

There are many fine whey powders on the market. With so many brands and so much choice, what should you be looking for, that gives added muscle building benefits and value for money from your whey protein powder?

Recently I was talking with the R&D team at Maximuscle and they told me that each year, they like to add something 'more' to their flagship protein powder Promax - to ensure their customers can get better results, without extra cost.

They have therefore started to add this new powerful muscle building compound called Nitrogain and a few other ingredients. The idea is that by including Nitrogain in Promax, Promax now has the benefit of a collection of muscle building nutrients, without having to mess around with mixing different supplements or spending a fortune on several products.

The following is what is included in Nitrogain to give Promax the edge and make it probably Europe's no.1 selling protein powder.

Glutamine Peptides

Glutamine is one of the most powerful anabolic muscle building amino acids you'll find. Studies show that glutamine help your muscle cells to absorb more protein, leading to greater gains in muscle size and strength. Glutamine has also been proven to strengthen your immune system, so there's less chance of an infection or illness interfering with your training. Glutamine is the most abundant amino acid in your muscles and the one most depleted after training, so high levels of it are most beneficial. Peptides are also absorbed far easier than plain pure Glutamine amino acid.

Glutamine peptides are rapidly delivered to your muscles, ready to kick-start the process of muscle growth. When mixed with carbohydrate, glutamine will also increase your glycogen stores (stored energy), making you ready for your next workout far more quickly. This makes Cy clone

and Ribomax even more effective as post-exercise recovery drinks.

Taurine:

Studies show that Taurine reduces the damage to muscle tissue caused by exercise, giving it an important role in speeding the recovery process. Taurine is also thought to have “cell volumizing” effects similar to Creatine, helping to increase cell hydration and accelerate the rate of protein synthesis (muscle growth).

Taurine is also found in many energy drinks, and has been shown to reduce sleepiness, boost energy, increase alertness and improve reaction times [3, 4]. A group of Austrian researchers have also found that three key ingredients (caffeine, taurine and glucuronolactone) have “positive effects upon human mental performance and mood.” [5] Hence why it is also found in drinks, such as Red Bull.

NAC

NAC is a powerful antioxidant . Whenever you train, you put your muscles under a great deal of stress. This increase in training stress can lead to cell damage. Although antioxidants (such as vitamins A, C & E) can reduce this damage, new research shows that N-acetyl-L-cysteine plays a far more important role in protecting your muscles against the stress of hard training.

Chromium Polynicotinate

The muscle-building mineral chromium polynicotinate (considered superior and safer than the picolinate version) has also been added in the amounts found to work. This powerful mineral is proven to increase lean body mass and reduce body fat.

Orotic Acid

Orotic acid (also known as whey factor and vitamin B13) has also been added. This is a little-known nutrient that helps your body to use folic acid and vitamin B12. It also assists the absorption of essential nutrients, including calcium and magnesium, and plays an important role in muscle growth.

Phosphatidylcholine (PC)

A good whey protein is instantised to make it easy to mix with water (or milk), without having to use a blender. To achieve this a high quality protein protein is mixed with small amounts of

lecithin in a massive cooling tower. Nearly all protein powders use normal lecithin, but Promax is mixed with a high PC lecithin, that can offer further benefits to your muscle building goals, as PC has been shown to increase the immune system and reduce cortisol, thus allowing you to build muscle.

Digestive enzymes:

Every bodybuilder or serious gym user knows that you need lots of protein to recovery from training and build muscle. It's simple - no extra protein and you're very unlikely to build extra muscle. But some people can find it hard to digest lots of extra protein without some digestive enzyme support. Each serving of Promax offers the enzyme betaine to support your digestive process and absorb protein easier - causing more protein to be used for building muscle.

Probiotics:

Unless you haven't watched TV or visited your supermarket, Probiotics are the new big thing in health. Not a muscle builder in itself, Probiotics provides your body with the good bacteria to digest food, boost the immune system, keep digestion healthy, breath fresh, good skin tone and general energy and vitality... and this makes for a healthy body that can lift big weights with intense training sessions.

Biomax:

Many products contain whey protein, but Promax prides itself on containing an exclusive protein blend called Biomax, which contains a blend of whey protein isolates, hydrolysates and concentrates made using the micro filtration method and Ion exchange, each added in a unique ratio to create an optimum amino acid profile, high essential amino acid to branched chain amino acid ratio (EAA:BCAA) and most importantly the potent protein fractions, such as GMP (glycomacropetides - also known as CMP), immunoglobulins, Glutathione - a potent antioxidant, which can help maintain a healthy immune system. High levels of BLG (Beta lactoglobulin) are also added as these are linked to high BCAA levels. High levels of ALA (Alpha lactoalbumin) are used when the product is designed for weight loss, as this protein fraction reduces appetite and cortisol) and lastly Bovine Serum Albumin, Lactoferrin (heavy iron scavenger) and Lacto Peroxidase.

Hopefully this opens your eyes and shows you that there is more to a protein powder than just a whey protein and that by paying a little bit more, you get a lot more benefits to help your muscle and strength goals.

