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NEW STUDY SHOWS MUSCLE-BUILDING LEUCINE AMINO ACID ABSORBS FASTER IN ORYZATEIN[®] RICE PROTEIN THAN IN ANIMAL-BASED WHEY

Clinical Trials Shatter Beliefs about Animal-Only Protein for Bodybuilders

(Los Angeles, CA October 3, 2014) – A 2014 third-party, double-blind, crossover study at the University of Tampa, has shown that leucine, the key amino acid to activate muscle building, was absorbed faster from Oryzatein[®] rice protein than leucine from whey protein, which can be of superior benefit in the sports nutrition industry. ~~This means that it takes less leucine in rice protein than whey to activate the same muscle development. This was a unique finding considering leucine levels are slightly lower in rice protein versus whey protein.~~ The study also found that amino acids in Oryzatein[®] brown rice protein are highly bioavailable and are non-statistically different from whey protein in trained athletes. Amino acids from rice protein ~~appears~~ slower ~~into the bloodstream~~ over time than whey, providing bodybuilders and other athletes with a plant-based alternative to animal-based whey protein to enhance their performance and body composition over a longer period of time. The study was published in the [Journal of Nutrition and Health Sciences](http://www.annepublishers.com/full-text/JNH/306/A-Comparison-of-Blood-Amino-Acid-Concentrations-Following-Ingestion-of-Rice-and-Whey-Protein-Isolate-A-Double-Blind-Crossover-Study.php) (~~www.annepublishers.com/full-text/JNH/306/A-Comparison-of-Blood-Amino-Acid-Concentrations-Following-Ingestion-of-Rice-and-Whey-Protein-Isolate-A-Double-Blind-Crossover-Study.php~~).

The study comes on the heels of a 2013 clinical trial that showed rice protein paralleled whey protein in its ability to build muscle and improve strength and power for the first time. Both studies are shattering long held beliefs that animal-only proteins are needed for superior athletic performance as it relates to muscle gain and performance. The brown rice protein used in both studies is the patent pending and GRAS-approved Oryzatein[®] made by Axiom Foods. Oryzatein[®] brown rice protein is a widely used ingredient in thousands of food products from nutrition bars, to protein powders, non-dairy substitutes, cereals and even cosmetics.

“The benefits of this study show a prolonged delivery of amino acids to the blood and muscles,” said CEO of Axiom Foods, David Janow. “This means that rice protein can aid in athletic performance in a way that was formerly thought only possible with animal proteins, despite leucine levels being slightly lower in rice protein.”

Since 2005 Axiom Foods is the global innovator, manufacturer and distributor of plant protein ingredients, which are used in food, beverage, nutraceutical and cosmetic products from nutrition bars to pasta and non-dairy yogurts to facial cleansers. The world leader in fractioning allergen-friendly rice, pea, oat, sacha inchi amongst other plants, Axiom works in tandem with government certifying bodies throughout the world and other manufacturers to set ethical standards and educate about the power of plant-based proteins and milk-substitutes in the worldwide food supply. Axiom's signature Oryzatein[®] is the only patent-pending, GRAS-approved whole grain brown rice protein of its kind and other Axiom products include sweeteners, dairy-free milk substitutes, flavor enhancers, extrusions, and meat extenders.

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