

New and Improved Family Fit Protein



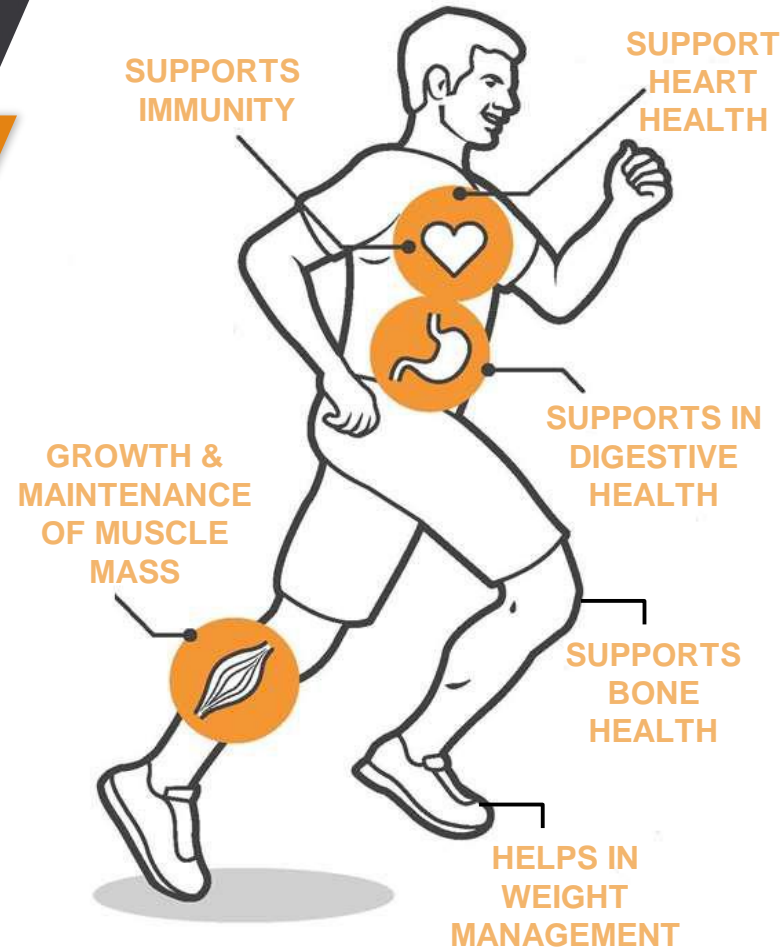


Protein- Building Block of Body

- 20 different amino acids makes protein
- Essential component of the body cells, tissues and fluids
- Building block of muscle, bone, skin, hair, and even other body parts and tissues.

HOW PROTEIN SUPPORTS HEALTH?

WHY FOCUS ON PROTEIN?



Why is protein intake is a challenge?

Myths/ Facts

- The Indian Market Research Bureau suggests that protein deficiency in Indians is more than 80%.
- Nearly 95% of Indian mothers know of protein as a macro-nutrient but only 3% really understand its important functions and why one should consume it.
- There is also a prevalent myth that a basic meal comprising of dal, roti and rice is enough to meet the daily requirements of protein. Over 76% mothers also believe that vegetarian diets have limited options of protein rich food.
- A well-planned vegetarian diet can provide all the necessary nutrients, including protein. High protein sources such as soybeans, tofu, lentils, chickpeas, kidney beans, nuts and seeds are all great examples of quality vegetarian protein.

How much protein we need?

0.8 grams of protein for 1 KG of weight. (as per The DRI (Dietary Reference Intake))

Which means-

Woman of 60 Kg needs – 48 g of Proteins

Man of 80 Kg needs – 64 g of Proteins

Total Protein in each scoop of VLCC Wellscience

Family Fit Protein – **24 g**

Adults



0.8 grams of protein per kilogram of body weight.

Aging Population



1.2 grams of protein per kilogram of body weight

Athletes



1.2 to 2 grams of protein per kilogram of body weight.

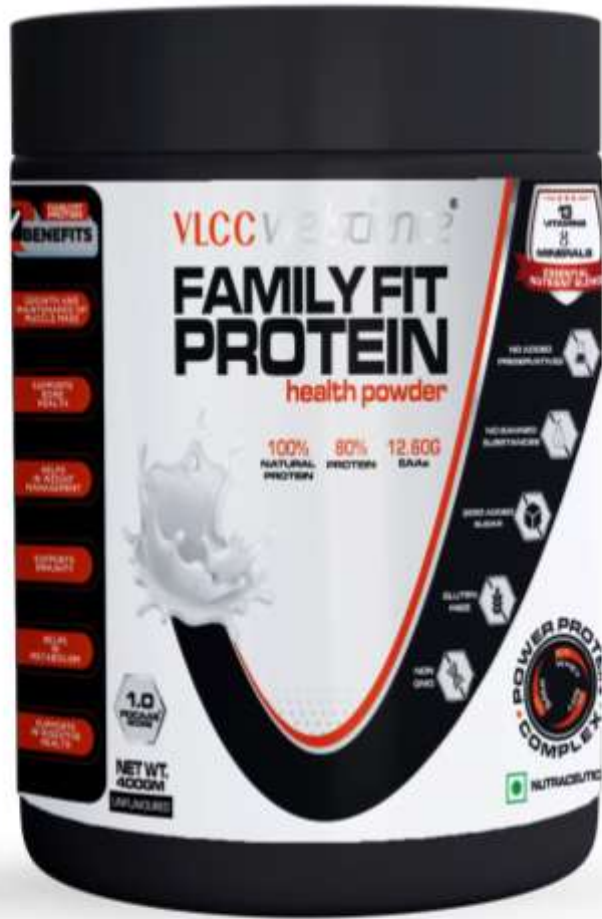
VLCC Wellscience Family Fit Protein





MRP- 1290
Qty- 400 grams

- ❖ **VLCC Wellscience Family Fit Protein** is a complete health drink made for the entire family wellness.
- ❖ It is a unique Protein Powder Complex comprising-
 - Whey Protein Concentrate (80%)
 - Skimmed Milk Protein (19%)
 - Soy Protein Isolate (5%)
 - Vitamins
 - Minerals
 - Essential Amino Acids and
 - Digestive enzymes.
- ❖ It helps build and repair tissues as well as maintain muscle mass in the body, while working as nutrients for bones and muscles for supporting their growth, maintenance and health.
- ❖ It is an unflavored protein that can be used in any way.



MRP- 1290
Qty- 400 grams

- ❖ 100% Natural Protein
- ❖ No Added Preservatives
- ❖ No Banned Substances
- ❖ Zero Added Sugar
- ❖ Gluten Free-Gluten reduces the absorption of nutrients in intestines to some people
- ❖ Non GMO-Taken from Non genetically modified ingredient sources
- ❖ 1.0 PDCAAS Score- Protein Digestibility Corrected Amino Acid Score (PDCAAS) measures protein quality based on human essential amino acid requirements and our ability to digest it. The test protein is compared to a standard amino acid profile and is given a score from 0-1, with a score of 1.0 indicating maximum amino acid digestibility.

Use it any way you want!

Here are some of our favourite ways to use VLCC Wellscience Family Fit unflavoured protein.
Get all the amazing benefits of protein into your meals without changing their taste!



VLCC Family Fit Protein powder is neutral in taste and thus can be easily added to a glass of water, milk, a variety of shakes, juices, buttermilk, curd, soups, atta (flour), bread, cakes, biscuits, or any other food or beverages.

Our Protein V/s Competitors Protein

Name	Composition	Fill size (g)	MRP	Price per (g)
Amway XS Whey Protein Powder Formula 2 (Chocolate)	Whey protein 76.6%, 23g protein per serving; 10g EAAs	1000	4781	4.7
Amway Nutrilite Protein with Green Tea	Soya protein isolate (41.7%) + Green tea (6.04%)	500	2275	4.5
Amway Nutrilite All Plant Protein Powder	Soy, wheat & yellow pea - 80%	1000	4199	4.1
Modicare Well Protein Crest (Chocolate)	soy protein isolate, whey protein, malt extract powder; skimmed milk powder; 8.75g protein in 25g serving	500	1470	2.94
Modicare Well All Plant Protein Powder	Soy protein isolate, wheat protein, pea protein isolate	200	1080	5.4
Modicare Well All Plant Protein Powder	Soy protein isolate, wheat protein, pea protein isolate	500	2399	4.7
Vestige Protein Powder	Soy & Milk, 8.2g protein in 10g serving	500	2350	4.7
Vestige Invigo Nutritional protein powder	Whey & Milk, 5g protein in 30g serving	500	1400	2.8
VLCC Wellscience Family Fit Protein Health Powder (Unflavoured)	Whey 80%, Soy 5%, Skimmed Milk Protein 19%; 24g protein in 30g serving	400	1290	3.2

Thank You