

WEIGHT LOSS

Weight loss programs often fail because the person dieting loses both fat and muscle tissue. Which leaves you with an individual whose % body fat is the same or worse, just in a smaller body.

Protein benefits in weight loss	Thermic effect	Comparison	Bonus
Supplying protein at optimum levels provides a benefit described as increased "Thermic Effect"	Heat generated due to the food we eat and bodily processes such as -Digestion -Absorption -Assimilation of various nutrients requires energy from calories	Protein – 20% Carbohydrates – 8% Fat – 2%	Greater sense of appetite satisfaction to those fed meals proportionately higher in protein

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Not everything that is good for you feels good for you.
Every Day Is The Day
Go Train Hard!