

# Are We Suffering from MALNUTRITION?

Protein must be a part of a healthy diet for a simple reason: it is essential for life. Every single cell in the human body – including bones, blood, skin, chemicals, and enzymes – depend on protein for effective operation. And yet, ironically enough, although we are more health-conscious than ever before, many of us are suffering the ill health effects of a diet that is too high in saturated fat, carbohydrates and calories, while often lacking in protein. Saturated fat, in particular, dominates many of our meals, especially those served in fast food restaurants.

This trend of poor dietary habits is not merely disconcerting to medical professionals, it is producing alarming outcomes. The situation has become so desperate that obesity will soon become the leading cause of preventable death.

This nutritional dilemma is not, however, limited to obesity concerns. Poor nutrition in non-overweight individuals is nearing epidemic levels. Millions of “fit looking” individuals subsist on a diet that is far too rich in carbohydrates. Many of these refined carbohydrates are metabolically similar to candies and sweets. This apparent neglect of protein is all the more stunning given that, of the three major macronutrients – carbohydrates, fats, and proteins – proteins are the only essential component that human beings cannot live without.

Essentially, the problem can be summed up as follows: eat right, or prepare to suffer.

The first step is to reintroduce the importance of protein, and a new product on the market is doing just that. ProShots by Nuvo Sport, an all-natural, kosher certified protein shot, is receiving significant credible attention from both the consumer and medical communities as a valuable source of protein. Each ready-to-drink, 100-calorie vial provides 25 grams of protein (50 percent of the recommended daily amount). Fruit punch ProShots are available in local kosher stores and is described as delightful. It's an all-natural alternative to traditional protein shakes. Each serving of ProShots is sold in a unique, virtually unbreakable plastic vial that can be easily transported in a briefcase or purse and can be consumed in just a few sips.

To learn more about Proshots, visit Nuvo Sport's website at [NuvoSport.com](http://NuvoSport.com) or visit [www.youtube.com/nusportdrink](http://www.youtube.com/nusportdrink).



PAID ADVERTORIAL