Product Concept: ‘Brain & Body’

400mg milk phospholipids*
25g protein*

Concept overview

Whether you’re achieving the highest possible level of fitness, checking off to-dos at the office or diving into a challenging project at home, ‘Brain & Body’ is the solution to keep you healthy, productive and help you stay on your game during stressful time.

Perfect before a workout or between meals, ‘Brain & Body’ is a delicious drink designed to help you to stay positive and focused under stress and maintain your physical wellbeing, including supporting muscle build and recovery.

Applicable to a range of flavors, including Chocolate & Vanilla. Easily mixed into water or other cool beverages.

Consumer benefits

• Provides essential protein nutrition as part of a healthy diet.
• Helps to manage the response to stress.
• Helps to stay positive under stress.
• Helps to stay focused under stress.
• Supports muscle build and recovery.
• Natural non-GMO milk phospholipids and whey protein isolate from grass-fed cows.

Key ingredients

NZMP Milk Phospholipids 70
Naturally present in milk as part of the milk fat globule membrane, NZMP Milk Phospholipids 70 are complex lipids. Complex lipids are clinically proven to help manage the effects of stress, helping maintain performance by staying focused and positive. High in whey proteins which support muscle recovery, low in lactose and with a neutral flavor, this ingredient supports formulation flexibility in food and drink applications.

SureProtein™ Whey Protein Isolate 895
An instantized neutral whey protein isolate, low in lactose and fat, that is ideal for nutritional beverage powders. SureProtein™ Whey Protein Isolate 895 is manufactured by ion exchange and proprietary ultra-filtration techniques, generating highly nutritious and soluble whey protein.

This product concept card is designed to show how our ingredients can be used to create products with a range of benefits for you and your consumers.

The information in this document is designed to give a brief overview of the nature and characteristics of our ingredients as at the date of preparation. It does not constitute representations or warranties as to such characteristics, the functionality or potential applications of our ingredients and you must assure yourself of these matters having regard to our detailed product specifications, your specific circumstances and applicable market regulations. NZMP, the nzmp droplet, and SureProtein™ are trademarks of Fonterra Co-operative Group Limited.