

Important Senior Nutritional Announcement:

Muscle & Bone Loss A Preventable Epidemic

Many seniors experience a significant loss of muscle mass known as **Sarcopenia**. Sarcopenia (from the Greek meaning "poverty of flesh") is the degenerative loss of skeletal muscle mass and strength associated with aging.

By ages 70-80, both men and women experience a 20-40% decrease in muscle strength. Approximately 30% of those 60 years or older have sarcopenia, and as our population continues to age the prevalence is likely to increase with extremely negative consequences.

The loss of muscle mass leads to significant dependence, potential disability, increased healthcare, slower metabolism, lower immune function, increased incidence of injury, and a lower overall quality of life.

Decreased protein intake, decreased caloric intake, and decreased physical activity play important roles in the progression of age-related muscle loss.

Muscle Preservation is Critical

A new development in protein called BioCysteine3™ contains various bioactive components that may have a positive effect on loss of muscle mass, cardiovascular health, bone health, immunity and general health of adults as they mature.

Action Whey™ with BioCysteine3™ seems to fit well the unique needs of seniors, who represent a growing segment of the population in many countries around the world.

Action Whey's™ proprietary BioCysteine3™ may help manage the loss of muscle which affects 30% or more of the seniors population.

The positive effects of physical activity and dietary protein on sarcopenia are cumulative. Essential amino acids appear to be the primary factor in the stimulatory effect of protein on muscle health in the elderly.

After physical activity, ingestion of 1 serving of Action Whey™ can improve protein synthesis in both young and older individuals.

Action Whey's™ BioCysteine3™ is the richest bioactive source of essential amino acids including cysteine, the critical precursor of glutathione.

Bone Health – Source of Calcium / Minerals

Increasing calcium intake may benefit elderly adults in two ways. First, calcium and other minerals are often recommended as a means of maintaining bone mass. Second, research has indicated that calcium modulates a form of vitamin D which serves to regulate intracellular calcium levels in fat cells. Dietary calcium has been shown to suppress fat cell growth and weight gain during periods of high caloric intake.

The diet of seniors tends to be low in protein, and emerging data are beginning to suggest that recommended protein intakes should be increased as one ages.

Supplementing the diet of older individuals with Action Whey™ following exercise can help maintain muscle mass, an important determinant of health.

Action Whey™ with BioCysteine3™ is an ideal protein source because the effect on muscle mass is driven by its special non-denatured protein structure that protects all of the amino acids and fragile immune supporting nutrients.

By implication, increasing intake of Action Whey™ during illness, following surgery, and/or while undergoing chemotherapy may be helpful in maintaining muscle mass and preventing muscle wasting.

Evidence also indicates that a higher protein intake is one factor that reduces the risk of bone mineral loss and bone fracture in the elderly. Action Whey™ can also help bone status and help promote fat loss by serving as a good source of calcium as well as other important mineral co-factors that enhance the effectiveness of calcium.

Nothing Else Comes Close

Action Whey™ has quickly become nationally recognized as an ideal source of protein for all ages. No other protein supplement on the market has been able to achieve such incredibly high levels of immune-supporting nutrients and overall quality.