



100% NATURAL
WHEY PROTEIN

The new generation of natural protein replacement products

Mixes instantly and taste great

Perfect for any low-carb, low-fat diet

Only the highest grade natural ingredients

Soy Free!

Great for low-cholesterol diets

Through extensive research and development, the makers of **Pure Advantage™** can offer consumers a **100% Natural Whey Protein** with all the benefits of a great tasting, low-fat, low-carbohydrate protein without unwanted artificial or synthetic ingredients.

Formulated only with natural flavors and sweeteners, **100% Natural Whey Protein** gives your body the optimal benefits of whey protein while providing a ratio of essential and non-essential amino acids. This new formulation promotes accelerated recovery time, boosts immunity and supports intestinal health.

100% Natural Whey Protein is a creamy, natural protein shake, formulated for easy mixing without a blender, and is available in Vanilla and Chocolate. Until now, it was hard for consumers to purchase a natural protein shake without sucralose, ACE-K, aspartame or other artificial sweeteners. Pure Advantage™ remedied this problem with the use of **SweetLeaf™ Stevia**. [1]

100% Natural Whey Protein utilizes five different proteins to create a comprehensive protein matrix. These proteins include: bioactive whey compounds (**Advantage Plus™**), ion-exchange whey protein isolates, cross-flow micro-filtered whey protein isolates, ultra-filtered whey protein concentrates and hydrolyzed whey peptides. The use of these different proteins removes virtually all of the cholesterol and lactose, making it ideal for low fat, low-carbohydrate and lactose intolerant diets.

100% Natural Whey Protein contains key amino acids, which provide the building blocks to manufacture hormones and proteins, while maintaining healthy hair, skin and nails.

Advantage Plus™, the key ingredient in the protein matrix, contains immunoglobulins and lactoferrin. Immunoglobulins are our body's natural defense proteins, which function as antibodies in the immune response. Lactoferrin is a potent immune modulator that demonstrates antibacterial activity against disease, and will actually support the growth of (good) bacteria in our digestive system.

100% Natural Whey Protein is used by people of all ages. It is a great source of protein for low carbohydrate dieters, athletes, children or anyone who feels the need to add more protein in their diet. Since it can be mixed with a spoon or shaker cup, **100% Natural Whey Protein** can be made into a rich and creamy shake virtually anywhere, eliminating the need for hand-held or bulky blenders. **100% Natural Whey Protein** can also be added to foods such as pancakes, muffins, oatmeal, cereal, yogurt or pudding. In addition, **100% Natural Whey Protein** can be incorporated into your favorite fruit smoothie, while maintaining a balanced ratio of carbohydrates and protein.

[1] **SweetLeaf™ Stevia** is an herbal product that has been used safely for centuries, has been put through numerous clinical trials, and is completely non-toxic. It is consumed safely in large quantities (thousands of tons annually) as a natural alternative to artificial sweeteners for over 20 years due to its low-calorie, low-carbohydrate benefits.

Introducing our Family of Brands

