

100% WHEY PROTEIN



Premium Protein Supplement



The Best Supplement

At House Of Muscle we believe, hands down, that **the best nutritional supplement on the planet is whey protein.** Notice we said the best “nutritional” supplement, not the best “sports” nutrition supplement. That is because whey protein is an invaluable supple-

estimate that the ideal daily protein intake for active adults is about .9 grams per pound of bodyweight. **If your goal is adding muscle and you are working out intensely, the rule of thumb for protein intake is at least 1 gram per pound of bodyweight up to about 1.5 grams per pound of bodyweight each and every day.**

question is — what is the quality of the protein you intake?

Better Absorption with Whey

It is very important to understand how the body absorbs protein. The better the body absorbs a protein the higher its Biological Value (BV). **The BV of whey protein is 100%!** That means every bit of the whey protein you consume is absorbed and utilized by the body. Natural food sources of protein don't even come close to this 100%



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ment to anyone, whether you are the current Mr. Olympia or a grandparent. (House Of Muscle Founder & Owner Joel Sward actually has his grandma taking whey protein.) Whey protein will benefit you tremendously and you should be taking it.

Protein Is the Building Block of the Entire Body

Muscles, tissues (organ and skeletal), hair, nails, etc. are all made up of protein. Your body cannot build or maintain itself if sufficient protein is not available. Experts

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You might be thinking, “I already eat protein.” Well maybe you do, but are you getting enough protein on a daily basis? Try adding it up and you may be surprised how short you are of 1 to 1.5 grams per pound of bodyweight per day. Besides the amount of protein you intake, an even more important

BV. Popular protein sources like soy and casein only have a BV of 74% and 77%. Even the protein in milk only has a BV of 91%. This means the body cannot absorb and utilize these protein sources as well as it can whey protein.

Full Profile of BCAAs

As if this wasn't enough incentive to start using whey protein, let's focus on amino acids next. Whey protein contains a full profile of BCAAs (branched chain amino acids), which are an integral part of muscle metabolism and are the first amino acids sacrificed during protein breakdown. Again, no natural food source comes close to having

the BCAA profile of whey protein.

Stabilizes Blood Sugar

The benefits of whey protein keep coming. Whey protein stabilizes blood sugar levels. This is important to keep you feeling good all day and stops your cravings for food that occur when your blood sugar levels drop. Diets that are too high in carbohydrates cause your blood sugar levels to go through peaks and valleys. You go from feeling a burst of energy and feeling full to those “afternoon lulls” and feeling hungry. **By supplementing with whey protein you can avoid these “blood sugar blues”.**

Whey protein also improves your immune system. Whey protein contains special amino acids that can help promote and increase the body’s production of glutathione, a natural anti-oxidant that is essential to a healthy immune system. **So whether you are trying to build muscle and strength or just trying to maintain a healthy lifestyle, whey protein is for you.**

How to Use Whey Protein

Whey protein can be added to your diet in the following situations:

1) To balance any meal — for instance, many of us eat cereal for breakfast. Most cereals are primarily carbohydrates. By adding a whey protein shake, you have suddenly made your breakfast more balanced and complete. Or, try adding whey protein to your favorite hot cereal.

2) Right after workouts — after a workout your body goes into a recovery mode in which protein and the associated amino acids are vital.

3) In between meals — whey protein stabilizes blood sugar levels which reduces cravings, boosts metabolism and maintains energy levels.

4) Before you go to sleep — taking whey protein before bedtime helps prevent the protein breakdown that naturally occurs when we sleep. If muscle gain and/or recovery are your goal, then this is a crucial time to be sure your body has the protein it needs.

Why House Of Muscle Whey Protein?

Now that we have you chomping at the bit to get your hands on some whey protein, here’s why you should choose House Of Muscle whey protein supplement over any other product.

100% Whey Protein by House Of Muscle is very high quality. We cannot emphasize this enough. The quality of the whey protein supplements on the market today varies tremendously and ***100% Whey Protein by House Of Muscle is simply the best you can buy!***

House Of Muscle Founder & Owner Joel Sward has been using whey protein for over 10 years. He has probably tried over 100 different brands of whey protein. He has used everything from the high end, very expensive, so called “designer proteins” to the lowest end possible – the basic raw material of whey. He even used to go right to the local dairy and buy whey protein extract in big 50 lb. bags. It was inexpensive, but it was terrible! It tasted awful, it wouldn’t mix with water at all (it clumped

up like crazy) and it gave him a terrible upset stomach and gas.

Believe us, you want to stay away from low-end proteins. But, you don’t want to go broke buying some high end product that really isn’t that much better, just highly priced due to intense marketing.

100% Whey Protein, by House Of Muscle, tastes great, mixes easily (you don’t need a blender to mix it and it doesn’t clump up at all) and again it is very high quality. Plus it is reasonably priced.

100% Whey Protein by House Of Muscle is the finest protein being manufactured. Other supplement companies can put outrageous claims on their products, but 100% Whey Protein by House Of Muscle has quality, digestibility and absorption second to none. **Try 100% Whey Protein by House Of Muscle and you will feel the difference!**

Each 5 lb. tub of delicious vanilla and chocolate 100% Whey Protein contains *80 servings*, with each serving packing *a whopping 24 grams* of the highest quality protein. **Better health, increased energy and improved muscle and strength levels await you. Get your House of Muscle 100% Whey Protein today at finer retailers such as:**

**HouseOfMuscle.com
&
SportsNutritionGlobal.com**

The statements made about this product have not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure or prevent disease.