

LIQUID PROTEIN NUTRITION



Drinking Your Way to Better Health

The area of liquid nutritional supplementation is the fastest growing and most profitable area in nutrition today. The nutritional industry reported sales in 2014 of \$55 billion dollars in the areas of liquid meal replacement, liquid protein supplementation and sports nutrition. What has created this tremendous interest in nutritional supplements provided in a liquid form?

The delivery of liquid nutrition, be it meal replacement, liquid protein supplementation, or sports nutrition, provides a number of advantages to the consumer not found in other nutritional supplements. Liquid nutrition supplies nutrients in a form that is more easily and efficiently taken up than nutrients obtained from solid goods, where specific digestive enzymes and stomach acid are necessary for absorption. Liquid nutrition allows for specific formulation and nutrient targeting to address specific disease states or individual needs. Liquid supplements can also provide a measured intake of calories, sugar and sodium.

Liquid protein nutrition, such as **Perfect Protein Powder**, has been recognized as being valuable in providing a sound nutritional foundation for individuals. Basic liquid protein nutrition can be enhanced by the addition of whole food ingredients such as fruits, berries and vegetables, and flavored to suit the user's preferences. Liquid protein "smoothies" can be "supercharged" by the addition of specific vitamins and minerals. The list of individuals who can benefit from using liquid protein nutrition includes athletes and body builders, individuals with wound healing challenges, hospice patients, cancer patients, bariatric surgery patients and anyone wishing to reverse metabolic syndrome.

For the individual wishing to take advantage of the concept of meal replacement, **Balanced Meal Complete** offers a plant based source of protein, vitamins, minerals, fiber, antioxidants, essential fatty acids, probiotics and digestive enzymes in a pleasant tasting vanilla or chocolate nutritional shake. Meal replacement is a critically important aspect to any successful weight loss program. **Balanced Meal Complete** will aid in providing necessary nutrition to the dieter. **Fruits and Greens Energy Drink** provides the antioxidant and nutritional energy of 20 servings of fruits and greens with each serving of the drink. Easily reconstituted with water, this berry flavored drink will provide essential nutritional energy without having to resort to heavily caffeinated and addicting "energy" drinks. Even the essential omega-3 fatty acids are available in a liquid form in **Omega-3 Liquid**. For individuals who have difficulty swallowing large fish oil capsules, Omega-3 Liquid provides a pleasant tasting liquid source for essential omega-3 fatty acids.

The option of liquid nutrition is here to stay. And it is one that more and more individuals will be seeking out in the months to come, as they realize how easy it is to drink their way to better health.



4477 West 118th Street, Suite 100
Hawthorne, CA 90250
310-675-6882