



WHEY PROTEIN

Whey Protein and Satiety

Whey protein, as part of a diet higher in protein, can help curb hunger. Feeling less hungry may contribute to fewer calories consumed, which may help with weight loss and weight maintenance.^{1,2,3}

In fact, a survey by Dairy Management Inc.TM found that two-thirds of consumers said it was extremely or very important that a food or beverage makes them feel satiated.⁴ Consumers say that a feeling of fullness reduces their cravings for snacks, helps them eat less, and makes them feel more satisfied and content. In the same study, two-thirds of consumers agreed that feeling full is important if you're trying to lose weight and that if you feel hungry, you can't be at your best. Satiety benefits were especially important to people who exercise.

Research shows that calorie-for-calorie, consuming more protein can increase the feeling of fullness more than carbohydrates or fat.⁵

How Can I Increase My Protein Intake?

Whey protein, a natural complete protein that comes from dairy, is a convenient way of adding more high-quality protein to your diet. Whey protein:

- Contains all of the essential amino acids (“building blocks”) your body needs.
- Is one of the best sources of branched-chain amino acids (BCAA), especially leucine, which has been shown to help increase muscle protein.⁶
- Helps increase protein synthesis, which can help our bodies function properly.

A simple way to increase protein intake is by enjoying snacks and other foods with whey protein as part of a healthy, active lifestyle. Try:

- Grabbing an energy or meal bar that contains whey protein.
- Drinking beverages with whey protein.
- Dropping a scoop of whey protein powder into your milk, yogurt, cereal, or smoothies for an added boost.

1 Leidy et al. The influence of higher protein intake and greater eating frequency on appetite control in overweight and obese men. *Obesity*. 2010; 18: 1725-32.

2 Weigle et al. A high-protein diet induces sustained reductions in appetite, ad libitum caloric intake, and body weight despite compensatory changes in diurnal plasma leptin and ghrelin concentrations. *Am J Clin Nutr*. 2005; 82: 41-48.

3 Halton and Hu. The effects of high protein diets on thermogenesis, satiety and weight loss: a critical review. *J Am Coll Nutr*. 2004; 23(5): 373-85.

4 Dairy Management Inc. Satiety and the Consumer. July 28, 2008.

5 IOM (Institute of Medicine). Dietary Reference Intakes for Energy, Carbohydrate, Fiber, Fat, Fatty Acids, Cholesterol, Protein, and Amino Acids. *Washington, DC: The National Academies Press*. 2005; 589-90.

6 Layman et al. The role of leucine in weight loss and glucose homeostasis. *J Nutr*. 2003; 133: 261S-7S.

For more information, visit www.nationaldairyCouncil.org/wheyprotein



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