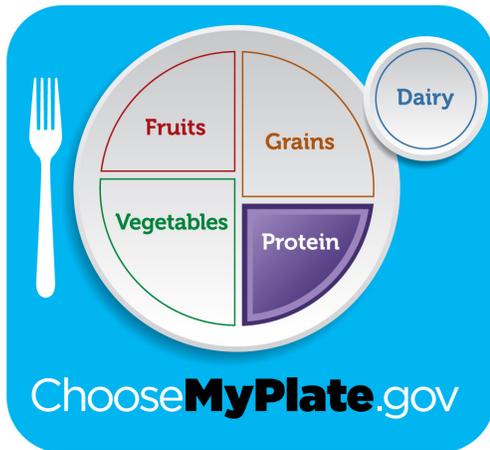


WHY IS DIETARY PROTEIN IMPORTANT?



- 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.



WHY IS DIETARY PROTEIN IMPORTANT?

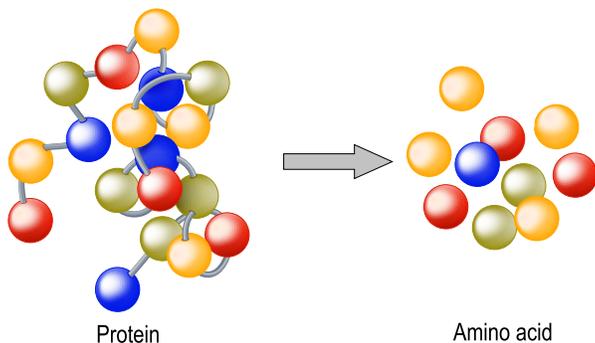


- No one likes **ACNE**.
- Acne is related to genetics, hormones (especially during puberty), stress, sleep, and diet.
- Diet is the one thing you can control.
- Protein is important to prevent acne, but the type of protein is important.
- Some athletes use protein shakes, but those with whey protein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

- 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.



Digestion of protein



- 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).