

# Introducing Thriv!

The first protein to mimic the amino acid, peptide, and micronutrient composition of mother's milk

Thriv is unlike any other protein on the market. With Thriv, you pay for the product, not the box or the glossy ads in health and fitness magazines. With Thriv you pay for improved health, accelerated performance and muscle gains, premium quality ingredients, a taste that is unparalleled by any other product that doesn't contain artificial sweeteners and flavorings and ingredients with extensive safety data and scientifically proven real world effects.

**FAST AND SLOW DIGESTING WHEY AND CASEIN PROTEINS:**  
**With low heat pasteurized whey protein isolate, and milk protein concentrate Thriv offers the perfect synergy of fast and slow digesting dairy proteins.**

State of the art research shows that the dairy proteins whey and casein are the best natural source of essential amino acids and bioactive peptides. Even though dairy is often falsely criticized for having pro-carcinogenic or pro-diabetic effects, the reality is that the majority of both, individual papers, as well as reviews and meta-analysis draw very different conclusions about the effects of dairy proteins on health and performance. In fact, there is little doubt about the beneficial effects both, casein and whey, exert on our body composition, cardiovascular system, digestive tract and – believe it or not – even our ability to control the levels of glucose and lipids in our blood (Möller. 2008; Sarmadi. 2010).

In that, it is important to note that the effects of whey and casein are complementary, not interchangeable.

| Supplement Facts                                                                                                                                                                                                                                                                                                              |                    |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------|
| Serving Size 1 Heaping Scoop (46 g)<br>Servings Per Container 10                                                                                                                                                                                                                                                              |                    |
|                                                                                                                                                                                                                                                                                                                               | Amount Per Serving |
| <b>Calories</b>                                                                                                                                                                                                                                                                                                               | 130                |
| Calories from Fat                                                                                                                                                                                                                                                                                                             | 20                 |
| <b>Total Fat</b>                                                                                                                                                                                                                                                                                                              | 2 g                |
| Saturated Fat                                                                                                                                                                                                                                                                                                                 | 1 g                |
| <b>Cholesterol</b>                                                                                                                                                                                                                                                                                                            | 20 mg              |
| <b>Sodium</b>                                                                                                                                                                                                                                                                                                                 | 90 mg              |
| <b>Total Carbohydrate</b>                                                                                                                                                                                                                                                                                                     | 12 g               |
| Dietary Fiber                                                                                                                                                                                                                                                                                                                 | 0 g                |
| Sugars                                                                                                                                                                                                                                                                                                                        | 4 g                |
| <b>Protein</b>                                                                                                                                                                                                                                                                                                                | 22 g               |
| Vitamin A (as palmitate)                                                                                                                                                                                                                                                                                                      | 2000 IU            |
| Vitamin D (as cholecalciferol)                                                                                                                                                                                                                                                                                                | 200 IU             |
| Calcium (from Whey protein concentrate, milk protein isolate and colostrum)                                                                                                                                                                                                                                                   |                    |
| Iron (from Whey protein concentrate)                                                                                                                                                                                                                                                                                          |                    |
| SH Probiotic Blend (Lactobacillus acidophilus, Bifidobacterium longum)                                                                                                                                                                                                                                                        | 350 ml             |
| Fish Oil                                                                                                                                                                                                                                                                                                                      | 125 mg             |
| Protease                                                                                                                                                                                                                                                                                                                      | 100 mg             |
| **Percent Daily Values are based on a 2,000 calorie diet.<br>†Daily Value not established                                                                                                                                                                                                                                     |                    |
| Other ingredients: Protein (from whey protein concentrate, milk protein isolate, colostrum), L-glycine, sugar, stevia extract, luo han guo (Siraitia grosvenorii) extract (monk fruit), SH-A, L-lysine, L-valine, L-threonine, L-phenylalanine, L-methionine, L-isoleucine, L-tryptophan, Cream Extract, and Sodium Chloride. |                    |
| Contains: Milk                                                                                                                                                                                                                                                                                                                |                    |



This is why Thriv contains both, (a) fast digesting whey protein and (b) slow digesting micellar casein. It's the combination of these anabolic powerhouses that allows Thriv to (a) trigger rapid increases of the serum amino acid levels to kick-start protein synthesis and (b) keep the rate of protein synthesis elevated for several hours. Ok, ok, ... there's some cribbing involved here, granted; but who wants to criticize us for emulating the ratio of casein and whey protein that makes breast milk so unique, when science confirms that man couldn't have invented a more beneficial mix of proteins, peptides and amino acid than nature itself?

**IMMUNE BOOSTING FIRST DAY LOW HEAT PASTEURIZED COLOSTRUM: With intact immunoglobulins, functional proteins and peptides like lactoferrin, Thriv will boost your anti-oxidant defenses and promote your immune function.**

Compared to normal milk, colostrum, which is the first milk any mammal – including humans – will consume, contains up to 150x higher concentrations of immune boosting immunoglobulins, 15x higher amounts of antimicrobial peptides, such as lactoferrin, as well as a range of unique growth factors you won't find in any regular milk or dairy product (Korhonen. 2007).

It is thus not surprising that the existing scientific evidence shows that the regular consumption of colostrum can and will...

- ✓ support and accelerate the recovery process of athletes (Buckley. 2002),
- ✓ promote lean mass increases in resistance trained men and women (Antonio. 2001),
- ✓ increase the levels of IGF-1 during strength and speed training<sup>1</sup> (Mero. 1977),
- ✓ support the immune defenses of hard training athletes (Shing. 2007), and
- ✓ reduce the incidence of symptoms of upper respiratory tract infections (Brinkworth. 2003).

With its precisely tuned level of supplemental first day colostrum, Thriv is thus way more than a simple muscle builder. With the far-reaching effects colostrum can have on your anti-oxidant and anti-microbial defenses as well as its modulatory effect on your immune system – a property that distinguishes Thriv from all the other whey + casein mixes on the market.

**FAST DIGESTING FREE FORM AMINO ACIDS: With added free-form amino acids Thriv will instantly deliver l-leucine, l-lysine, l-valine, l-threonine, l-phenylalanine, l-methionine, l-isoleucine, and l-tryptophan to your bloodstream, way before the first intact dairy protein has been broken down in the digestive tract.**

In spite of the fact that intact proteins and peptides have the advantage of triggering biological effects that go way beyond those of the sum of the amino acids they are made of, they have one irrefutable disadvantage: their digestion takes both time and effort. In the elderly and individuals with generally compromised digestive function. This is why the addition of free form amino acids in general and leucine in particular can augment the existing beneficial effects of dairy proteins on skeletal muscle protein synthesis and

glucose management even further (Katsanos. 2006; Manders. 2006; Churchward-Venne. 2012).

**HEALTH PROMOTING OMEGA 3 FATTY ACIDS: With 34% of your daily EPA and DHA requirements Thriv supports a healthy cardiovascular system, lipid and glucose metabolism.**

Unlike their omega-6 pendant, the long-chain omega-3 fatty acids are both rare to find in our diets and hard to produce from its much more abundant short-chain precursor linolenic acid (ALA) which can be found in relatively high amounts in foods like flaxseed, rapeseed or canola oil.

Even though the daily EPA and DHA requirements are relatively low, people who don't belong to the small minority of consumers who eat one or two servings of salmon or other fatty fish per week, will thus have a hard time to get enough of these valuable fatty acids solely from their diet. Therefore, one servings of Thriv contains enough long DHA and EPA to satisfy 34% of your daily requirements (Simopoulos. 2000). Practically speaking, this means that (a) three servings will cover your total daily omega-3 requirements, while two servings of Thriv per day should provide enough DHA and EPA for the average individual to produce the missing long-chain omega-3 fatty acids from dietary alpha linolenic acid on his or her own.



DON'T JUST SURVIVE...

**Thriv**  
DAILY PROTEIN

**ADVANCED For ATHLETES**

**DIETARY SUPPLEMENT**

|                       |                        |                                       |                |                   |                      |
|-----------------------|------------------------|---------------------------------------|----------------|-------------------|----------------------|
| <b>22g</b><br>PROTEIN | <b>5g</b><br>NET CARBS | <b>PRO BIOTICS</b><br>350 Million CFU | <b>OMEGA 3</b> | <b>VITAMIN D3</b> | <b>* GLUTEN FREE</b> |
|-----------------------|------------------------|---------------------------------------|----------------|-------------------|----------------------|

**MICROBIOME MODULATING PROBIOTICS:** With 350,000,000 CFU's of a specific blend of acidophilus, and bifidobacterium longum per serving Thriv will promote your gut, immune and overall health

Even though probiotics act exclusively in the gut, the downstream effects of the way in which they influence the balance of the intestinal microbiome are systemic: improved immune health, a decreased susceptibility to autoimmune disease, general improvements in digestion, nutrient assembly and availability, reductions in blood glucose, improvements in insulin sensitivity and measurably reduced blood lipids as well as inflammation are only a few of the numerous well-established benefits of probiotic supplements.

And let's be honest: The fact that weight loss (Jung. 2015) and an amelioration of body fat gain (Osterberg. 2015) have been added to the ever-increasing list of health benefits, recently, certainly doesn't make the probiotic matrix of Thriv less attractive.

**MIXED PROTEASE ENZYMES:** With its blend of protease enzymes Thriv will promote the breakdown and

increase the bioavailability of dietary proteins, as well as the clearance of inflammatory proteins from the body.

While most people think of protease enzymes only as tools to speed up and facilitate the breakdown of dietary protein, scientists have been able to show that enzymes like papain can do much more. Shing et al., for example, have shown earlier in 2015 that protease supplements can also decrease the fatigue and help maintain athletes' testosterone levels during competition (Shing. 2015). This as well as the previously shown improvements in muscle function after eccentric exercise (Buford. 2009) and the reduction of painful deep onset muscle soreness (DOMS) in trained individuals, which is thought to be facilitated by accelerated muscle healing after intense workouts (Miller. 2004), confirm that protease enzymes act both locally, as digestive enzymes in the gut, as well as systemically, as anti-inflammatory (Tilwe. 2001; Fitzhugh. 2008) and even putative anti-cancer agents (Maurer. 2001; Chobotova. 2010).

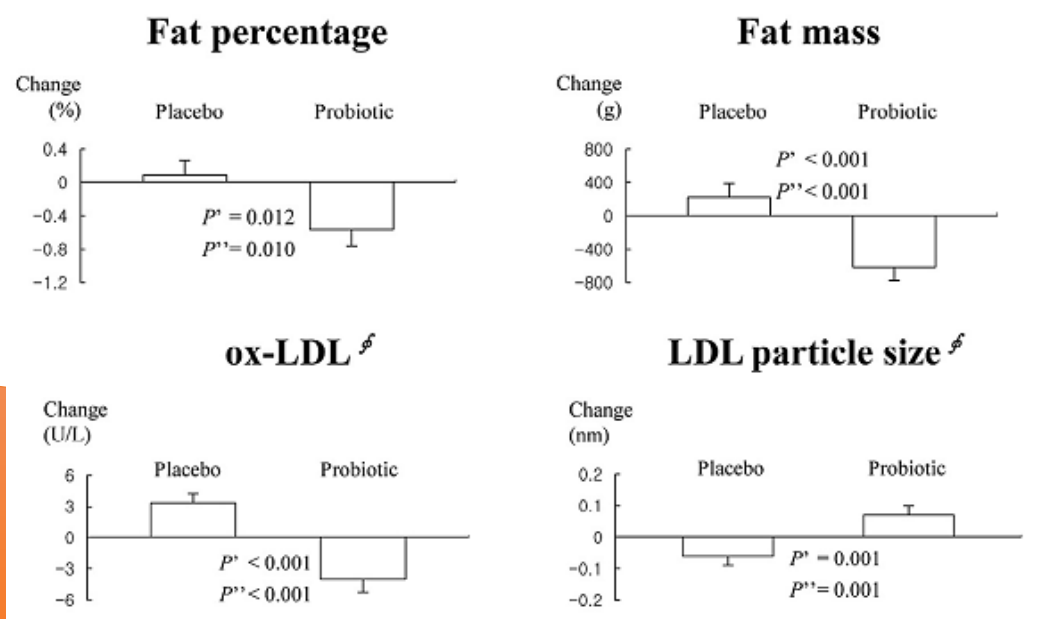


Figure 1: In a recent study the provision of a probiotic blend lead to significant improvements in body fat levels and a concomitant reduction of the concentration of oxidized LDL and increases of the the LDL particle size – both surefire indicators of a significantly reduced CVD risk (Jung. 2015).

**REAL VITAMIN A (RETINYL PALMITATE): With 2,000 IU per Thriv contains enough vitamin A to promote optimal skin, eye, bone and immune health.**

In a day and age where everyone talks about vitamin D, its alleged antagonist vitamin A has erroneously been forgotten. It is thus no wonder that few people have noticed that our intake of vitamin A in its regular biological form, which is retinol, not beta-carotene, has been ever decreasing in a world where vegetarianism is becoming the norm and the health effects of eating meat are falsely equated with smoking cigarettes. In this world, getting enough pre-formed vitamin A, which can be found almost exclusively in animal products, could soon become similarly problematic in the Western world as it is already in less developed countries (West Jr. 2008). Against that background it is important to note that Thriv is one of the few protein products on the market to contain both fat soluble vitamins, i.e. vitamin D and vitamin A, in physiologically relevant doses that mirror their natural ratio in the human body.

How important an adequate supply of this immune-modulating vitamin from the diet can be, even in alleged non-deficiency areas, has been shown only recently by Mottaghi et al. (2014) who were able to confirm their hypothesis that vitamin A in form of retinyl palmitate (25,000 IU/day) "is a potential mediator of T helper cells" that "may be an effective approach to slow progression of atherosclerosis" (Mottaghi. 2014).

**VITAMIN D3, THE BONE BUILDING IMMUNE BOOSTING SUNSHINE VITAMIN: With 5 µg of vitamin D per serving Thriv will effectively double the dietary vitamin D intake of the average 19-50-year old American (Moore. 2004).**

In view of the ever-increasing number of people who are supplementing indiscriminately with high to very high amounts of vitamin D per day. Thriv contains only just as much supplemental vitamin D, as you would need to keep your levels stable if you consume a vitamin D-containing diet and get enough sun exposure.

This allows you to decide whether you need 1,000, 2,000 or even 5,000 IU of extra-vitamin D per day – a decision of which we believe that it should be based on a 25-OHD test, not on a rave article you've read in the mainstream news about how vitamin D deficiency was responsible for all ailments you can possibly imagine.

**SH SWEET: With its unique natural sweetener blend that's based on glycine, monk fruit, stevia, and erythritol Thriv has a natural sweetness that won't leave you questioning whether the delicious supplement you've just consumed may have detrimental effects on your health.**

Thriv is one of the protein products on the market that is free of all artificial sweeteners. This means that you won't find aspartame, acesulfam-K, saccharin, sucralose or any other 'bitter-sweet' chemicals without bulletproof scientific evidence that it won't have negative effects on your overall health, appetite or weight in Thriv.

Thanks to Thriv's unique blend of the amino acid glycine, monk fruit, stevia and the benign sugar substitute erythritol, you still don't have to accept any compromises as far as the sweetness of the product is concerned.

**NATURAL FLAVORS: With real vanilla, cream extract, and salt (sodium chloride) Thriv tastes like your grandma's self-made vanilla milk-shake and unlike any of the vanillin-flavored synthetic products on the market.**

Thanks to its fine-tuned natural flavor matrix Thriv is a feast for your taste buds – one that contains real vanilla instead of bacterially produced synthetic copy.

With this unique ingredient profile, Thriv is the first product on the US market that is totally free of thickeners or gums of any type, doesn't contain GMO ingredients, is rBST, rBGH free, uses neither artificial sweeteners, nor colors or preservatives and contains low-heat pasteurized whey and casein, at a ratio that mimics nature itself, and first day colostrum from dairy cows inside the USA

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