

Whey protein by optimum

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Whey has a predominantly high concentration of proteins and in particular, whey protein contains the vital proteins needed by the human body in a globular form (polypeptide chains that are in spherical form) that is easily absorbed by the body. Whey protein is necessary for normal metabolism; it helps to replace body fat with body muscle. Along this line, whey protein product is marketed as a nutritional dietary supplement, such as for bodybuilding enthusiasts to build muscle mass quickly without any inherent side effects. Actually, whey protein is a general term for a variety of proteins found in whey, such as beta-lactoglobulin, alpha-lactalbumin, lactoferrin, bovine serum albumin, immunoglobulins, lactoperoxidase and other protein enzymes (Ward 9). The presence of these proteins in whey makes it an ideal supplement because they are not complex proteins, easily absorbed by ingestion and helps in muscle buildup (Onwulata & Huth 385).

There are many intrinsic benefits in taking whey protein supplements, such as amino acids which help promote muscle growth and development, stimulate and promote the body's resistance to inflammation (which is a cause of many diseases, such as cancer), as alternative supplementary treatment for a wide variety of ailments, promote colon health, improve heart or cardiac function, speed up muscle formation and overall, improve physiological functions. Because of its health-giving properties, whey protein is added to a good number of products like medical food, high-protein beverage, baby food, infant formula, confectionery and meat.

Among the various brands out in the market today, Whey Protein by Optimum is the best because it is concentrated to almost pure whey form, in terms of its protein isolates. The protein content of whey in Optimum has been increased from a unique manufacturing process in order to get the best

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value for money in terms of protein concentration by weight. Whey is available in its three basic forms, which are as whey protein concentrate (WPC), whey protein isolate (WPI) and whey protein hydrolysate (WPH). Whey Protein by Optimum is thought by most medical experts and health enthusiasts as the gold standard in whey protein concentrate.