



IDEAL breakfast SHAKE

Why drink a protein shake for breakfast?

Protein is essential to our bodies, and there are many benefits of taking natural protein supplements (like whey protein shakes) as a source of protein.

Breakfast is the most important meal of the day. Your body is running on empty after not eating for hours and it needs quality carbs such as fibre rich fruits such as berries.

If your body gets the carbs/glucose it needs in a nice steady stream (no sugar rush), your body is jump-started and ready for the day:

Your metabolism gets going converting glucose and fat to energy instead of storing your toast or breakfast cereal as fat, you feel full not hungry and are less likely to over eat during the day. Your brain gets its glucose so you can concentrate better and think more clearly.

To make your breakfast do all these wonderful things for you, you want to make sure you get a protein with your carbs. That's where the whey protein shakes and smoothies come in.

Having a protein smoothie first thing in the morning ensures that your carbs are time-released, your metabolism gets a kick-start, your body is geared to burn fat rather than store fat, and you feel satisfied not hungry.

Other benefits of having a whey protein smoothie in the morning include:

1. Stable emotions because you are not in a low-energy, low-sugar (hypoglycaemic) state
2. A boost in your immune system
3. No sugar or carb cravings and no need to compulsively overeat
4. Encouraged bone growth, helping to prevent osteoporosis,
5. Reduced stress and depression due to slowed production of stress hormone cortisol and release of serotonin, a calming brain chemical.

Whey protein is the best source of protein because it's pure, clean, and one of the most easily absorbed sources of protein there is. In fact, whey protein has the highest biological value (a measure of nitrogen retained for growth or maintenance) of any protein.

Whey protein comes from milk (it comes out during the cheese manufacturing process) and is put through a process that separates out the pure amino acids (all 8 essential amino acids and branched-chain amino acids) and leaves behind the sugar (lactose), fat and cholesterol.



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Suggestions for pure protein shakes in the morning:

If you want to drink protein whey smoothies as your breakfast protein, you obviously want get the best protein shake you can -- best in quality and best in taste.

Best-in-quality best protein shakes include high-quality whey protein, which means whey protein that: Contains all the 8 essential amino acids is made using cross-flow micro-filtration for maximum nitrogen retention (keeping almost all the proteins in their natural form), has a low level of sugar and cholesterol.

The Ideal Breakfast Shake contains the highest quality whey protein without the addition of artificial sweeteners or sugar!