Cells, Tissues & Organs

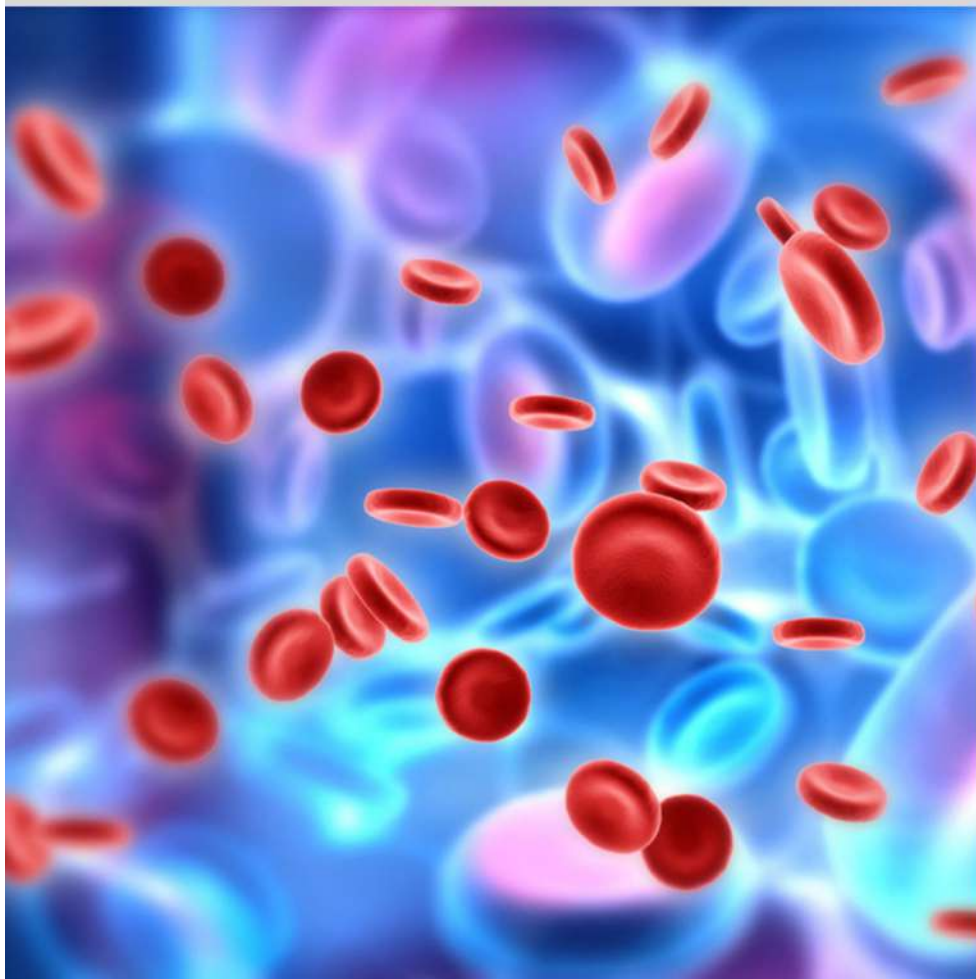




My Daily Protein
Shake Provides
Structure, strength
& elasticity to your
body

My daily Protein Shake Maintains Proper pH

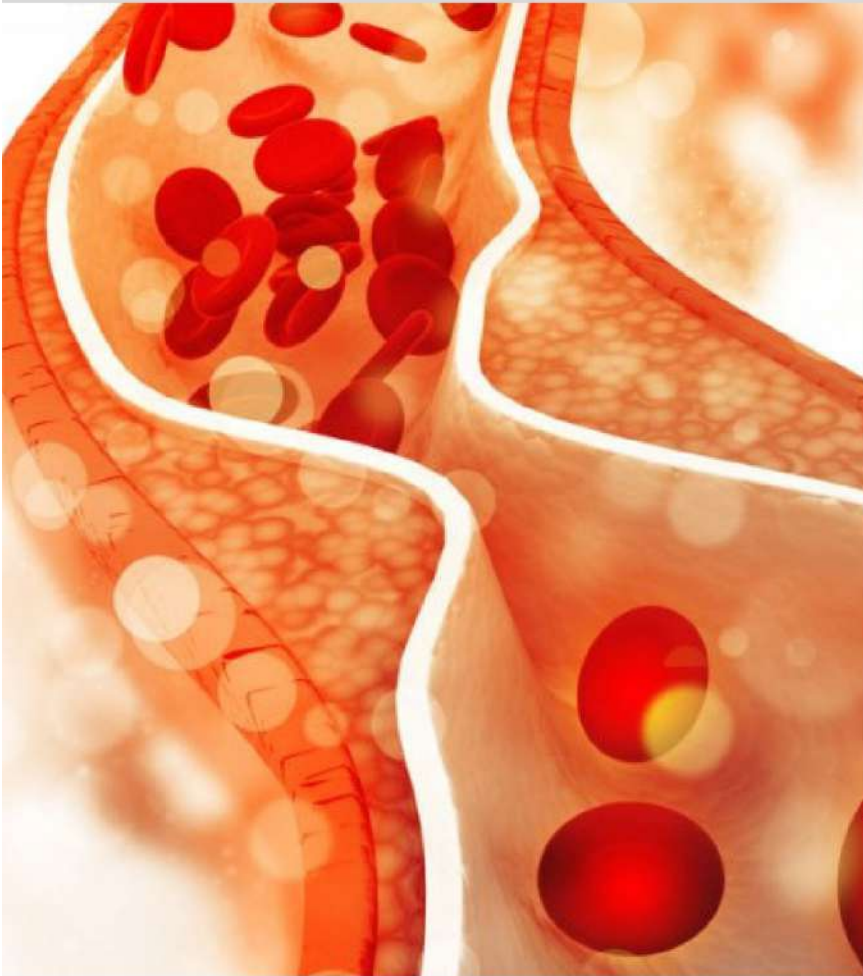




My daily Protein Shake Balances body Fluids

My daily Protein Shake Improves Immune Health & protects from Viruses and Bacteria





My Daily Protein shake Transports & Stores Nutrients

My Daily Protein Shake Provides Energy



- My daily Protein shake plays 9 Vital Roles in human Body
- 15gms of My Daily Protein Shake has 7gms of Protein
- My Daily Protein Shake is blended with 75 Micro-nutrients
- My Daily Protein Shake is easily digestible & assimilates
- My daily protein Shake gives benefits of Whey in its natural form

9 Vital Roles of My daily Protein Shake

- Growth & Maintenance of Body
- Improves Biochemical Reactions
- Acts as a Messenger between the cells, tissues and organs
- Provides Structure, strength & elasticity to your body

9 Vital Roles of My daily Protein Shake

- Maintains Proper pH
- Balances body Fluids
- Improves Immune Health & protects from Viruses and Bacteria
- Transports & Stores Nutrients
- Provides energy

To the Future



**Avoid Fat & have
more Protein, Water
& Calcium for a
Healthy & Fit Body**

Lets Connect!!

WEBSITE

www.beyoungstore.com

EMAIL ADDRESS

info@deccanhealthcare.co.in

