

Getting The Skinny On High Protein Myths

(NAPSA)—Surprisingly, when it comes to getting protein into our diets to build more muscle and stay lean, there's a limit to how much the body can actually absorb.

“The food and supplement industry centers its marketing on ‘nutritionalism’; products become known for the elements in them, such as high protein or high in vita-



Good nutrition stems from a well-balanced diet and getting sufficient exercise.

mins and minerals,” says Lizanne Falsetto, CEO of thinkproducts. “Most people assume that more is better, but that’s simply not true.”

The body can only absorb up to 20 grams of protein in one meal, an amount of which is often surpassed in nutrition bar offerings.

“A ‘high protein’ diet isn’t about getting more than 20 grams in one meal, but changing the ratio of your protein to carbs and fats,” Falsetto explains. Although protein burns slowly, she recommends eating whole, real foods so that the body gets a balanced diet of vital fuel. The key to staying fit is a combination of getting enough exercise and ingesting a balance of protein, good carbohydrates and fats.

The thinkproducts line includes the thinkThin, thinkOrganic and think5, all-natural nutrition bars, which can be found at grocery and natural food stores.