



TRIPLE PROTEIN SHAKE

Low Carbohydrate, Multi-Protein Drink to Support Healthy Weight Management



Can I Improve My Body Tone and Lean Body Mass with Lifeplus Triple Protein Shake?

This superior product is the result of years of intensive research by Lifeplus scientists. It supplies an unprecedented blend of superior protein sources, each of high biological value, with dairy calcium, soluble magnesium and potassium, and approximately a third of the Daily Value (DV) of all essential vitamins and minerals. Lifeplus Triple Protein Shake helps support muscle and lean body mass. This popular product provides a special blend of proteins from three different sources known for their biologically favorable ratio of amino acids: GMO-free soy, milk protein isolate and whey protein.

Our whey protein is manufactured with a unique process that incorporates low-pressure, low temperature ultra and microfiltration, and advanced spray drying technology. This ensures minimum protein denaturation and produces a very high protein whey product that is virtually lactose and fat free, fully soluble and has a neutral flavor. Unlike ion exchange purified whey proteins, it is rich in biologically active fractions. These three protein sources provide a complete and balanced spectrum of all the amino acids. Whey protein is a particularly rich source of the essential and branch chained amino acids, which are crucial to muscle function and

development. Soy protein is also known to have specific health benefits, including support of heart health.

Each serving of Triple Protein Shake provides 20 grams of high-quality protein, just one-half to one gram of fat, and one to two grams of carbohydrates (one gram in the vanilla, and two in the chocolate). Combined with the Lifeplus Men's and Women's Gold Formula Supplements, it also provides approximately a third of the DV of all the essential vitamins and minerals that may be missing in one's diet during weight management programs. The Lifeplus Men's and Women's Gold Formulas provide a wide spectrum of health supporting compounds to meet your needs.

Protein is Important

Other than water, protein is the largest element contained in the human body. Water makes up about 65 percent of our form and proteins follow at about 28 percent. All cells in your bones, muscles, hair, skin, nails, brain, heart and other organs contain proteins.

The enzymes that your body produces to facilitate metabolic processes are made of protein. Proteins, called immunoglobulins, are an important component of your immune defense system and are needed to support a healthy immune system.

The human body maintains itself with the amino acids from protein; therefore, it is important to consume adequate amounts on a daily basis. Unfortunately — as with so many people fighting the “battle of the bulge” and losing weight through calorie restriction — a significant portion of the pounds shed are from lean body mass, which is primarily protein. In order to support your overall health during weight loss, the health of your organs, and metabolic processes, you must consume adequate amounts of protein.

Proteins are made up of over 20 different amino acids, all of which are important to metabolism. Eight of these have been classified essential, meaning that they cannot be made in the body and must be supplied in the diet. Ten other amino acids can be produced within the body and are important, but not classified as essential. The remaining amino acids are conditionally essential, meaning that under certain conditions, metabolic performance is better if they are provided by the diet.

Essential Fats, Deadly Fats

Just as proteins contain amino acids, fats contain fatty acids. Several fatty acids have been classified essential, especially linoleic acid and omega-3s (at least for optimum health). In recent years, dietary fat has been generally targeted as the

enemy, but it is necessary for many biological functions. The brain and other organs require large amounts of the best quality essential fats, including cholesterol, DHA, EPA (long chain omega-3 fatty acids), and phospholipids such as phosphatidyl choline and phosphatidyl serine. Each of these fats has a specific function in maintaining the shape, fluidity, structure and function of the cell membranes of the trillions of cells in your body. Most of your body's hormones are also made from dietary fats, the rest are made from proteins. Severe dietary restrictions of fats often coincide with the restriction of high-quality proteins, as well. Undesirable fats include oxidized fats (deriving mainly from foods fried in oils at high temperatures) and trans-fatty acids (deriving mainly from chemically altered oils). Lifeplus Triple Protein Shake provides minimal amounts of high-quality fats, and no oxidized or trans-fats.

Carbohydrates

Carbohydrates, as opposed to proteins and the right fats, are not essential in the human diet. They are useful as a fuel source, but must be carefully matched to your type of metabolism and activity level. More importantly, fiber is classified as a carbohydrate, but is not utilized as fuel. Fiber is necessary for the digestive tract and is important in many ways, but cannot be digested or used for energy. Many of the natural foods rich in carbohydrates contain fiber, vitamins, minerals, and phytonutrients, but most of them are lost or drastically reduced by refining and processing. The Lifeplus Triple Protein Shake contains high-quality protein from whey, milk protein isolate and soy, with little carbohydrate or fat, and a representative amount of essential vitamins and minerals to help provide these crucial nutrients, especially important to those limiting their caloric intake.

Carbohydrate Sensitivity Plays a Role in Abdominal Weight Gain

In order to help maintain a healthy weight, people who are carbohydrate sensitive should avoid diets

high in carbohydrates. According to estimates, over half of overweight people are carbohydrate sensitive. By excluding foods made with white flour and white sugar, they are more likely to reduce abdominal fat, maintain already healthy cholesterol and triglyceride levels, as well as retain already healthy blood pressure and fluid balance. For women, the circumference of the waist being over 80 percent the circumference at the widest part of the hips, and for men the waist being as large or larger than the hips, as in a "beer belly," are strong indications that they are carbohydrate sensitive and have been consuming diets too high in carbohydrates for their type of metabolism and level of physical activity for a long time.

Higher Protein Diets Make Sense

Higher protein, lower-carbohydrate weight management programs make sense for many people. Supplementing with the high quality milk, whey and soy derived proteins in Triple Protein Shake, which carries a GMO-Free Certification for its soy protein, enriches your diet with protein of high biological value and complements balanced carbohydrate diets.

Loss of Essential Nutrients may be Harmful

Diets that are low in total calories may not contain adequate amounts of various vitamins and minerals. The Lifeplus Triple Protein Shake provides the essential vitamins A, B-complex, C, D and E, as well as the essential minerals copper, zinc, manganese, selenium, magnesium, calcium and molybdenum. Daily replenishment of essential minerals and B vitamins can help to decrease cravings for sweets and generally improve the ability to think clearly and handle stress more effectively. Nearly everyone is aware of the need for adequate dietary intake of essential nutrients from calcium, magnesium and vitamin D for healthy nerves and bones, and vitamins A, C, E and selenium for antioxidant protection. Selenium is necessary for healthy thyroid function, molybdenum is an essential trace element necessary

for proper metabolism of iron and sulfur compounds, and copper, zinc and manganese activate crucial antioxidant enzyme systems, among their many other functions. The Lifeplus Triple Protein Shake is also a good source of potassium (contains more per serving than 8 ounces of orange juice) and contains only 160 mg of sodium per serving.

The Lifeplus Men's and Women's Gold Formulas complement and extend the nutrient spectrum provided by the Protein Shakes, to provide an optimum blend of nutrient intake for healthy weight management, and to be used as part of a total program of proper diet and exercise.

Calcium, Magnesium, Health and Weight Management

Minerals sometimes function as paired duos with a yin/yang relationship, as in the case of calcium and magnesium. Too much of one leads to too little of the other. For example, because calcium has been so emphasized by the dairy, food and supplement industries as crucial to bone health, without emphasizing the importance of magnesium, an already magnesium deficient population has become even more so. Besides its role as a building block in bone, magnesium is essential to the function of more than 300 enzyme systems within the body, including those that produce ATP, the energy "currency" that the entire body runs on. Two Triple Protein Shakes a day provide 100% of the DV for magnesium (400 mg) as magnesium glycinate — one of the most soluble and bioavailable forms of magnesium, and over 1200 mg of a unique form of calcium — calcium extracted and purified from milk (dairy calcium), which also provides magnesium and many trace minerals.

Dairy Calcium and Weight Management

Together, results from animal studies, analysis of epidemiological data, observational data, and clinical trials are beginning to establish a relationship between calcium intake and weight management—both in terms of weight and fat loss and as well as

preventing weight gain, although more research is needed. Mechanisms have been identified by which dietary calcium, particularly derived from dairy products, affects fat storage and therefore body fat and weight. Higher-calcium diets inhibit fat storage, and promote breakdown of fat stores, fat burning, and thermogenesis. Dairy sources of calcium inhibit weight and fat gain and accelerate fat loss more so than do other supplemental sources of calcium. This augmented effect of dairy products relative to supplemental calcium is likely due to additional bioactive compounds, such as the branched-chain amino acids in whey, which act synergistically with calcium to increase fat burning and decrease fat storage.

Great Taste with No Added Sugar

Lifepus Triple Protein Shake is sweetened with sucralose, which is 600 times sweeter than table sugar; but without any additional calories.

The FDA approved sucralose in the late 1990s after receiving more than 110 studies that had been done over a period of 20 years. It is actually derived from table sugar, and is a chemically stable molecule that is not digested or appreciably absorbed from the intestines. Sucralose is not to be confused with other sweeteners, which may act as excitotoxins in the brain.

By incorporating sucralose into this popular protein supplement, a pleasant naturally sweet taste can be achieved without the carbohydrate calories from fructose or other simple carbohydrates.

All of the Lifepus Triple Protein Shakes have been reformulated to delete iodine, due to a concern for possible excess iodine intake when multiple products are used. Additionally, the Triple Protein Shake line includes Vanilla Unsweet, which also removes the sucralose sweetener.

One Serving of Lifepus Triple Protein Shake provides:

- 250% as much protein as an 8 oz serving of whole milk
- 303% as much protein as an 8 oz serving of soy milk
- 72% as much protein as a 3 oz serving of top choice lean sirloin steak
- 221 to 224% as much calcium as an 8 oz serving of whole milk
- 115 to 124% as much potassium as an 8 oz serving of fresh orange juice
- 271 to 281% as much magnesium as a 3.5 oz serving of fresh spinach
- With no trans fats, and only 1 to 2 grams of carbohydrate, 0.6 to 0.8 gram of fat, 130 to 139 mg of sodium, and 2 mg of cholesterol.
- Mixed in 12 oz of nonfat milk, 1 serving provides the additional benefit of 82 to 83% of the daily value of calcium.

Source: USDA Handbook No. 8

Lifepus Triple Protein Shake AMINO ACID PROFILE - CHOCOLATE	
Alanine	787 mg
Arginine	879 mg
Aspartic	1,867 mg
Cystine	293 mg
Glutamic	3,579 mg
Glycine	1,593 mg
Histidine	458 mg
Isoleucine*	952 mg
Leucine*	1,730 mg
Lysine*	1,446 mg
Methionine*	375 mg
Phenylalanine*	824 mg
Proline	1,291 mg
Serine	924 mg
Threonine*	906 mg
Tryptophan*	293 mg
Tyrosine	741 mg
Valine*	1,062 mg
Total	20,000 mg

Lifepus Triple Protein Shake AMINO ACID PROFILE - VANILLA	
Alanine	782 mg
Arginine	912 mg
Aspartic	1,871 mg
Cystine	279 mg
Glutamic	3,573 mg
Glycine	1,629 mg
Histidine	456 mg
Isoleucine*	949 mg
Leucine*	1,712 mg
Lysine*	1,433 mg
Methionine*	372 mg
Phenylalanine*	838 mg
Proline	1,284 mg
Serine	931 mg
Threonine*	884 mg
Tryptophan*	289 mg
Tyrosine	745 mg
Valine*	1,061 mg
Total	20,000 mg

Lifepus Triple Protein Shake AMINO ACID PROFILE - VANILLA UNSWEET	
Alanine	782 mg
Arginine	912 mg
Aspartic	1,871 mg
Cystine	279 mg
Glutamic	3,573 mg
Glycine	1,629 mg
Histidine	456 mg
Isoleucine*	949 mg
Leucine*	1,712 mg
Lysine*	1,433 mg
Methionine*	372 mg
Phenylalanine*	838 mg
Proline	1,284 mg
Serine	931 mg
Threonine*	884 mg
Tryptophan*	289 mg
Tyrosine	745 mg
Valine*	1,061 mg
Total	20,000 mg

Typical analyses of the amino acid spectrum of the combined protein sources contained in Lifepus Triple Protein Chocolate, Vanilla, and Vanilla Unsweet Shakes are listed in the tables. Protein sources are Soy Protein Isolate, Whey Protein Isolate, and Milk Protein Isolate.

*Essential Amino Acids

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TRIPLE PROTEIN SHAKE – Chocolate

TRIPLE PROTEIN SHAKE – Vanilla

TRIPLE PROTEIN SHAKE – Vanilla Unsweet

Nutrition Facts			
30 servings per container			
Serving size		1 level scoop (28.9g)	
Amount per serving		91	
Calories			
		% Daily Value*	
Total Fat	0.6 g		1%
Saturated Fat	0.14 g		1%
Trans Fat	0 g		
Cholesterol	2 mg		1%
Sodium	138 mg		6%
Total Carbohydrate	2 g		1%
Dietary Fiber	0.7 g		2%
Total Sugars	0.3 g		
Includes	0.0 g Added Sugars		0%
Protein	20 g		40%
Vitamin D	4 mcg	20% • Calcium	626 mg 50%
Iron	1.4 mg	8% • Potassium	616 mg 14%
Vitamin A (100% as Beta-Carotene)	504 mcg RAE	60% • Vitamin C	26 mg 30%
Vitamin E	8.7 mg α-TE	60% • Vitamin K	28 mcg 25%
Thiamin (Vitamin B1)	0.5 mg	40% • Riboflavin (Vitamin B2)	0.6 mg 45%
Niacin	7 mg NE	45% • Vitamin B6	0.7 mg 40%
Folate	291 mcg DFE	70% • Vitamin B12	2.5 mcg 100%
Biotin	132 mcg	440% • Pantothenic Acid	3.5 mg 70%
Phosphorus	369 mg	30% • Magnesium	218 mg 50%
Zinc	5.8 mg	50% • Selenium	24 mcg 45%
Copper	0.7 mg	80% • Manganese	0.7 mg 30%
Molybdenum	26 mcg	60% •	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts			
30 servings per container			
Serving size		1 level scoop (27.1g)	
Amount per serving		91	
Calories			
		% Daily Value*	
Total Fat	0.8 g		1%
Saturated Fat	0.14 g		1%
Trans Fat	0 g		
Cholesterol	2 mg		1%
Sodium	139 mg		6%
Total Carbohydrate	1 g		0%
Dietary Fiber	0.2 g		1%
Total Sugars	0.3 g		
Includes	0.0 g Added Sugars		0%
Protein	20 g		40%
Vitamin D	4 mcg	20% • Calcium	620 mg 50%
Iron	1 mg	6% • Potassium	569 mg 10%
Vitamin A (100% as Beta-Carotene)	504 mcg RAE	60% • Vitamin C	26 mg 30%
Vitamin E	9 mg α-TE	60% • Vitamin K	28 mcg 25%
Thiamin (Vitamin B1)	0.5 mg	40% • Riboflavin (Vitamin B2)	0.6 mg 45%
Niacin	7 mg NE	45% • Vitamin B6	0.7 mg 40%
Folate	291 mcg DFE	70% • Vitamin B12	2.5 mcg 100%
Biotin	132 mcg	440% • Pantothenic Acid	3.5 mg 70%
Phosphorus	364 mg	30% • Magnesium	211 mg 50%
Zinc	5.7 mg	50% • Selenium	24 mcg 45%
Copper	0.7 mg	80% • Manganese	0.7 mg 30%
Molybdenum	26 mcg	60% •	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice.

Nutrition Facts			
30 servings per container			
Serving size		1 level scoop (27.0g)	
Amount per serving		91	
Calories			
		% Daily Value*	
Total Fat	0.8 g		1%
Saturated Fat	0.14 g		1%
Trans Fat	0 g		
Cholesterol	2 mg		1%
Sodium	139 mg		6%
Total Carbohydrate	1 g		0%
Dietary Fiber	0.2 g		1%
Total Sugars	0.3 g		
Includes	0.0 g Added Sugars		0%
Protein	20 g		40%
Vitamin D	4 mcg	20% • Calcium	620 mg 50%
Iron	1 mg	6% • Potassium	569 mg 10%
Vitamin A (100% as Beta-Carotene)	504 mcg RAE	60% • Vitamin C	26 mg 30%
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Molybdenum	26 mcg	60% •	

* The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to daily diet. 2,000 calories a day is used for general nutrition advice.

INGREDIENTS: Soy Protein Isolate, Whey Protein Isolate, Milk Protein Isolate, Calcium Phosphate (from Milk), Cocoa (Processed with Alkali), Potassium Citrate, Natural and Artificial Chocolate and Vanilla Flavors, Magnesium Bis-Glycinate, Xanthan Gum, Magnesium Oxide, Citric Acid, Carrageenan, Sucralose (Non-Nutritive Sweetener), Maltodextrin, Silica, Vitamin C (L-Ascorbic Acid), Niacin (Nicotinamide), Zinc Sulfate, Vitamin A (Beta-Carotene), Vitamin E (D-Alpha-Tocopheryl Acid Succinate (Soy)), Pantothenic Acid (Calcium-D-Pantothenate), Manganese Sulfate, Vitamin B6 (Pyridoxine HCl), Riboflavin (Vitamin B2), Copper Sulfate, Thiamin Mononitrate (Vitamin B1), Vitamin D3 (Cholecalciferol), Calcium L-Methylfolate, Biotin, Silica, Vitamin K1 (Phytomenadione), Sodium Molybdate, Sodium Selenite, and Vitamin B12 (Cyanocobalamin).

INGREDIENTS: Soy Protein Isolate, Whey Protein Isolate, Milk Protein Isolate, Calcium Phosphate (from Milk), Potassium Citrate, Natural Vanilla Flavor, Magnesium Bis-Glycinate, Xanthan Gum, Magnesium Oxide, Citric Acid, Carrageenan, Sucralose (Non-Nutritive Sweetener), Maltodextrin, Silica, Vitamin C (L-Ascorbic Acid), Niacin (Nicotinamide), Zinc Sulfate, Vitamin A (Beta-Carotene), Vitamin E (D-Alpha-Tocopheryl Acid Succinate (Soy)), Pantothenic Acid (Calcium-D-Pantothenate), Manganese Sulfate, Vitamin B6 (Pyridoxine HCl), Riboflavin (Vitamin B2), Copper Sulfate, Thiamin Mononitrate (Vitamin B1), Vitamin D3 (Cholecalciferol), Calcium L-Methylfolate, Biotin, Vitamin K1 (Phytomenadione), Sodium Molybdate, Sodium Selenite, Vitamin B12 (Cyanocobalamin).

INGREDIENTS: Soy Protein Isolate, Whey Protein Isolate, Milk Protein Isolate, Calcium Phosphate (from Milk), Potassium Citrate, Natural Vanilla Flavor, Magnesium Bis-Glycinate, Xanthan Gum, Magnesium Oxide, Carrageenan, Citric Acid, Maltodextrin, Silica, Vitamin C (L-Ascorbic Acid), Niacin (Nicotinamide), Zinc Sulfate, Vitamin A (Beta-Carotene), Vitamin E (D-Alpha-Tocopheryl Acid Succinate (Soy)), Pantothenic Acid (Calcium-D-Pantothenate), Manganese Sulfate, Vitamin B6 (Pyridoxine HCl), Riboflavin (Vitamin B2), Copper Sulfate, Thiamin Mononitrate (Vitamin B1), Vitamin D3 (Cholecalciferol), Calcium L-Methylfolate, Biotin, Vitamin K1 (Phytomenadione), Sodium Molybdate, Sodium Selenite, and Vitamin B12 (Cyanocobalamin).

6678 Chocolate — US MOD 1

6679 Vanilla — US MOD 1

6680 Vanilla Unsweet — US MOD 1

DIRECTIONS: For use as part of a high protein, low carbohydrate program, mix 1 level 60 cc scoop (27.0 - 28.9 g) in 8 to 12 oz. of water or skim milk once or twice a day.

This product is processed in the same facility as products containing fish, shellfish, soy and dairy.

Do not exceed recommended daily amount. This Protein Shake should not be used as a substitute for a varied diet. Store and keep out of reach of young children.

NOTICE: Do not use in diets supplying less than 400 Calories per day without medical supervision.

As with all Protein Shakes, please consult your physician prior to taking if you are pregnant or attempting to become pregnant, breast-feeding, under a doctor's care or taking prescription medication.

CAUTION: Since not all exercise and diet programs are suitable for everyone, prior to beginning any exercise and/or diet program, you should consult your physician. Not tested on animals