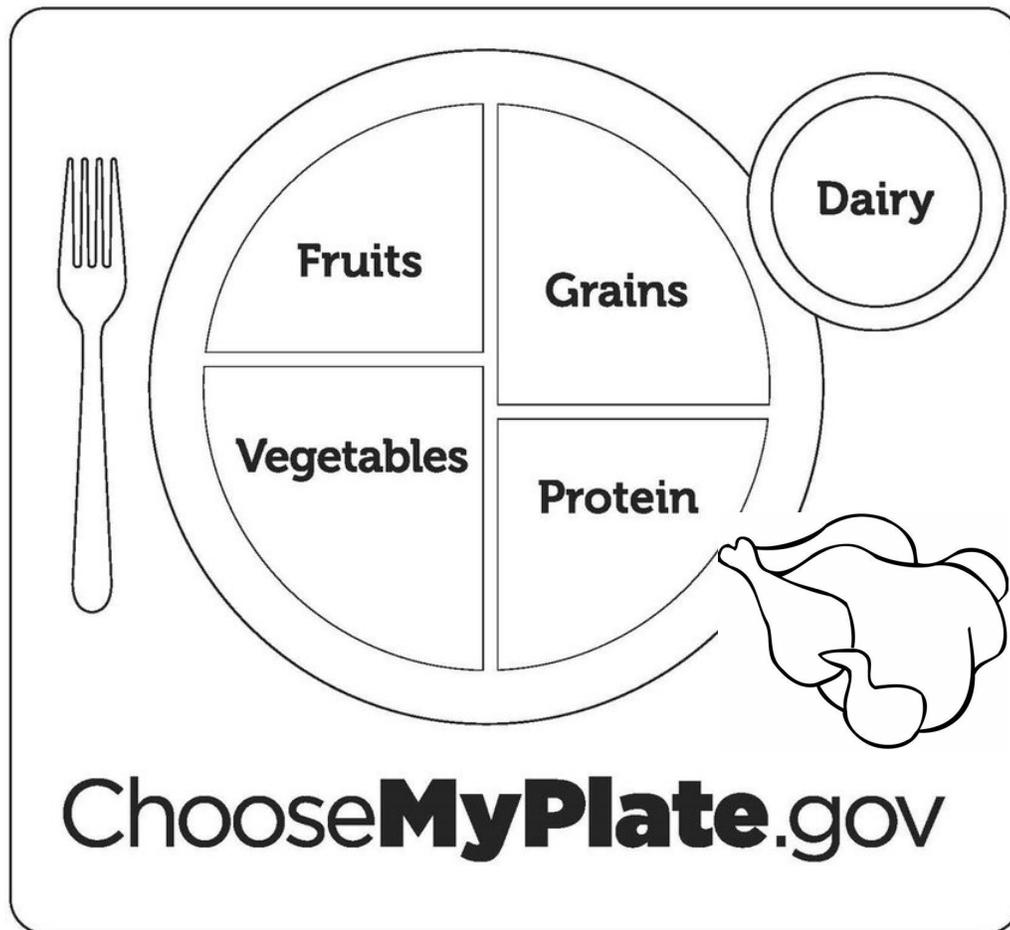


# WHY SHOULD YOU EAT PROTEIN?



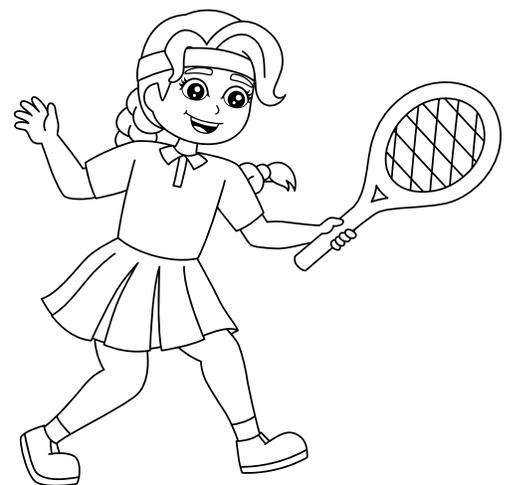
USDA Center for Nutrition  
Policy and Promotion

- While you need your fruits, vegetables, grains and dairy, **protein** is also important!
- One quarter (or 25%) of your diet should be **protein**.
- **Proteins** are made up of building blocks called amino acids
- Each type of **protein** has its own unique chain of amino acids.
- The **proteins** you eat are broken down in your digestive tract into their individual amino acids which are then used by your body to produce the different **proteins** you need for your body to function.

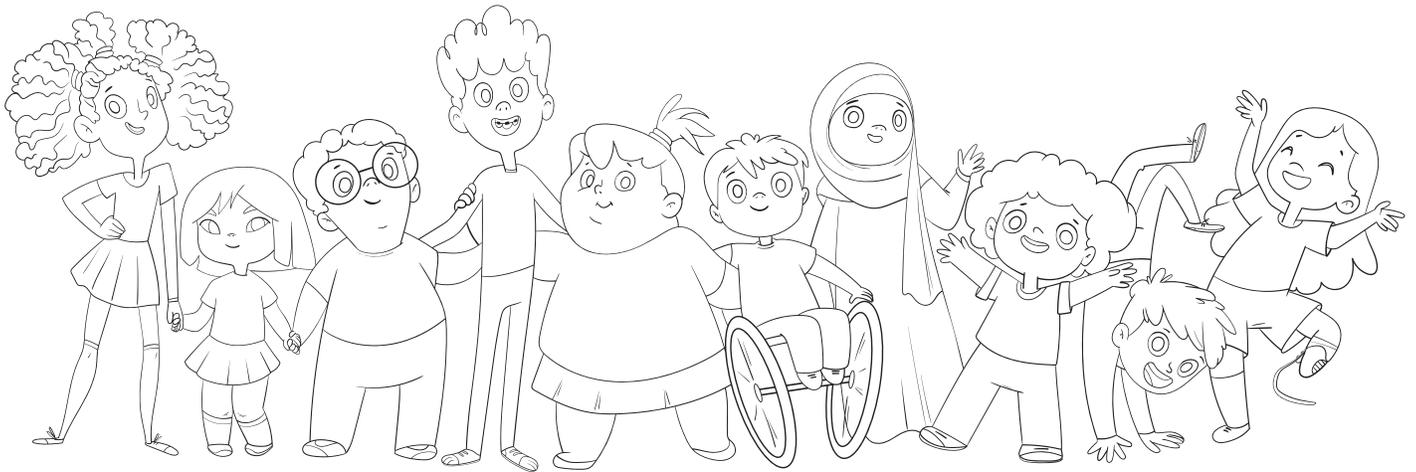
# INTERESTED IN SPORTS?



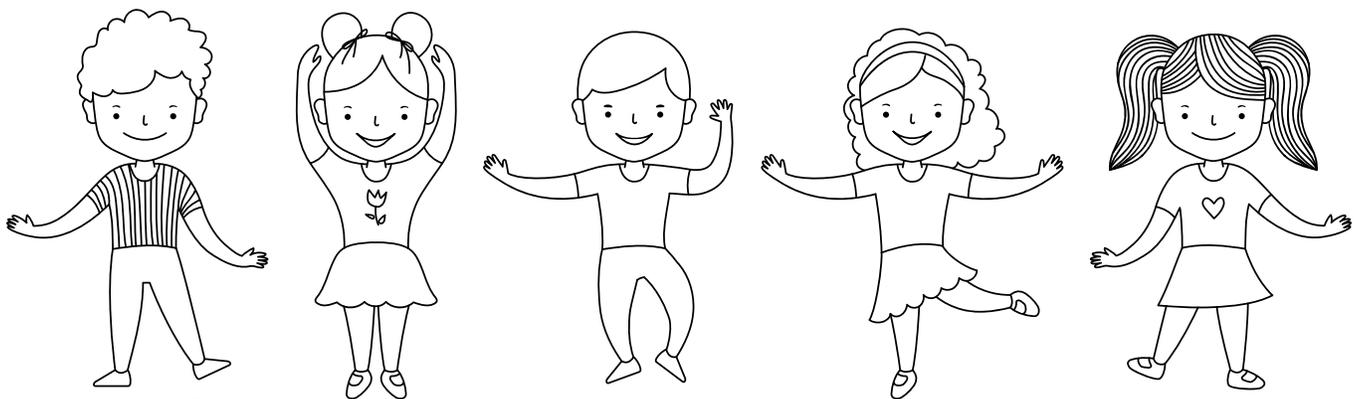
- Protein is important for maintaining, building, and repairing **MUSCLES** after exercise.
- Protein is important to help your body repair itself after an injury.
- Protein is required for good **HEART** health.
- Protein is important for good **DIGESTION**.
- Protein is important for a strong **IMMUNE SYSTEM**.
- Protein is important for **BONE** health.



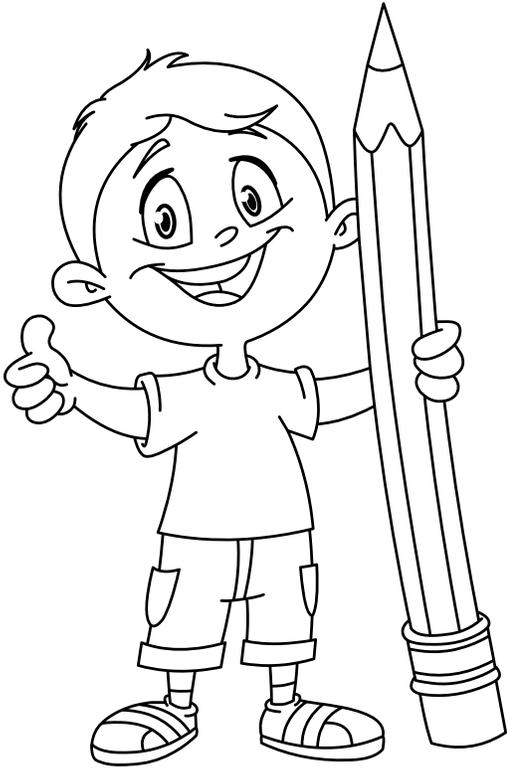
# EVERYONE WANTS TO LOOK GOOD!



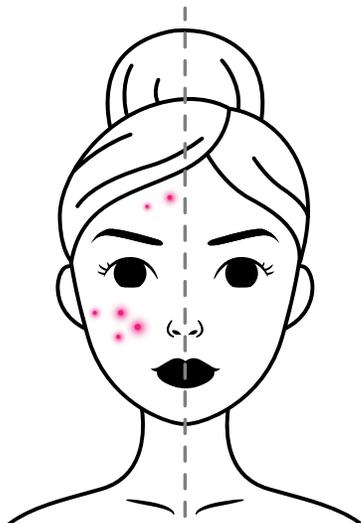
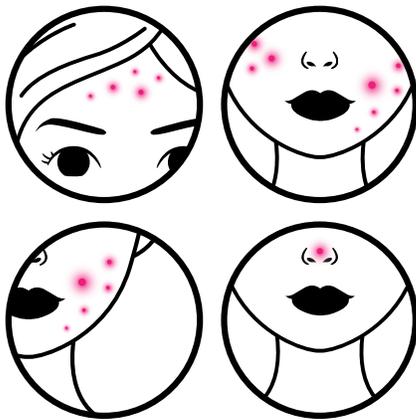
- Protein is important for **HEALTHY HAIR**.
- Hair is made up of 85-90% keratin, which is a protein that makes up the majority of your skin and nails.
- Protein helps hair grow and helps repair and strengthen hair.
- Most people have around 120,000 hairs on their scalp, all of which need nourishment.
- Hair follicles anchor each strand of hair to your head.



# EVERYONE WANTS TO LOOK GOOD!

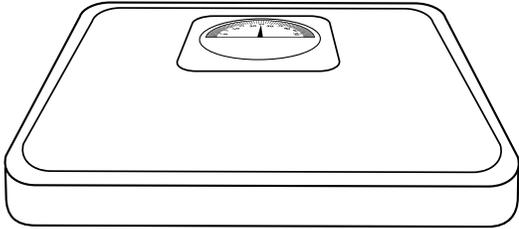


- No one likes ACNE.
- Acne is related to genetics, hormones (especially during puberty), stress, sleep, and diet.
- Diet is the one thing you can control.
- **Protein** is important to prevent acne, but the type of **protein** is important.
- Some athletes use protein shakes, but those with **whey protein** can actually cause acne. Athletes should look at other sources of **protein** - like chicken!



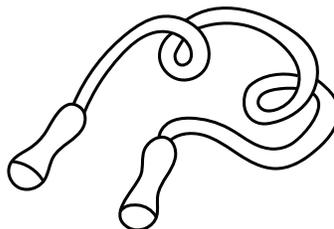
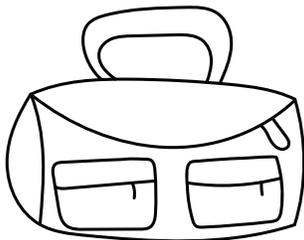
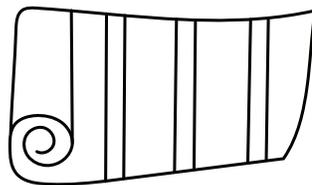
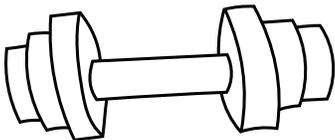
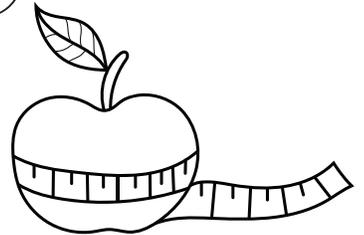
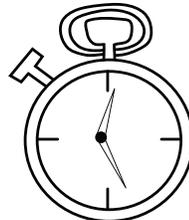
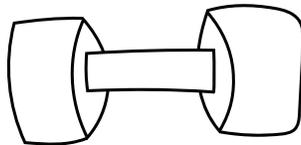
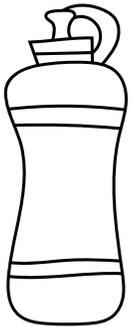
# EVERYONE WANTS TO LOOK GOOD!

- Many people of all ages battle WEIGHT gain.
- Protein consumption reduces your appetite so that you feel more full with less food.

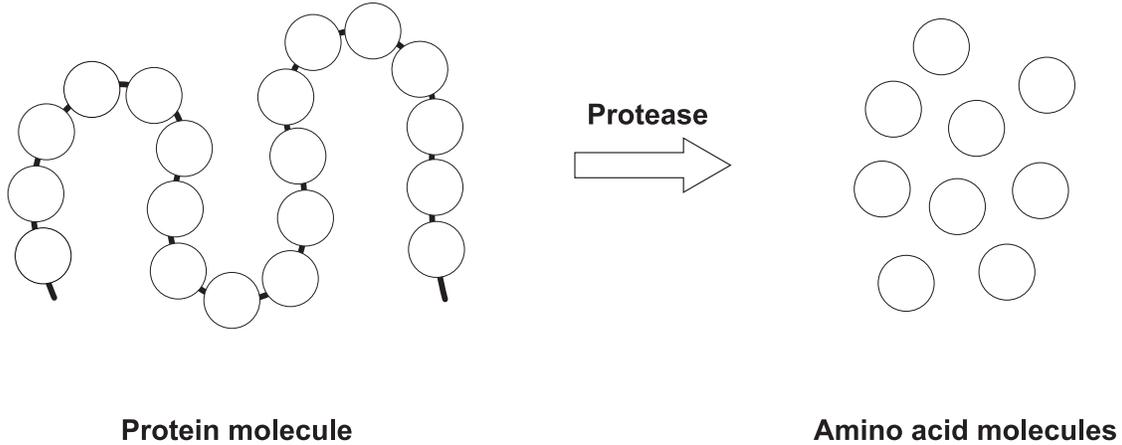


- Protein consumption reduces cravings and the desire for late night snacking.
- Protein consumption boosts metabolism and increases fat burning for a short period.
- Protein consumption helps maintain weight loss.

## FITNESS AND WELLNESS

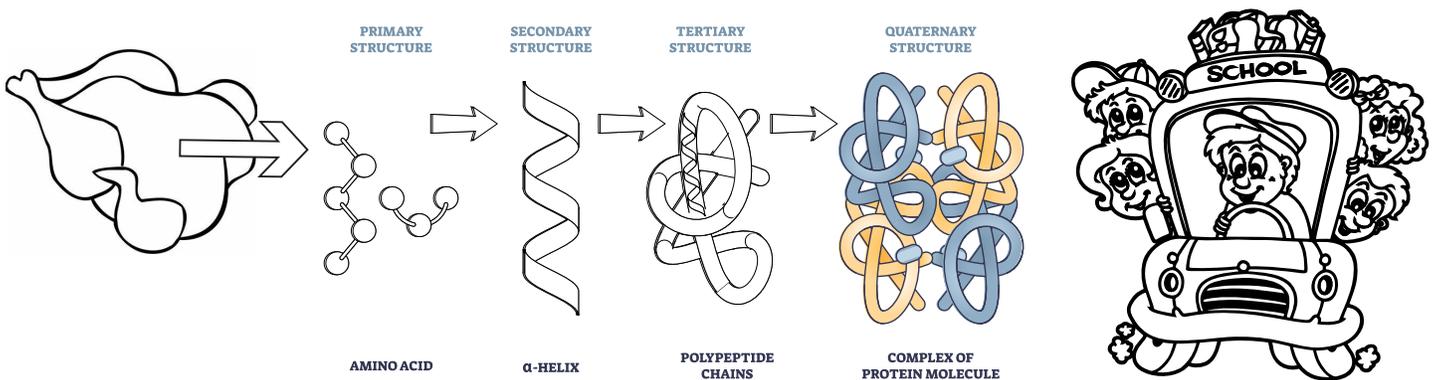


# PROTEIN MADE OF AMINO ACIDS



- Some amino acids must be provided in your diet (called **ESSENTIAL** amino acids).
- Some amino acids can be converted to other amino acids as the need arises (called non-essential amino acids because your body can make them, but the building blocks to make them must still be in the diet).
- Chicken is a great source of protein - and all the essential amino acids.

## PROTEIN STRUCTURE



Chicken is a great source of protein - and all the essential amino acids.