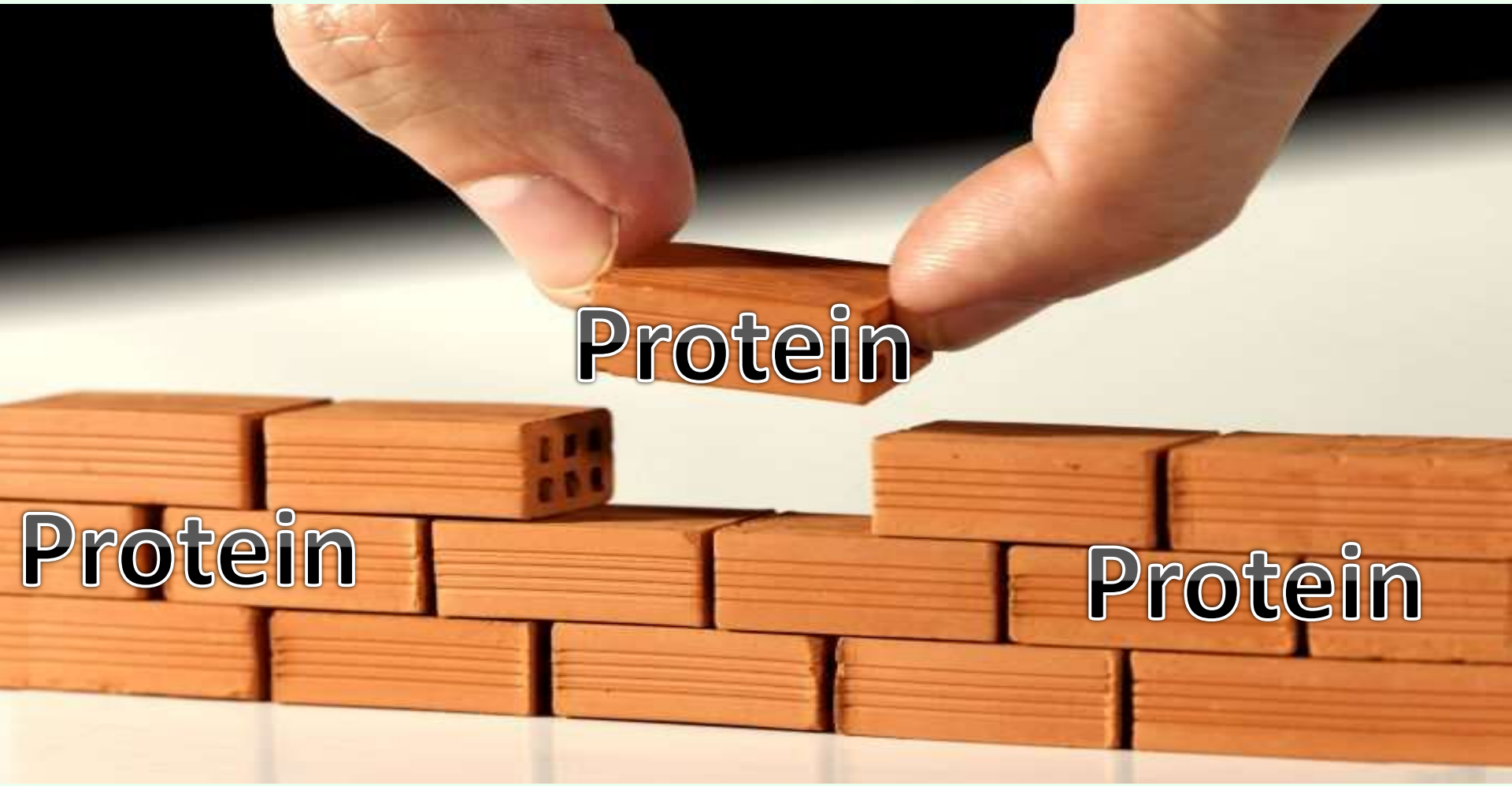




Building Blocks of Life



Protein

Protein

Protein

Why We Need Protein

- Protein is an essential macro-nutrient found in animal products, nuts, and beans.
- Our body uses proteins in our diet to build new cells, maintain tissues, and synthesize new proteins that make it possible for you to perform basic bodily functions.
- 18-20% of body weight
Comprises of amino acids



Types of Amino acids

THE 11 NON-ESSENTIAL AMINO ACIDS

Alanine
Arginine
Asparaginee
Aspartic acid
Cysteine
Glutamic acid
Glutamine
Glycine
Proline
Serine
Tyrosine

THE 9 ESSENTIAL AMINO ACIDS

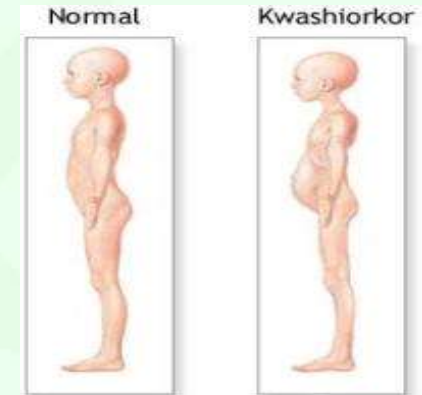
Histidine
Isoleucine
Leucine
Lysine
Methionine
Phenylalanine
Threonine
Tryptophan
Valine

The **difference** between **essential** and **non essential amino acids**: **Nonessential amino acids** can be made by the body, while **essential amino acids** cannot be made by the body so you must get them from your diet. You must have all of the **amino acids** so your body can build the wide variety of proteins it needs.

These 20 Amino Acids make more than 1 million Proteins in our Body

Do We Take Enough Protein

There is a need of a Protein supplement to fill the nutrition gap



Protein Functions

- Source of energy
- Vital for building and maintenance of cells/tissues. Muscle tissue contains myosin, actin, myoglobin, and a number of other proteins.
- Fighting illness and disease
- Producing enzymes and hormones
- Carrying nutrients, Oxygen and blood in the body
- Maintaining fluid balance
- Your hair, your nails, and the outer layers of your skin are made of the protein keratin
- protein particles known as lipoproteins, which ferry cholesterol around and out of the body

How Much Protein We Need / Day



MALES	Recommended daily protein intake (for average age weight)	Specific intake recommended per kg of body weight
14-18y	65g	0.99 g/kg*
19-70	64g	0.84g/kg
70 and above	81g	1.07g/kg

FEMALES	Recommended daily protein intake (for average age weight)	Specific intake recommended per kg of body weight
14-18	45g	0.77g/kg
19-70	46g	0.75g/kg
70+	57g	1.07g/kg
Pregnant (18-50y)	60g	1.00g/kg
Lactating (18-50y)	67	1.10g/kg

We approximately need 1gm protein /day /kg body weight

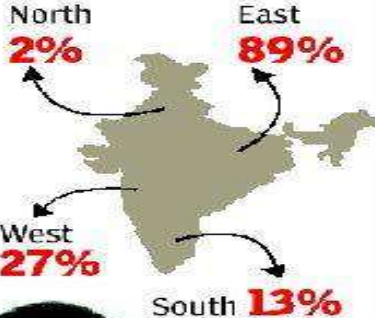
BODY MISSING ITS BUILDING BLOCKS

Survey Sample Size | 1,260

Non-Vegetarians	Vegetarians
 742 (59%)	 518 (41%)

Awareness

All-India **25%**



- North **2%**
- East **89%**
- West **27%**
- South **13%**

► Delhi had the most number of respondents with protein gap, Mumbai had the least

99%	68%
Delhi	Mumbai

- Only **12%** take proteins as per their weight requirements
- **88%** have lower than required intake, which means every 9 out of 10 people
- Vegetarians (**91%**) show higher protein deficit compared to non-vegetarians (**85%**)
- Younger people, in the age group of 30-40 years, show better than average protein intake

Essential Ingredient

American Diabetes Association recommends a minimum of 0.8gm of protein for every kg of body weight

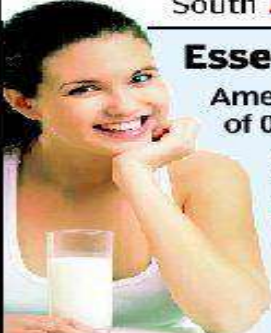

High-Protein Foods

Meats, poultry, fish | Legumes (dry beans & peas) | Tofu | Eggs | Nuts & seeds | Milk & milk products | Grains, some vegetables and some fruits (small amounts of protein relative to other sources)

(Source: Centers for Disease Control)

Inadequate Protein Intake Signs

- Feeling tired
- Feeling flabby instead of being muscular
- More time taken to recover from injuries
- Hairfall



Challenges in India!



Presenting the world class **SUPER FOOD PRO - 84**





Soy Protein Isolates

- Soy protein comes from soybeans and offers multiple health benefits
- Soy protein refers to the protein that is found in soybeans that is often used to **replace animal proteins** in an individual's diet.
- The soybean is a legume that contains **no cholesterol and is low in saturated fat**
- Soybeans are the only vegetable food that contains all **eight essential amino acids**.
- Soybeans are also a good source of Iron, Calcium, Potassium & Phosphorus

Benefits of Soy Protein

Cardiac :

- Consumption of soy protein in place of animal protein has been found to reduce serum concentrations of total cholesterol, low-density lipoproteins (LDLs), and triglycerides

Obesity and Diabetes

- In recent studies, soy protein contributed to the control of hyperglycemia and reduced body weight, hyperlipidemia, and hyperinsulinemia

Cancer Prevention

- Genistein, one of the phytochemicals found in soy, can reduce the risk of cancer

Benefits of Soy Protein

Menopausal symptoms:

- Eating soy protein seems to help hot flashes caused by menopause

Osteoporosis:

- Most evidence suggests that soy protein can increase bone mineral density (BMD) or slow BMD loss in women near or beyond menopause

Pregnancy

- Use of soy products during pregnancy can be encouraged because expectant women are likely to receive the same health benefits as other women



Wheat Protein Isolates

- Wheat protein isolate can be a beneficial supplement for dieting, because it is low in calories. Each serving of wheat protein isolate contains just 100 calories. Because of the low calorie content, making a wheat protein isolate shake to replace a meal can aid in weight loss

Benefits of Wheat Protein Isolates

- Rich in vitamins A, D, E and lecithin, offers power, volume and elasticity.
- Hydrolyzed wheat protein is used in many different cultures and industries for its benefits to the skin.
- The wheat protein provide amino acids and high glutamine levels to the skin,
- which is why many skin care products such as moisturizers, skin care serums and anti-aging creams contain hydrolyzed wheat protein;
- it effectively preserve and improve skin moisture.



Pea Protein

- Pea protein is a complete source of plant protein that has all the nine essential amino acids that your body can't create on its own and must get from food. However, it is found to be low in methionine and cysteine.
- It is one of the more easily digested plant-based proteins.
- Pea protein is a great source of iron that is known to help in muscle growth, weight loss and improving heart health.



Nutritional Benefits Of Pea Protein

- **High-Quality Protein Source:** Pea protein powder contains all nine amino acids essential for your body as they cannot be produced by its own and must get from food. However, it's relatively low in methionine. You can compensate for this by including other methionine-rich foods, like eggs, fish, poultry, beef, pork, or brown rice in your diet. It's also a great source of branched-chain amino acids
- **Rich in Iron:** Pea protein powders are also rich in iron. Most products contain around 5–7.5 mg of iron per serving roughly 28–42% of the reference daily intake (RDI) for premenopausal women and 62–94% of the RDI for men and postmenopausal women.

Benefits Of Pea Protein

Easy Digestion and Fast Absorption of Fiber

- Being a legume, a pure pea contains high levels of fiber and starch making it hard to digest. Pea powder loses most of its fiber and starch when processed. Pea powder becomes easier to digest. The proteins in this legume are 95–98% digestible, allowing for maximized absorption. This means the body gets access to them quickly and can put them to use right away where they are needed most.

Muscle-Building and Repair

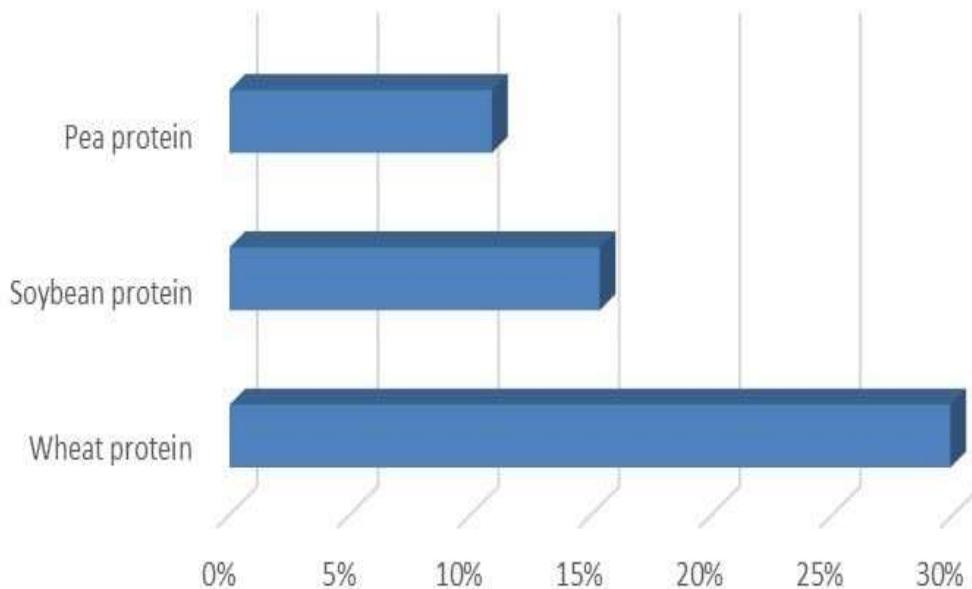
- The amino acids in peas are perfect for repairing and rebuilding muscle. After the workout the muscle tissue is torn and needs an immediate supply of the right amino acids to repair these tears and layer extra muscle fiber over the top. The highly digestible and absorbable nature of pea protein means you can take it just before or just after a workout and get amino acids to the rescue quickly. On the other hand, taking pea protein powder without working out won't make much of a difference. To effectively build muscle, consistent exercise must be done together with proper nutrition.

Benefits of Pea Protein

- **Promotes Appetite Control and Helps with Weight Loss**
- Peas help regulate appetite and aid in weight loss. It is a low-calorie food without containing the unhealthy fats found in many meat and animal proteins. High protein-containing foods keep you full for a longer time. This means you won't be craving that extra donut in between meals. This leads to gradual weight loss.
- **Good for the Kidney and Heart**
- The protein from peas, mainly yellow peas, has been shown to lower cholesterol and blood pressure while being gentle on the kidneys. It may actually prevent kidney problems.
- **Supports optimal health and wellbeing**
- Moreover, pea protein is good for your weight, it's a great addition to a plant-based diet. Studies show that plant-based diets are cost-effective, low-risk interventions that may lower body mass index, blood pressure, and cholesterol levels.

Replace Animal Protein With Super Food Pro - 84

Top 3 plant proteins in new meat alternative products (2019)



Superfood Pro 84 - Benefits

- Super food Pro-84 powder is a tri brand of high quality
- 10 gm = 8.4gm protein
- SOY, WHEAT & PEA provides all the essential amino acids.
- Cholesterol free
- Fat free
- Lactose free
- No added sugar
- No colour, flavour & preservatives
- 100% vegetarian
- Easily digestible
- Naturally occurring Soy Isoflavones
- PDCAAS Score : 1



Protein Digestibility–Corrected Amino Acid Score – PDCAAS



Who Can Use

- Growth & development
- Helps improve Cognitive functions

Children

- Good for pregnant and lactating women
- Good for menopausal women

Women

- Supports daily active life
- Builds immunity
- Aid sports nutrition

Adults

- Good for bone health
- Lowers cholesterol

Elderly

Suggested use

Add 1 scoop (10g approx) to any food item like

- Fruit/vegetable juice
- Flour (Chapatti, Parantha)
- Noodles
- Dal, Halwa or any gravy dish
- Can mix with hot food .
- **Servings:-**
- **Adults: 1scoop a day**
- **Children 2 yrs and above: 1 scoop daily.**
- **200gm Pack**





Price

MRP : ₹ 999

DP : ₹ 800

BV : 400

