



## Whey Protein – Gold Isolate Plus™

From **California Academy of Health, Inc.** at [www.caoh.org](http://www.caoh.org)

Natures answer to achieving increased Stamina, Lean Muscle Mass, longevity, Energy, and an Enhanced Immune System.

All natural Ingredients! The nutrition and sport industries most comprehensive protein powder is now another California Academy of Health exclusive.

“It’s not just one of the best whey protein powders on the market, I feel it is the best.” said Marcus Ettinger BSc, DC, California Academy of Health’s Director of Research and Development. “Our Whey Protein Gold Isolate Plus™ contains a proprietary blend of three specific forms of whey protein: Ion-Exchanged, Cross-Flow Microfiltered, and Enzymatically Hydrolyzed. Only the highest quality natural ingredients are used, manufactured in an ‘A’ rated GMP (Good Manufacturing Practices) and QAI (Quality Assurance International) facility. It’s an amazing 80% protein by weight, yielding 25 grams of easily absorbable, ultra high Biological Value (BV) protein. Not to mention only 2 net grams of carbohydrates per serving.”

One portion of California Academy of Health’s Whey protein Gold Isolate Plus™ goes through a Cross-flow microfiltration process. Cross-flow microfiltration gives an isolate which is greater than 90% in protein and possesses undenatured sub-fractions like beta-lactoglobulin, alpha-lactoglobulin, immunoglobulins IgG, IgA and IgM, glycomacropeptides, bovine serum albumin, lactoferrin, lactoperoxidase and lysozyme. “Our Whey protein Gold Isolate Plus™ not only is the best protein source for building lean muscle mass but it also possesses potent immune system modulators”, added Ettinger.

Whey protein Gold Isolate Plus™ is the new ‘Gold Standard’ in sports nutrition, says Dr. Ettinger. “California Academy of Health’s Whey Protein Gold Isolate Plus™, packs an incredible 5.5 grams of lean muscle mass building, Branch Chain Amino Acid’s per serving.” Branch Chain Amino Acid’s (BCAA) are imperative for protein synthesis, which helps preserve lean muscle mass during training and exercise. By creating an anabolic balance in the muscles tissue, BCAA’s keep it from breaking down. Dr. Ettinger adds, “Our Whey Protein Gold Isolate Plus™ also has added free form amino acid L – Glutamine, for enhanced lean muscle preservation.”

California Academy of Health’s Whey protein Gold Isolate Plus™ is for everyone. “My 19 month old daughter has taken it, in a shake, with goat’s milk and fruit since she stopped breast feeding; my wife is a personal trainer and has used it to help her clients lose weight and create ripped muscles and I use it for my training and to help keep me looking and feeling young.”

California Academy of Health’s Whey protein Gold Isolate Plus™ comes in a 21 serving, 2 pound container. It is naturally Vanilla flavored which mixes well with juices and smoothies.

Suggested Usage: 21 day supply – 2 Pounds - 1/2 cup full daily.

**Our price: \$24.99, 2/\$44.98 = 22.49 per Bottle!**

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# 10 reasons why you should add Gold Isolate Plus™ to you daily routine!

By: Marcus S. Ettinger BSc, DC

1. Gold Isolate Plus™ contains an ample supply of the amino acid cysteine. Cysteine appears to enhance glutathione levels, which has been shown to have strong antioxidant properties. (Counous, 2000). Low glutathione contributes to oxidative stress, which plays a key role in aging and the pathogenesis of many diseases (including Alzheimer's disease, Parkinson's disease, liver disease, cystic fibrosis, sickle cell anemia, HIV, AIDS, cancer, heart attack, stroke, and diabetes).
2. Gold Isolate Plus™ can help enhance memory as it promotes the synthesis of the neurotransmitter serotonin, which is involved in cognition and thought. (Markus 2002)
3. Gold Isolate Plus™ contains "casokinins" and "lactokinins", (FitzGerald 2004) which have been found to decrease both systolic and diastolic blood pressure in hypertensive humans. (Seppo 2003)
4. Gold Isolate Plus™ can aid in inhibiting cholesterol absorption in the gut, reducing the risk of obesity and cardiac disease. (Nagaoka 1996)
5. Gold Isolate Plus™ contains lactoferrin. There are research studies that have proven lactoferrins anti-cancer and immune enhancing properties. (Sakamoto 1998, Tsuda 1998, Ushida 1998, Yoo 1997)
6. Gold Isolate Plus™ contains lactoferrin. Studies have shown that E. Coli, Candida Albicans, H. Pylori and many other pathogenic forms of bacteria are strongly or partially (inhibited, reduced, suppressed) in the presence of lactoferrin. (Dial 1998) Note: There is a peptic ulcer H. Pylori connection and a Chronic Fatigue Syndrome candida connection. E. Coli is one of the most common causes of septic shock. Septic shock is the most frequent cause of death for intensive care patients and the 13th leading cause of death in the United States (Dr. E)
7. Gold Isolate Plus™ contains Branched Chain Amino Acids BCAA's and extra L-Glutamine, which helps to maintain lean muscle mass, preserve existing muscle mass and aid in muscle protein synthesis (new muscle formation). Aging is associated with progressive loss of muscle mass, which increases the risks of injury and disability. Note: I first gave my grandmother whey protein when she was 83 years of age, she took it twice a day for the next 13 years. (Dr. E)
8. Gold Isolate Plus™ is your protein source with the highest Biological Value (BV), highest percentage of protein digestibility (PD), second highest Amino Acid Score (AAS) and Protein Efficiency Ratio (PER). (World Health Organization, U.S. Dairy Export Council) Note: Ounce for ounce the best protein source available! (Dr. E.)
9. Gold Isolate Plus™ can be added into you diet to improve body composition, power and strength. Whey protein taken before exercise has shown to maintain lean muscle while increasing the consumption of body fat for fuel. (Bouthegourd 2002)
10. Gold Isolate Plus™ when taken with one of CAOH's nutritional juices and one of CAOH's liquid vitamins can help to increase energy level, enhance the immune system, increase endurance, reduce fat, maintain lean muscle, reduce effects of stress, promote restful sleep, enhance memory, aid in maintaining a healthy gastrointestinal tract, lower blood pressure, and much, much more (Ettinger 2006)

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