

The Fastest Whey To Muscle Growth

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What's all this about whey protein? Isn't whey what little Miss Muffet ate while sitting on her tuffet? Actually, yes! In the process of making cheese, solid curds are separated from liquid whey. But far from a useless byproduct, whey can be found in many commercial products, from ice cream to canned soup to baby formula; and through the miracle of modern science, the protein in whey can be isolated and concentrated into a highly effective protein supplement!

A whey protein supplement can be a real advantage for those who need an extra source of high-quality protein in their diet. While most Americans meet the RDA recommendation for protein, physically active people and those who lack meat and dairy in their diets may find it hard to meet their protein needs. Athletes often demand more protein than less active people to sustain and build muscle. For anyone serious about strength training, an optimal level of protein is an absolute must for continual physical gains. Even for individuals who don't intend to "bulk up," a protein supplement can help enhance lean muscle for a trimmer, more toned physique.

Just how does protein build muscle? This essential nutrient is made up of compounds called amino acids, often referred to as the building blocks of protein. The body breaks down food proteins into amino acids that are then recombined into body proteins, the foundation of muscle. Though your body manufactures almost all the amino acids it needs, there are nine amino acids -- called essential amino acids -- which you must get from food.

To get all of these amino acids, you must eat a range of quality proteins. Though amino acids can be found in vegetables and grains, the most complete range of them comes from animal-derived products like meat and dairy. Whey protein, derived from dairy, offers an ideal range of amino acids that the body can easily absorb and use. Whey features short peptides -- or amino acid chains -- of only two to three amino acids, which experts believe can be immediately synthesized into new body proteins. So, the protein you eat is rapidly transformed into the protein your body uses to make new muscle! Whey also contains the branched-chain amino acids leucine, isoleucine and valine, thought to be especially crucial to muscle development. Considering all this, is it any wonder that whey is the supplement of choice among strength-training athletes?

And though its muscle-building properties often steal the show, whey's unique combination of amino acids is important for other body systems as well, including the immune system. The amino acid glutamine and the peptide glutathione, both found in whey, happen to be powerful antioxidants that may do a lot to enhance immunity. C.M. Colker, M.D., of Greenwich Hospital in Greenwich, Connecticut has observed that whey protein enhances the immune function of animals, and he believes this benefit may extend to humans. If so, whey may benefit serious athletes, whose immune function can become suppressed during periods of intense training. Colker believes that such individuals may be able to boost their immune defenses by adding 25 grams of whey protein to their daily diets.

If you want to continue gaining muscle and seeing improvements in your body, the combination of whey and regular strength training can help you get there. Take whey protein just after a focused training session to nourish starving cells while metabolism is at its peak. Those cells will hungrily take in all the essential amino acids needed to repair muscle tissue (which you've broken down during training) and stimulate new muscle growth! So when you're done pumping iron, rush to Robeks and start that repair process with the new Robeks MuscleMax™ smoothie. Featuring 20 grams of whey protein per 24-ounce size, the MuscleMax™ makes a great balanced meal for athletes or anyone looking for an extra protein boost. And if you demand even more protein

supplementation and extra nourishment to support a very active lifestyle, we suggest you meet the 800 lb. Gorilla™! This bicep-bursting protein shake delivers a full 50 grams of whey protein per 24-ounce size! When you're beating your chest with hunger, sometimes only a shake this rich and satisfying will do!

So what about Robeks original protein supplement: Soy Protein? Don't worry, it's still a permanent fixture on the Robeks menu, but we're excited to offer you more nutritional options than ever before. Both Soy Protein and Whey Protein are excellent sources of high-quality protein to support active bodies and encourage lean muscle growth. And while the awesome amino-acid combo of whey makes it the prime choice of many athletes, soy protein -- also rich in amino acids - has other unique advantages. Soy protein provides an all-vegetarian protein alternative with the added advantage of plant antioxidants and soy isoflavones to help lower cholesterol, promote bone health and deliver a range of specific benefits for women. At Robeks, Soy and Whey are here to stay, so come on in and get your protein needs met by the nutrition pros!