

ENERGYFIRST®

PROENERGY®



ENERGYFIRST® PROENERGY®

100% Natural Whey Protein Isolate

rBGH
FREE

LOW
GLYCEMIC

MADE
WITH
STEVIA

FAT
FREE

GLUTEN
FREE

MADE WITH
**100% NATURAL
INGREDIENTS**

GET LEAN • STAY IN SHAPE • LOSE WEIGHT
BURN FAT • BOOST IMMUNITY • STAY FOCUSED
FEEL ENERGIZED

THE WORLD'S BEST PROTEIN SHAKES

SCOOP PER SCOOP, NO OTHER LEADING WHEY PROTEIN ISOLATE
CAN PROVIDE THE SAME ALL NATURAL AND NUTRITIONAL
BENEFITS AS PROENERGY®!



VANILLA ONE SCOOP (25G)

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /
SUGARS 1G / PROTEIN 20G**

CHOCOLATE ONE SCOOP (25G)

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /
SUGARS 1G / PROTEIN 20G**

STRAWBERRY ONE SCOOP (25G)

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 2G /
SUGARS 0G / PROTEIN 20G**

UNFLAVORED ONE SCOOP (23G)

**TOTAL FAT 0G / TOTAL CARBOHYDRATES 0G /
SUGARS 0G / PROTEIN 20G**

* Core to our Program is the EnergyFirst Shake, the worlds best tasting, highest quality, all natural meal replacement protein shake.



NOTHING BEATS WHEY PROTEIN

**FEEL PURE ENERGY ALL DAY LONG WITH ENERGYFIRST®
PROENERGY® WHEY PROTEIN ISOLATE.**

This is 100% pure, pharmaceutical-grade whey protein. We use the most advanced processing techniques available. ProEnergy whey protein isolate retains whey's most fragile immune-boosting nutrients, including easily-absorbable amino acids and potent antioxidants.

How ProEnergy Whey Protein Isolate will optimize your workout:

- » Gives you a natural source of energy
- » Helps you achieve the body weight and composition you desire
- » Builds power, strength, and endurance
- » Refuels and triggers muscle recovery
- » Preserves lean body mass by delivering bioavailable, easily-absorbable amino acids to your muscles.

* Consuming ProEnergy whey protein isolate after exercise (when muscles are most responsive) helps repair, build, and maintain muscle.

WHY ISOLATE?

Isolates are the purest and most concentrated, nutritionally superior sources of protein available. Virtually all fat, cholesterol, and sugar (lactose) is removed. Other lower-grade whey proteins (such as concentrates, peptides, or hydrolysates) are lower quality, less-concentrated whey proteins that still contain lactose (which can make a product useless for lactose intolerant ones, cause gastrointestinal upset or cause allergic responses).

The Benefits of ProEnergy Whey Protein Isolate:

You can easily pack more high-quality protein into your diet. Whey protein can help increase satiety. When compared with carbohydrates and fat, protein is more effective at increasing the feeling of fullness after a meal. You will feel fuller with less calories, crave less food, curb snacking, and avoid overeating.

Whey enhances the immune system because of its various compounds, such as lactoferrin, immunoglobulins, alpha-lactalbumin, and beta-lactoglobulin.

This is the highest quality and most effective protein product that you will find anywhere!

HERE'S THE SCOOP!

NOT ALL WHEY IS CREATED EQUAL. PROENERGY WHEY PROTEIN ISOLATE INGREDIENTS ARE:

- » All natural
- » 100% non-GMO
- » Gluten free
- » Fat-free
- » Cholesterol-free
- » Ultra low glycemic with less than 1g of sugars per serving
- » NO artificial color, flavor or sweetener
- » Sourced from grass-fed cows not treated with hormones or antibiotics
- » Non-denatured, processed using cross-flow microfiltration (the most advanced processing technique available)



WHO USES PROENERGY?

PROENERGY IS IDEAL FOR:

- » **Endurance and Power Athletes:** Whey protein promotes fat loss and boosts protein synthesis after exercise. It is important for muscle-building and muscle repair.
- » **People trying to manage their weight or lose weight:** Research shows whey protein is most effective in promoting satiety, reducing appetite, and preventing overeating or excessive snacking.
- » **Growing children:** Developing bodies need easily absorbed, high-quality protein every day, without added fat, cholesterol, sugar, or processed carbs. Sugar and refined carbohydrates both largely factor into our nation's childhood obesity epidemic.
- » **Teenagers:** Teens consuming lean, healthy, blood sugar-stabilizing protein daily are less likely to over-consume junk food and drinks that lead to weight gain, acne, mood swings, and low energy. Stable blood sugar contributes to improved mental performance and concentration throughout the school day.
- » **Healthy adults:** Whey protein helps healthy, active adults who engage in regular physical activity to improve body composition and build lean muscle mass.
- » **Aging adults:** As we age, our ability to absorb protein decreases. Muscle mass, function, and strength is also gradually lost. Whey protein—the most easily digested protein available—can slow down or prevent this loss. It also provides daily nutritional needs and boosts immunity.
- » **Pregnant women and nursing mothers:** Easy-digesting, high-quality protein is ideal pre and post-natal nutrition, and may also reduce the risk of developing gestational diabetes. Complete protein on a daily basis is crucial for fetal and infant development—both for growing bodies and brains.



ENERGYFIRST PROENERGY VS. THE COMPETITION

MOST WHEY PROTEIN POWDERS ON THE MARKET ARE:

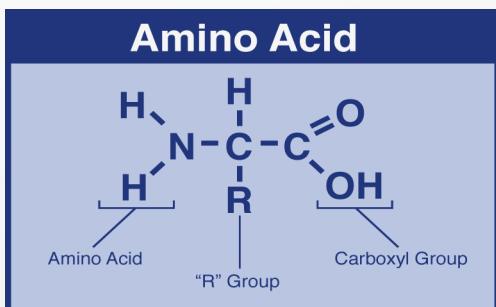
- » **Poorly manufactured** using less-expensive ion-exchange processing that denatures proteins, thus rendering them ineffective. Denatured proteins are destroyed - their structure is broken down, they lose their peptide bonds, they are stripped of important nutrients, and their effectiveness is lost. The heat and chemicals from these cheap manufacturing methods also causes protein to lose its beneficial subcomponents, such as the immunity-boosting lactoferrin.
- » **Artificially-sweetened** with toxic sweeteners (such as aspartame, acesulfame-K, and sucralose) that are linked with migraines, fatigue, and immune suppression. They also contain cheap fillers and hidden sweeteners such as glycerin and sugar alcohols that spike blood sugar levels.
- » **Not from grass-fed cows** free of rBGH and other damaging hormones, contaminants, and additives.

BRAND	Serving size	Total Servings	Fat (g)	Protein (g)	Cholesterol (mg)	Artificial Sweeteners?	Artificial Flavors	Undenatured Whey Isolate	Type of Protein	Sugar (g)	Price	Price/Serving	rBGH Free?	Grass Fed?
EnergyFirst® ProEnergy®	1 scoop =25g ✓	36 ✓	0g ✓	20g ✓	0g ✓	NO! ✓	NO! ✓	YES! ✓	The Highest Quality Undenatured, cold processed whey Protein Isolate	0-1 ✓	\$45.99 ✓	\$1.27 ✓	YES! ✓	YES! ✓
AdvoCare	1 pouch =50g	14	3g	24g	40mg	YES	YES	NO	Whey Concentrate	12g	\$39.95	\$2.85	NO	NO
Beach Body Whey Protein	1 scoop =28.5g	30	2g	18g	35mg	YES	YES	NO	Whey Concentrate	3g	\$39.95	\$1.33	NO	NO
Body by Vi?Visalus/Vi-Shape	2 scoops	30	1g	12g	15mg	YES	YES	NO	Soy Isolate, Hydrolysate, Whey Concentrate	1g	\$45.00	\$1.50	NO	NO
GNC Pro Performance	1 scoop =29g	31	1g	20g	40mg	NO	YES	NO	Whey Concentrate, Hydrolysate, Whey Isolate	2g	\$39.99	\$1.29	NO	NO
GNC Pro Performance Whey Isolate 28	1 scoop =36g	25	.5g	28g	5mg	YES	YES	NO-ion Exchange	Whey Protein Isolate	2g	\$47.99	\$1.92	NO	NO
Jay Robb	1 scoop =30g	23	0g	25g	0g	NO	NO	YES	Whey Protein Isolate	0g	\$43.76	\$1.90	YES	YES

WHAT'S INSIDE?

Check out ProEnergy's impressive amino acid profile:

Whey proteins are easily digested, contain all the essential amino acids, and are nutritionally superior. ProEnergy provides all essential and branched chain amino acids, plus all other naturally occurring amino acids.



ALL Essential Amino Acids

ProEnergy is complete with a full spectrum of the essential amino acids: histidine, isoleucine, leucine, lysine, methionine, phenylalanine, threonine, tryptophan, and valine. These are the building blocks for muscles. Each individual amino acid is involved in unique roles, including muscle tissue repair, appetite suppression, growth hormone release, maintaining protein balance, proper function of adrenal and thyroid glands. Some are used for antibody, hormone, or enzyme production, others help maintain nitrogen balance and help metabolize fats into energy.

Two sulfur-containing amino acids, cysteine and methionine, are highly concentrated in whey protein. Cysteine enhances immune function, aids protein synthesis, and stimulates antioxidant activity. Methionine is a precursor to cysteine and also has antioxidant properties.

ProEnergy also contains “nonessential” amino acid. Alanine serves as an energy source for muscles. Arginine is involved in wound healing, waste removal in kidneys, immune and vascular function. Aspartic acid affects every cell in the body. It is involved in nervous system function and hormone production. Glutamic acid is important for brain function, immune support, and for detoxifying ammonia. Glycine, the simplest of all amino acids, works with glutamine to protect brain function. Proline plays an important role in protein synthesis, metabolism, wound healing, antioxidation, and immunity. Serine plays a vital role in the development and function of the central nervous system.

ALL Branched Chain Amino Acids

Whey protein is the most concentrated source of BCAA's. BCAA requirements increase during exercise because exercise promotes their oxidation. The three BCAAs are leucine, isoleucine, and valine. Research shows that BCAA's help improve exercise performance. They are crucial for muscle recovery. They reduce muscle breakdown and decrease exercise-induced muscle damage (which can lead to soreness).

Leucine helps with blood sugar control as it promotes insulin secretion. Isoleucine plays a role in providing energy for muscles, thus keeping energy levels stable. Valine also plays a vital role in growth and repair of muscle tissue.

PROENERGY®

100% Natural Whey Protein Isolate



- » Get Lean, Lose Weight, Stay in Shape!
 - » An excellent source of protein for all ages!
 - » Get the most out of your workout!



If for any reason you are dissatisfied with your purchase, simply return the unused portion for a full refund.