

DiETING SECRETS

What Doctors Want You To Know

(NAPSA)—The nation's obesity epidemic is expected to soon overtake tobacco as the leading cause of preventable death. As a result, many are searching for new and effective ways to shed a few pounds.

Unfortunately, today's "quick-fix" dieters often lose more than just fat—they also lose up to a quarter of their muscle mass. This can lead to slower metabolic rates, making it harder to keep weight off, a phenomenon often referred to as yo-yo dieting.

So, how can you be sure that you're dieting right?

"Losing weight, permanently, isn't about the latest fads and miracle pills," says Shawn Phillips, fitness expert and author of *ABSolution: The Practical Solution for Building Your Best Abs*. "It's about sticking to a sound fitness plan and eating a balanced ratio of nutrients including plenty of high-quality protein like whey protein, to help you retain and develop muscle tissue that burns calories faster and is the basis for a strong, healthy and toned body."

Designer Whey, America's best-selling protein, is a convenient way to add high-quality whey protein to a regular diet. Unlike soy-based powders, it tastes great and mixes easily. It is also the muscle behind a number of great-tasting products such as today's fastest-selling protein bar, Detour, which is packed with 30 grams of protein.

But why whey? Hundreds of years ago, the father of modern medicine, Hippocrates, used to prescribe two liters of whey per day to his patients. He didn't understand the positive effects of branched



Little Miss Muffet knew the benefits of whey.

chain amino acids or immunoglobulins. All he knew was that whey helped fight off disease and kept his patients healthy.

"Today we know that whey protein supports immune health, increases antioxidant activity and can help protect the body from ailments ranging from prostate cancer to the common cold," adds Phillips. "It's one of the richest natural sources of branched chain amino acids, which help muscles rebuild after an intense workout. Plus, whey protein is easily absorbed and helps the body absorb other nutrients that are important to good health."

Savvy dieters are learning that they don't have to sacrifice taste for nutrition with Designer Whey. For more information visit the Web site at www.designerwhey.com or www.detourbar.com.