



## VIRTUES OF GO PRO™ MATRIX AND STREST®

WHOLE-FOOD SUPPLEMENTS FOR SPORTS AND HEALTH

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### GOAT'S MILK IS BEST

The nutritional advantages of goat's milk are recognized worldwide. Go Pro™ Matrix, the original premium goat's milk protein powder, is an excellent whole-food nutritional supplement and superior source of high-quality protein that promotes health and well-being. Made from lacto-fermented goat's milk, GoPro™ Matrix retains the natural enzymes and probiotics of whole milk, facilitating digestion and nutrient absorption.

### IDEAL FOR ATHLETES

Go Pro™ Matrix is made from the milk of goats raised on diets free of pesticides, antibiotics and hormones on the pristine slopes of the Pacific Northwest. The low-temperature process used to prepare Go Pro™ Matrix yields a high-quality, 99 percent bio-available protein. Each serving contains a full complement of essential and non-essential amino acids. A diet rich in readily available, high-quality protein promotes optimal physical performance and muscle recovery — particularly important for athletes.

### ALKALINE EFFECT

Unlike whey-protein isolates, which are extracted and concentrated from cow's milk whey, Go Pro™ Matrix is a whole-food product. And while products made from cow's milk have an acidic effect on the body, goat's milk products have an alkaline effect. An excessively acidic metabolism is implicated in the onset of a wide variety of health disorders (Minich and Bland 2007).

### RESEARCH REVEALS THE ADVANTAGES OF WHOLE PROTEIN OVER WHEY ISOLATE

The key measure of effectiveness in protein supplements is net protein gain: the total amount of protein synthesized minus the total amount broken down (known as proteolysis). Several factors influence net protein gain. A supplement that promotes protein synthesis, for instance, will foster the maintenance and growth of muscle mass. Supplements that inhibit proteolysis are likely to protect current muscle mass from breakdown.

Current research on net protein gain continues to demonstrate the advantages of supplements that contain both casein protein and whey protein. These supplements promote more net protein gain than supplements that contain whey protein isolate only. Part of the reason for this may be that casein protein inhibits proteolysis to a much greater degree than whey protein.

#### References:

- Minich DM, Bland JS. Acid-alkaline balance: role in chronic disease and detoxification. *Alternative Therapies in Health and Medicine* 2007; 13(4): 62–65.
- Elliott R et al. Type I (insulin-dependent) diabetes mellitus and cow milk: casein variant consumption. *Diabetologia* 1999; 42: 292–296.
- Jasińska B. The comparison of pepsin and trypsin action on goat, cow, mare and human caseins. *Rocz Akad Med Białymst.* 1995; 40(3): 486–93.

### READILY DIGESTIBLE

Studies of the digestion of various milk proteins found that human casein protein was completely digested, compared with 96 percent of goat's milk casein protein and only 76–90 percent of cow's milk casein protein (Jasinka 1995). Furthermore, goat's milk is less likely to trigger allergic reactions, as it contains only trace amounts of alpha-S1, an allergen found in cow's milk. Alpha-S1 has also been implicated in type 1 diabetes and other autoimmune diseases associated with cow's milk (Elliott et al, 1999).

### STREST®

Adaptogen — a term coined by Russian scientists in the 1950s — refers to herbs that promote increased energy levels and a general sense of well being, and reduce sickness and the negative physical effects of excess stress. Elite athletes in Russia, Germany and China have used adaptogen herbs as training aids for many decades. These herbs help shorten recovery times between workouts, enabling athletes to train harder, longer and more intensely with fewer repercussions. St. Francis Herb Farm's Strest® formula is a premier adaptogen combination that stimulates recovery and improves endurance, stamina and energy. Athletes who use Strest® also claim that it bolsters their motivation and mental resolve.

For more information on Strest®, Go Pro™ Matrix and other St. Francis Herb Farm products, visit [www.stfrancisherbfarm.com](http://www.stfrancisherbfarm.com).

*Terry Vanderheyden, ND, has practiced in Ontario since graduating from the Canadian College of Naturopathic Medicine in 1994, specializing in homeopathic, nutritional and botanical therapies. He also works as a research consultant to St. Francis Herb Farm, Inc. Terry lives in Barry's Bay with his wife Laurie and his 5 children.*



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