



NUTRITION & WELLNESS FOR LIFE

Get Protein Smart!

**Power up your diet with protein
to make the most of every day.**



GETTING STARTED

Power Up Your Diet with Protein-Rich Foods and Drinks



Everything you eat and drink can be broken down into three macronutrients: fat, carbohydrates and protein. All provide energy to your body to do work—from blinking your eyes to fueling your workout.

Your body stores extra carbohydrate and fat; however, extra protein can't be stored in the body. That's why you need to continuously replenish it and to reach for protein-rich foods and drinks every day.



HOW MUCH PROTEIN?

A 150-pound older adult needs about 75 grams of protein each day.

- By age 65, protein needs increase 25-50% for healthy adults.^{1,2}
- Even higher amounts of protein are needed for those with chronic conditions, severe illness or injury, or malnutrition.^{1,2}

References

1. Bauer J et al. JAMDA 2013; 14:542-59. 2. Deutz NE et al. Clin Nutr. 2014; 33:929-36. 3. USDA FoodData Central.

Protein Every Day and Throughout the Day

Not only is it important to get enough protein, but you should aim to include high protein foods or drinks at every eating occasion.

Aim for 20-35 grams per meal or snack, which can be found in 3 oz of grilled chicken, $\frac{3}{4}$ cup of low-fat cottage cheese or 1 serving of BOOST® High Protein Nutritional Drink.³



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3 oz chicken breast



=



$\frac{3}{4}$ cup low-fat cottage cheese



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8 fl oz bottle of BOOST® High Protein Drink

What Protein Can Do for You

As we get older it becomes even more important to get enough protein, as it plays a variety of important roles in our health.



MUSCLE HEALTH

Muscles use protein to work. Protein is a critical nutrient to build and preserve muscle, which is essential for everyday muscle health and functionality.¹



BONE HEALTH

All your life you've been told to drink your milk to build strong bones. It's not just the calcium in milk that keeps bones healthy—it's the protein, too. Getting enough calcium and protein each day may also help reduce the risk for hip fracture.²



IMMUNE SYSTEM SUPPORT

Protein, especially certain amino acids that are the building blocks of protein, play an important role in supporting immune health function.³



HEALING AND RECOVERY

If you've ever had surgery, severe injury or illness, or been in the hospital, chances are you were told to pump up the protein. That's because protein is involved in tissue repair and recovery.⁴

References

1. Phillips SM et al. *Adv Nutr.* 2020; 11:S1058-69. 2. Rizzoli R et al. *Osteoporos Intl.* 2018; 29:1933-48. 3. Peng Li et al. *Br J Nutr.* 2007; 98:237-52. 4. Bauer J et al. *JAMDA.* 2013; 14:542-59.

Protein Myths Debunked

PROTEIN MYTH #1

It's fine to get most of my protein at dinner.

If you're like many adults, you probably eat most of your protein with your evening meal. The problem? There's a limit to how much protein your body can process at one time. Try to eat protein throughout the day, ideally with every meal and snack.

PROTEIN MYTH #2

I already filled my weekly protein needs.

After a hearty meal, you may feel that way, but not so. Unlike fat and carbohydrate, extra protein isn't stored in our body. Instead, it's continuously being broken down and needs to be replenished regularly. That's why we need to include protein in our diets every day.

PROTEIN MYTH #3

I need less protein as I age.

International expert groups now recommend higher protein intake to support healthy living for older adults. Healthy people 65 years and older should consume 1 gram of protein for every 2 pounds of body weight (e.g., 75 g protein for 150 lbs) per day.





POWER UP YOUR DIET



**More of what you need,
to do more of what you want.**

It can be difficult to get the protein and nutrients you need through your normal diet alone. BOOST® High Protein Drink provides 20 g of high-quality protein per serving with 250 nutrient-rich calories and 27 vitamins and minerals. It's great as a delicious protein-packed mini-meal or snack to help meet daily nutritional needs.



HIGH PROTEIN



Per 8 fl oz serving

Ensure
HIGH PROTEIN



Per 8 fl oz serving

BOOST® High Protein Drink contains 20 g of protein to support muscle health versus 16 g of protein in Ensure® High Protein Shake

Cool and creamy BOOST® High Protein Drink comes in 4 delicious flavors:

**Rich Chocolate,
Very Vanilla, Creamy Strawberry,
and Cinnabon® flavors.**



Shake up your BOOST® experience with these easy recipes.



Mix any flavor BOOST® High Protein Drink with your cup of iced coffee for a deliciously creamy coffee creation with 20g of hunger-busting protein. Blend with ice for a coffeshop-style frappé.

Blend BOOST® High Protein Very Vanilla Drink with a cup of fresh or frozen unsweetened mango or pineapple for a tropical smoothie.



For more recipe ideas visit: www.BOOST.com/recipes



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BOOST® High Protein Drink



- 20 g high-quality protein to support muscle health
- 250 nutrient-rich calories with B vitamins to help convert food to energy
- Vitamins C & D, zinc, iron and selenium, key nutrients for immune support
- Calcium and vitamin D to support strong bones
- 27 vitamins and minerals for your everyday nutritional needs