

# Which Whey Protein is Right for You?

{ ISAGENIX }

VS.

{ COMPETITOR }

## “Cheerful Certified” cows.

Cows allowed to freely roam on pasture in the temperate climate and pristine environment of New Zealand.



## Cattle are confined to feedlots.

Restricted movement allows for cattle to fatten more quickly.

## Eat their natural diet of grasses.

Dairy cows fed a diet high in grain have a higher incidence of metabolic disorders<sup>1,2</sup>. Studies show their digestive fluids contains more toxic, inflammatory compounds and several amino acid changes<sup>2</sup>.



## Cattle are fattened up on a diet high in grain, consisting mostly pesticide-laden corn and byproduct “feedstuffs” such as:

poultry feather pellets, animal fat, potato waste, soy cakes, poultry carcass, & meat processing waste... to name a few<sup>3</sup>.

## Milked according to season.



## Milked year-round.

Cattle are kept pregnant continuously through artificial insemination to produce milk throughout the year.

## No Hormones.



## + Hormones

Growth hormones are injected into cows to increase milk production. The greater demand on the cow's body can lead to mastitis—infection of the mammary glands—which, of course, needs to be treated with antibiotics<sup>4</sup>.

## No Antibiotics.



## + Antibiotics

Antibiotic residue can be found in dairy milk and may contribute to antibiotic resistance in humans<sup>5</sup>.

## Undenatured protein

Filtering process preserves fragile, but powerful, biologically active peptides naturally occurring in whey.



## Denatured protein

High-heat and acid-treatment process destroys biologically active peptides.



## BOTTOM LINE

Isagenix uses only superior protein from pasture-raised New Zealand cows that eat what they are naturally built to digest so they have less health complications, needs for antibiotics, and produce high-quality protein in their milk.



### REFERENCES

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3. Shingu, H. et al (2004). Hormonal and Lactation Responses to Hormone-Releasing Hormone Treatment in Lactating Japanese Black Cows. American Dairy Science Association.
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5. Fey PD, Safranek TJ, Rupp ME et al. (2000) Ceftriaxone-resistant salmonella infection acquired by a child from cattle. N Engl J Med;342:1242-9.

