

# LIVING *the* NATURAL WHEY

from DAN'S  
HAND



DAN YOUNG IS THE FOUNDER & PRESIDENT OF SIMPLE AGAIN. HE HAS COMPETED IN BODY BUILDING AS WELL AS ENDURANCE ATHLETIC EVENTS & IS CERTIFIED IN PERSONAL TRAINING & SPORTS NUTRITION.

## ***We know our sources and so should you!***

### **Protein**

Protein plays a part in each of the 60 plus trillion cells that makes up the human body. This vital macronutrient is involved in thousands of cellular processes, including the communication of all cells each and every day. As old cells die and are replaced, protein is responsible for the replication of new cells. Lastly, they make up the major part of many hormones, enzyme counts, and the entire immune system. Simply put, protein is essential for life. So you see, protein is not only for body builders—it's for everyone.

### **Why Grass Fed rBGH Hormone Free?**

Our Grass Fed Whey Protein comes from certified pasture-raised, pesticide-free, grass fed cows. As a result, our protein is rich in the phyto-nutrients of plants rather than GMO laden, nutrient-deficient grains. In addition, healthy fats – lipolic acid and CLA (conjugated linoleic acid) are guaranteed free of rBGH (Recombinant Bovine Growth Hormones). This is important since all the cells mentioned above are being replaced at a rate of approximately 300 billion a day! Over time, the human body assimilates the ingredients that it is fed. You are what you eat, AND what your food eats!

The food source with the highest bio-availability is whey protein, which is an excellent protein choice for individuals of all ages, especially children, whose cells are replicating at an incredible rate. It provides a number of benefits in areas including sports nutrition, weight management, immune support, bone health, and general wellness.

### **Organic Natural Flavor System**

Our Natural Flavorings are derived right from the source of vanilla beans and cocoa to bring you the natural finish of the flavors you know and love! They are whole foods compliant and contain no hidden sugars.

### **Organic Non-GMO Low-Glycemic Fructose**

Our fructose comes naturally from non-GMO organic fruits. Fructose is a pure, all natural low-glycemic sweetener extracted from organic fruit. It adds a delicate taste of sweetness from a source you can trust.

### **Organic Natural Gum Blend**

Our natural gums are derived from tree bark and bushes. The Organic Natural Gum Blend gives our protein its creamy texture.

### **Organic Stevia**

Stevia is a natural sweetener extracted from the stevia rebaudiana plant. It is phyto-nutrient rich and has been used for centuries. Stevia is approved by the Diabetic Association because it yields no calories and has no insulin response.

### **Organic Digestive Enzyme Blend**

Our Digestive Enzyme Blend has been added in order to facilitate the absorption of protein in the body, helping to aid in digestion and deliver protein to all those places that need renewal, growth and repair.

Eat Well!

*\*This article was written for our Dan's Essentials brand protein. Our Grass-Fed swiig Protein is a different formula.*

## PROJECT: PFC MISSION STATEMENT

The caring partner displaying this information is a proud member of Project: PFC. Our mission is to provide the simplest, most delicious foods to everybody everywhere. We select natural, whole and minimally-processed foods, drinks and supplements free from all artificial junk, yet rich with nature's goodness. Using current research and educational materials, we're making the world of nutrition "Simple Again".  
**Eat Well. Live Well (and Long).**