



WHEY PROTEIN

Whey Protein and Satiety

Whey protein, as part of a higher protein diet, may help increase satiety¹, or the feeling of fullness, which can help curb snacking or over-eating.

In fact, a recent survey by Dairy Management Inc.TM found that two-thirds of consumers said it was extremely or very important that a food or beverage makes them feel satiated². Consumers say that a feeling of fullness reduces their cravings for snacks, helps them eat less, and makes them feel more satisfied and content. In the same study, two-thirds of consumers agreed that feeling full is important if you're trying to lose weight and that if you feel hungry, you can't be at your best. Satiety benefits were especially important to people who exercise.

Research shows that calorie-for-calorie, consuming more protein can increase the feeling of fullness more than carbohydrates or fat³, and diets high in protein have been shown to help people eat fewer calories.^{4, 5}

How Can I Increase My Protein Intake?

Whey protein, a natural dairy protein low in fat, is a convenient way of adding more high-quality protein to your diet. Whey protein:

- Is a complete protein, containing all of the essential amino acids (“building blocks”) your body needs.
- Is one of the best sources of branched-chain amino acids (BCAA), especially leucine, which has been shown to help increase muscle protein.⁶
- Helps increase protein synthesis, which can help our bodies function properly.

A simple way to increase protein intake is by enjoying snacks and other foods with whey protein as part of a healthy, active lifestyle. Try:

- Grabbing an energy or meal bar that contains whey protein
- Drinking beverages with whey protein
- Dropping a scoop of whey protein powder into your milk, yogurt, cereal, or smoothies for an added boost

¹Luhovyy et al.; J Am Coll Nutr 2007; 26:704S-712S

²Dairy Management Inc. Satiety and the Consumer. July 28, 2008

³Institute of Medicine. 2005. Dietary Reference Intakes for energy, carbohydrate, fiber, fat, fatty acids, cholesterol, protein, and amino acids. National Academies Press, Washington, D.C.

⁴Skov et al., Int J Obes Relat Metab Disord. 23: 528-36, 1999

⁵Weigle et al., Am J Clin Nutr. 82:41-48, 2005

⁶Layman DK. The role of leucine in weight loss diets and glucose homeostasis. Journal of Nutrition. 2003;133:261S-267S

For more information, visit www.nationaldairyCouncil.org/wheyprotein



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