

Revolutionary Protein Powder launches in New Zealand

Lifestream launches PURE PROTEIN

Lifestream has formulated a revolutionary protein powder developed from highly nutritious marine microalgae, which provides more protein per 100g than any animal source[1]. PURE PROTEIN is a bioavailable, vegetarian wholefood sourced from superfood chlorella, known for its nourishing properties, as well as its high protein content.

New Zealand owned and operated; Lifestream International has provided Australasia and the world with clean, ethical, real food supplements for 35 years. PURE PROTEIN is the latest wholefood release, which joins a suite of more than 50 products including long-time bestsellers, Spirulina and Aloe Vera juice.

Why You Need Protein Modern diets, stress and physical activity can all contribute to low, depleted or compromised protein levels. This may affect muscles, skin and even hair condition, says naturopath, nutritionist and wholefood chef, Janella Purcell.

“Protein is needed for growth and development. It is also used for energy, to manufacture hormones, antibodies, enzymes and tissues. It helps to keep the acidity in our bodies in check by maintaining a proper acid-alkaline balance, and keeps us full for longer than most other nutrients do,” she says.

“Many people now realise there are other places to get protein apart from animal products. A higher intake of protein-rich foods is needed in our younger years of rapid growth, and also in our winter years as our muscles lose their elasticity and tone—even if we are getting enough protein in our diet, it’s not always the best quality.”

She adds: “Too much animal protein may put increased pressure on your body especially the organs that aid digestion, respiration and circulation, and contribute to calcium loss.”

Clean Protein Source While animal foods have long been the go-to of those who appreciate the need for protein, findings show microalgae in the form of PURE PROTEIN provides 60 grams of protein per 100 grams, whereas lean beef, chicken and tuna provide between 30 and 33 grams.

“As one of the earth’s first foods, microalgae addresses people and plant needs by delivering vegan protein and nutrition in a responsible, scalable and highly renewable way,” says Lifestream Marketing and Communications Manager, Juliette Banks.

“With a global population expected to reach nine billion by 2050[1] and a looming protein shortage, Lifestream PURE PROTEIN provides a new, exciting, sustainable protein source.”

Lifestream PURE PROTEIN is also rich in glutamine and arginine, which may support the brain and nervous system, muscle growth, digestive vitality, heart health and more. It is also safe to eat during pregnancy and breastfeeding.

How to Take Lifestream PURE PROTEIN

Lifestream PURE PROTEIN is a pleasant tasting wholefood with a subtle nutty flavour, therefore it can be included in various recipes, added into smoothies, sprinkled over cereals, yoghurt and more.

Serving Size: Adults: ½ - 1 scoop (16.5g – 33g daily).

Children under 12 years: ½ scoop (16.5g daily).

Lifestream PURE PROTEIN is available at health food stores and pharmacies nationwide. 66g \$9.90 RRP; 500g \$59.90 RRP; 1kg \$99.90 RRP

To find out more about Lifestream Pure Protein see www.lifestream.co.nz

#lifestream #pureprotein

Also try:

- Lifestream Essential Protein in Natural Vanilla or Natural Chai.

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Media Notes:

- Please contact Communeco for product samples for review and photography purposes

Potential Angles:

- Revolutionary product releases and trends; - Vegan and vegetarian protein sources; - Natural products that are kind to you and the environment; - 2016 wellness trends - real food, real nutrition; - Essential supplements to boost beauty and vitality; - The latest all-natural wellness trends from ethical and sustainable companies; - How to boost nutrition with a busy schedule and tight budget.

[1] <https://www.un.org/development/desa/en/news/population/un-report-world-population-projected-to-reach-9-6-billion-by-2050.html>

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