



Protein the key to better living

Australian Nutrition and Sports is a company that believes nutritional supplements belong outside the gym

Australian Nutrition and Sports (ANS) Lean Daily protein is now available in Hong Kong, in selected Watsons stores, and mainland China.

The product aims to make the user stronger and healthier with the added benefit of vitamins and minerals found in it.

Traditionally, protein supplement products have been associated with 20-something muscle Marys and gym bunnies and have been sold from the shelves of fitness centres. However, ANS thinks even the elderly can benefit from its supplements.

ANS, as a company that develops and produces nutritional supplements for people over the age of 15, believes that a process of education is required to present the health and nutrition benefits of protein supplements. The company also produces weight loss formulas.

"All of the products are 100 percent Australian made from the highest quality materials and standards, ensuring that the product is by far the best on the market," says the company.

Explaining why its products are to be sold at retail outlets, the company says, "ANS has also made the decision to supply only general retail outlets that are not associated with gyms or fitness centres, allowing the product to be more readily accessible to the general public.

Proteins

"ANS Nutritional Health Supplement Products are designed and produced in Australia using the only purest sources of protein and the latest research and development. ANS's unique protein formula is specifically designed to provide the daily nutritional requirements for a healthier and longer life," adds the company.

The proteins are derived from whey – the liquid remaining after cow's milk has been curdled and strained. The whey protein is separated from this mixture and is beneficial as a nutritional supplement.

"Protein is important in keeping your body healthy. It strengthens the immune system, assists digestion, increases muscle strength and encourages the body to utilize carbohydrates sooner for increased energy throughout the day without the unwanted weight gain.

"Foods we eat that contain protein will assist the digestive system in your stomach and intestines. The digestive juices help break down the protein into amino acids proteins. Amino Acids are essential for our well being, by repairing and maintaining muscles, red blood cells, bones and organs," says the company.

The products are lactose free, low fat and contain no added sugar.