GENESTRA BRANDS

Pro Pea Balance

VEGETABLE-SOURCED PROTEIN POWDER IN A GREAT-TASTING, NATURAL VANILLA FLAVOR

Natural chocolate flavor also available

Pea protein with fruit polyphenols

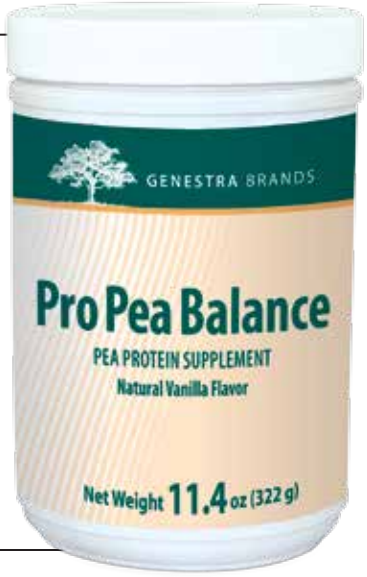
- *Combines pea proteins, DL-alpha-Lipoic acid, chromium, curcuma and lecitihin with other synergistic ingredients in a powder format*
- *Natural vanilla flavor*
- *7.5 g of pea protein per day*
- *15 mg of polyphenols from strawberry and blueberry per day*

Supports good health

- *Provides antioxidants for the maintenance of good health*
- *Helps to promote healthy metabolism*
- *Helps to promote healthy glucose metabolism*
- *Helps the body to metabolize carbohydrates, fats and proteins*
- *Helps in the absorption and use of calcium and phosphorus*

Ideal for vegetarians

- *Gluten free, dairy free, soy free*



A commitment to comprehensive CARDIOMETABOLIC HEALTH research

As part of Atrium Innovations, Seroyal is committed to gaining a better understanding of Metabolic Syndrome and investigating the impact of nutrition on the prevention and treatment of the Silent Inflammation associated with this condition. Specifically, Atrium is investigating how nutritional interventions influence metabolic and cardio risk factors, such as inflammation, blood glucose, weight, and blood lipids such as cholesterol.

Understanding the role of fruit polyphenols

Pre-clinical and clinical research in the development of fruit polyphenols has resulted in the introduction of specialized blends of blueberry, cranberry, and strawberry extracts targeted at specific health outcomes. Studies on the health benefits of small fruits are continuing in the areas of healthy aging, Metabolic Syndrome, and cognition. Ongoing studies include the effects of polyphenols on established biomarkers of health, as well as on inflammatory gene expression.

Scientific Rationale:

There is convincing evidence that a higher protein intake increases thermogenesis and satiety compared to diets of lower protein content. The weight of evidence also suggests that high protein meals lead to a reduced subsequent energy intake.[1] A clinical study, investigating an effect of different protein sources on satiation in healthy subjects, has demonstrated that 20 g of casein or pea protein has a stronger effect on lowering food intake 30 min later compared to whey protein, egg albumin and maltodextrin. This was further supported through higher feelings of satiety after the casein and pea protein preload.[2]

The effect of four protein hydrolysates from vegetable (pea, gluten, rice and soy) and two protein hydrolysates from animal origin (whey and egg) on glucagon and insulin responses was studied in eight healthy normal-weight male subjects. Protein hydrolysates used in this study consisted of 0.2 g hydrolysate per kg body weight (bw) and 0.2 g maltodextrin per kg bw and were compared to maltodextrin alone. All protein hydrolysates induced an enhanced insulin secretion compared to maltodextrin alone and a correspondingly low plasma glucose response. A significant difference was observed in area under the curve (AUC) for plasma glucagon between protein hydrolysates and the maltodextrin control drink ($P<0.05$).[3]

Alpha Lipoic Acid, not to exceed 600 mg per day, provides antioxidants for the maintenance of good health, and at 600 mg per day, helps promote healthy glucose metabolism.[4] Chromium (Cr) is an essential element required for normal carbohydrate and lipid metabolism.[5] Curcumin not exceeding 1,200 mg per day provides antioxidants for the maintenance of good health and at 1,200 mg per day is used in Herbal Medicine to help relieve joint inflammation.[6]

Hepatic steatosis in many patients receiving long term parenteral nutrition (TPN) is caused by plasma-free choline deficiency and may be reversed with lecithin supplementation. Lecithin supplementation (20 grams every 12 hours) led to an increase in plasma free choline at 2 weeks, which continued at 6 weeks. A significant and progressive decrease in hepatic fat was indicated by increased liver-spleen CT Hounsfield units at 2 and 6 weeks in the lecithin supplemental group only.[7]

Strawberries have been reported to be potent antioxidants and reduce cardiovascular risk factors, such as hyperglycemia, dyslipidemia, and inflammation in limited studies.[8] Among all fruits, berries have shown substantial cardio-protective benefits due to their high polyphenol content. Study shows blueberries may improve selected features of metabolic syndrome and related cardiovascular risk factors at dietary achievable doses.[9]

Supplement Facts

Serving Size 1 Scoop (11.5 g)/ Servings per Container about 28

Each Serving Contains		% DV
Calories	45	
Calories from Fat	10	
Total Fat	1 g	1%♦
Sodium	5 mg	<1%
Total Carbohydrate	2 g	<1%♦
Dietary Fiber	1 g	4%♦
Protein	8 g	15%♦
Iron	15 mg	83%
Vitamin D (cholecalciferol)	200 IU	50%
Vitamin B_{12} (methylcobalamin)	220 mcg	3666%
Chromium (chromium nicotinate glycinate)	100 mcg	83%
Pea Proteins (from *Pisum sativum* seed)	7.5 g	*
DL-Alpha-Lipoic Acid	150 mg	*
Curcumin (from *Curcuma longa* rhizome)	12.5 mg	*
Lecithin (from *Helianthus annuus* seed)	300 mg	*
Strawberry (*Fragaria x ananassa*) Fruit Std. Extract (20:1) (2% Polyphenols / 10 g Dried Equivalent)	250 mg	*
Blueberry (*Vaccinium angustifolium*) Fruit Std. Extract (15:1) (4% Polyphenols / 7.5 g Dried Equivalent)	250 mg	*

♦ Percent Daily Values (DV) are based on a 2000 calorie diet
* Daily Value not established

Other Ingredients: Guar gum, natural vanilla cream flavor, natural cream flavor, rebaudioside A (stevia leaf extract), thaumatin

Recommended Adult Dose: In a glass, add 8 ounces (250 ml) of water, juice or milk to one scoop of Pro Pea Balance and mix. Take once daily or as recommended by your healthcare practitioner.

Product Size: Net Weight 11.4 oz (322 g) **Product Code:** 06481

REFERENCES

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* These statements have not been evaluated by the Food and Drug Administration. These products are not intended to diagnose, treat, cure, or prevent any disease.

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