

Why Protein Matters Every Day

Every day, your body repairs cells, builds tissues, renews skin and keeps your metabolism running – all powered by protein. Protein makes up **18 – 20% of your body weight**, and is the foundation of your **skin, muscles, hair, and vital organs**.

Did You Know?

Your body cannot make or store protein, so it must come from your daily diet. That's why getting enough high-quality protein every day is essential to help your body repair, renew and perform at its best.

Protein plays a crucial role in your body

Brain (≈45%)

Supports focus, learning and neurotransmitter function for a sharp, active mind.

Muscle (≈80%)

Provides structure and supports bone formation for strength and stability.

Bone (≈30%)

Digestive Tract (≈65%)

Supports the renewal of intestinal cells and promotes a healthy gut barrier for better nutrient absorption.

Skin (≈60%)

Promotes firmness, elasticity and renewal for healthy, glowing skin.

Heart (≈60%)

Helps maintain heart muscle function and supports healthy blood circulation.

*Percentage of protein by weight excluding water
Source: Maruzen Publishing Co. Ltd. Amazing Numbers in biology in Japanese.

Everyday *Shake* Protein for the Whole Family



14g Protein
per Serving

PDCAAS 1.0
– High Quality Protein

9 Essential Amino Acids

High in Calcium

7 B Vitamins
for Energy Support

Cholesterol Free