

ASCEND ELITE MUSCLE

ASCEND Elite Muscle contains a highly purified whey protein fraction, NatraBoost BLG, which is rich in naturally occurring branch chain amino acids (BCAA). The following research summary compares muscle strength (anabolic activity) gains achieved with dietary supplementation of NatraBoost BLG compared to a placebo.

Two groups of randomised trial participants undertook defined and controlled resistance training programs 3 times per week for 12 weeks. Immediately after exercise, either 25g of ASCEND Elite Muscle or a placebo was consumed. Knee extensor strength measurement was the key indicator of strength gain. Skeletal muscle biopsy samples from the thigh (vastus lateralis) were used to understand the physiological response, by measuring the activation of key translation initiation proteins and expression of genes regulating muscle hypertrophy/atrophy (ie: muscle development or wasting).

Figure 1 (below) shows a muscle strength increase of 45% was achieved by participants consuming ASCEND Elite Muscle, compared with 19% strength gain for the placebo group.

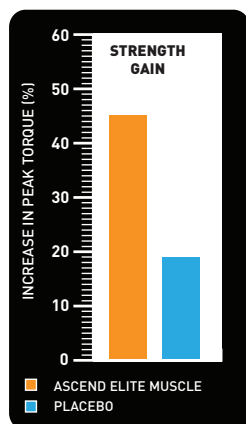


FIGURE 1: COMPARISON OF STRENGTH GAIN IN ASCEND ELITE MUSCLE AND A PLACEBO

These data provide scientific evidence that ASCEND Elite Muscle, in combination with strength training, more than doubles muscle strength compared to the placebo.

Table 1 (below) compares BCAA concentration in ASCEND Elite Muscle with other sources of natural protein.

TABLE 1: COMPARISON OF BCAA CONCENTRATION IN NATURAL PROTEIN SOURCES.

PROTEIN SOURCE	BCAA's per 100g
ASCEND Elite Muscle	26.6
Whole Whey Protein	22
Egg Whites	22
Milk Protein Isolate	20
Soy Protein Isolate	12

MM Farnfield, KA Carey, D Cameron-Smith. Whey protein supplementation and resistance training to enhance muscle growth in young and older adults. Asia Pac. J Clinical Nutr. 2005; 14 Suppl: S69

This work was funded by Dairy Australia.