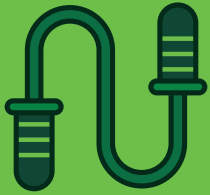


POWER-UP YOUR WORKOUT

WITH HIGH QUALITY SOY PROTEIN



WARM UP WITH THE BASICS

Amino acids are the building blocks of protein

9 of the 20 amino acids are essential, meaning they must come from food

Soybeans contain adequate amounts of all 9, making them one of the only complete plant-based proteins

1



HIT YOUR REPS

The amount of protein you need can vary

If you are physically active you may need more¹

2

3



FOCUS ON FORM

Soy's protein quality is on par with milk, eggs and meat²

Research suggests resistance training supplemented with soy protein may result in similar gains in muscle mass and strength as animal protein in men³

4



PUMP UP THE CARDIO

Heart healthy soy protein has been shown to directly lower blood cholesterol levels⁴

5



COOL DOWN AND MYTHS

Soy does not feminize men

Neither soyfoods nor the isoflavones in soybeans affect levels of testosterone or circulating estrogen in men^{5,6}

REFUEL WITH SOY PROTEIN



1 CUP SOYMILK



1 SOY-BASED BURGER



1/4 CUP ROASTED SOYNUITS



1/2 CUP EDAMAME



1 SOY PROTEIN BAR



2 TBSP SOY PROTEIN POWDER

*Approximate grams of soy protein per serving⁷

REFERENCES

- 1) U.S. Department of Agriculture. All about the Protein Foods Group. Available at <https://www.choosemyplate.gov/eathealthy/protein-foods>
- 2) Hughes GJ, Ryan DJ, Mukherjee R, Schasteen CS. "Protein Digestibility-Corrected Amino Acid Scores (PDCAAS) for Soy Protein Isolates and Concentrate: Criteria for Evaluation." *Journal of Agriculture and Food Chemistry*. 2011 December 14;59(23):12707-12. <https://www.ncbi.nlm.nih.gov/pubmed/22017752>.
- 3) Messina M, Lynch H, Dickinson JM, Reed KE. No Difference Between the Effects of Supplementing With Soy Protein Versus Animal Protein on Gains in Muscle Mass and Strength in Response to Resistance Exercise. *Int J Sport Nutr Exerc Metab*. 2018;28(6):674-685. doi:10.1123/ijsnem.2018-0071
- 4) Food Labeling: Health Claims; Soy Protein and Coronary Heart Disease. In: *Federal Register: (Volume 64, Number 206); 1999:57699-733*. U.S. Food and Drug Administration. "Authorized Health Claims That Meet the Significant Scientific Agreement Standard." <https://www.fda.gov/food/food-labeling-nutrition/authorized-health-claims-meet-significant-scientific-agreement-ssa-standard>. January 12, 2018.
- 5) Hamilton-Reeves, J.M., et al. "Clinical studies show no effects of soy protein or isoflavones on reproductive hormones in men: Results of a meta-analysis." *J Am Dietetic Assoc*, (in press).
- 6) Messina M. "Soybean isoflavone exposure does not have feminizing effects on men: a critical examination of the clinical evidence." *Fertil Steril*, 93(7): p. 2095-104. 2010.
- 7) U.S. Department of Agriculture, Agricultural Research Service. FoodData Central (2019). Available at: fdc.nal.usda.gov.