ARE YOU GETTING ENOUGH PROTEIN?
9 OUT OF 10 INDIANS LACK ADEQUATE PROTEIN

THE PROTEIN CONSUMPTION IN THE DIET OF ADULT INDIANS SURVEY, A MULTI-CITY SURVEY, WHICH WAS CONDUCTED BY IMRB* INTERVIEWING 1,250 INDIANS, SAID

- Nine out of 10 Indians consumed less than adequate proteins daily.
- 91% of the vegetarians and 85% of the non-vegetarians were deficient.
- Lower age group (30-40) show better than average protein intake.

Delhi had the highest respondents showing Protein gap and Mumbai had the least

99% 68%

Protein gap

Delhi  Mumbai

PROTEIN IS ESSENTIAL TO LIFE.

Protein is one of the major nutrients that the body requires in adequate amounts every day.

Without adequate protein, the body would not be able to grow, or to repair every day wear and tear on muscle tissue. We require these vital hormones, enzymes and numerous other specialized proteins made by the body in order to survive.

Protein has many important functions in the body. One of the primary roles of protein is to manufacture important body structures including muscles, organs, skin and hair. Hormones and enzymes are vital proteins that help the body perform various functions, and are manufactured from the amino acids supplied from dietary protein.

As per ICMR the recommended daily allowance of Protein for normal Indian adult is 1g/kg body weight/day.

Due to inadequate protein consumption it is of vital importance to supply additional protein from the diet or from dietary supplements.

Personalized Protein Powder from Herbalife is a Protein blend with high quality protein helps you feel full and keeps you from getting hungry.

It is a convenient way to increase your protein consumption to help support your health and fitness goals, maintenance of energy between the meal and helps to maintain lean muscle mass.

Information adapted from : Protein Consumption in Diet of Adult Indians : A General Consumer Survey (PRODIGY)

*IMRB - Indian Market Research Bureau

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