

The GNLD Difference: You Decide

Everyone knows the importance of good nutrition and a safe environment. However, so many products today make so many claims that you need to exercise your mind before you make the right choices for your body, your home, and your family.

What's For Breakfast?

After an hour or two at work, do you still feel energized and focused, or have you hit a mid-morning slump? How about your children? Are they staying alert and engaged in class, or are they nodding off at their desks? If you're looking for reasons to explain these declines in alertness, begin by looking at the food on your breakfast table.

Breakfast is when we're supposed to replenish the important nutrient reservoirs that have been depleted throughout the night. While you are sleeping, your body is working hard to rejuvenate, and in doing so, all available nutrients are being utilized. Break the fast! By breakfast time, the average person has been fasting for approximately 12 hours. Your body is now depleted of important nutrients. It needs macro nutrients such as protein, carbohydrates, and fats. Additionally, your body needs micro nutrients such as vitamins, minerals, and an array of phytonutrients.

For You

Your first meal sets you up for a successful day. A nutritious breakfast that delivers a balanced abundance of the nutrients your body needs sets your metabolism for the rest of the day. In addition to providing stable energy levels, it helps keep your mind clear and focused throughout the day and even helps prevent unhealthy cravings, which lead to over-eating and unhealthy snack choices. According to a recent study published in the *International Journal of Obesity*, breakfasts based on the wrong nutrients can sabotage weight-loss efforts. People who began their day with high-quality protein over refined carbohydrates were able to lose 65% more weight, and also reported higher energy throughout the day.¹

For Your Children

For children, breakfast is even more important. A poor breakfast can undermine their health, weaken their immune systems, and disrupt academic focus. Conversely, studies have shown that children who have a nutritious breakfast perform better academically² and

in general, those who have healthy eating habits when young are more likely to have healthy diets as adults.³ So, encouraging a healthy breakfast—and eating one yourself—provides important nutrients, establishes healthy habits, and makes you a positive role model!

While we may have many options for breakfast, for most people convenience and speed are the top criteria. In an effort to begin our hectic schedules, we need some version of “fast food.” But does “fast” necessitate poor nutrition? The ideal breakfast is rich in protein, balanced with carbohydrates and fats, and provides vitamins, minerals, and phytonutrients.

Options for quick and easy breakfast foods are plentiful, but in order to avoid sugar- or fat-packed options, review the nutritional value of your choices. Good nutrition and good health deserve more than quick satisfaction. While a breakfast pastry may sound delicious, the 34 grams of carbohydrates (16 grams of sugar) and only 3 grams of protein make this a poor breakfast choice.

GNLD's GR² Control Shake is a well-balanced meal in the convenience of one glass! This calorie-controlled shake provides 18 grams of protein—including all 22 amino acids—two grams of fiber, and 11 grams of carbohydrates to promote good health and high energy. It is clinically tested and proven to control glycemic response—helping you to avoid the highs and lows caused by many foods. And it's quick and easy! In less than five minutes you can have a tasty breakfast that will get your day off to a solid start.

Your mother was right. Breakfast *is* the most important meal of the day. Skipping breakfast or choosing the wrong type of breakfast will set you (and your family) up for failure. You can begin your day with high calorie, low nutrition choices. Or you can begin your day with a GR² Control Shake, a convenient, well-balanced meal that will help you sustain energy throughout the morning. You Decide.

	GR ² Control Shake	McDonald's Sausage McMuffin w/Egg	Kellogg's Frosted Flakes (3/4 cup dry cereal plus 1/2 cup Fat Free Milk)	Pop Tart (1 pastry)
Calories per serving	120	450	150	210
Protein	18 grams	21 grams	5.2 grams	3 grams
Fat	1.5 grams	27 grams	0 grams	7 grams
Carbohydrates	11 grams	30 grams	27 grams	34 grams
Sugar	9 grams	2 grams	11 grams	16 grams
Vitamin A	25%	20%	15%	10%
Vitamin C	30%	0	10%	0
Calcium	35%	0	15%	0
Iron	30%	25%	25%	10%
Balanced Nutrition	Yes	No	No	No

Percent daily values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs.

References:

1. Vander Wal JS, et al. Egg breakfast enhances weight loss. *Int J Obes (Lond)*. 2008 Oct; 32(10):1545-51.
2. Kleinman RE, et al. Diet, breakfast, and academic performance in children. *Ann Nutr Metab*. 2002;46 Suppl 1:24-30.
3. Story M. The third School Nutrition Dietary Assessment Study: findings and policy implications for improving the health of US children. *J Am Diet Assoc*. 2009 Feb; 109(2 Suppl):S7-13.