

CHOCOLATE MILK SCORES BIG

¹ Karp JR, Johnston JD, Tecklenburg S, Mickleborough TD, Fly AD, Stager JM. Chocolate milk as a post-exercise recovery aid. *International Journal of Sport Nutrition and Exercise Metabolism*. 2006;16:78-91.

² Shirreffs SM, Watson P, Maughan RJ. Milk as an effective post-exercise rehydration drink. *British Journal of Nutrition*. 2007;98:173-180.

³ Wilkinson SB, Tamopolsky MA, MacDonald MJ, MacDonald JR, Armstrong D, Phillips SM. Consumption of fluid skim milk promotes greater muscle protein accretion after resistance exercise than does consumption of an isonitrogenous and isoenergetic soy-protein beverage. *American Journal of Clinical Nutrition*. 2007;85:1031-1040.

⁴ Hartman JW, Tang JE, Wilkinson SB, Tamopolsky MA, Lawrence RL, Fullerton AV, Phillips SM. Consumption of fat-free fluid milk following resistance exercise promotes greater lean mass accretion than soy or carbohydrate consumption in young novice male weightlifters. *American Journal of Clinical Nutrition*. 2007;86:373-381.



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WORK OUT. DRINK UP. BUILD UP.



REACH FOR CHOCOLATE MILK, A SMART SPORTS RECOVERY DRINK.

Lowfat chocolate milk is the complete package, boasting **9 essential nutrients** not found in most traditional sports drinks. Drinking milk after exercising helps refuel muscles with **protein and carbohydrates**, plus fluids and **“electrolytes” such as potassium** help with hydration. Researchers at the University of Indiana found that endurance cyclists who drank chocolate milk after an intense period of cycling were able **to work out longer and with more power during a second workout** compared to when the same athletes drank a carbohydrate replacement beverage, and just as long as when they consumed a traditional fluid replacement beverage.¹ The researchers concluded that chocolate milk, with its high protein and carbohydrate content, may be **an effective and cost-efficient alternative to commercial sports drinks** for recovery from intense workouts.



HYDRATION IS THE NAME OF THE GAME.

Milk provides fluids for hydration (after all, milk is 90% water!) and may help athletes stay hydrated. In a study comparing the effectiveness of lowfat white milk (with or without added sodium), a commercial sports drink and water for rehydrating after intense exercise, all beverages promoted rehydration initially. Milk, however, was **the only beverage that promoted and sustained adequate hydration** throughout the four-hour recovery period.²

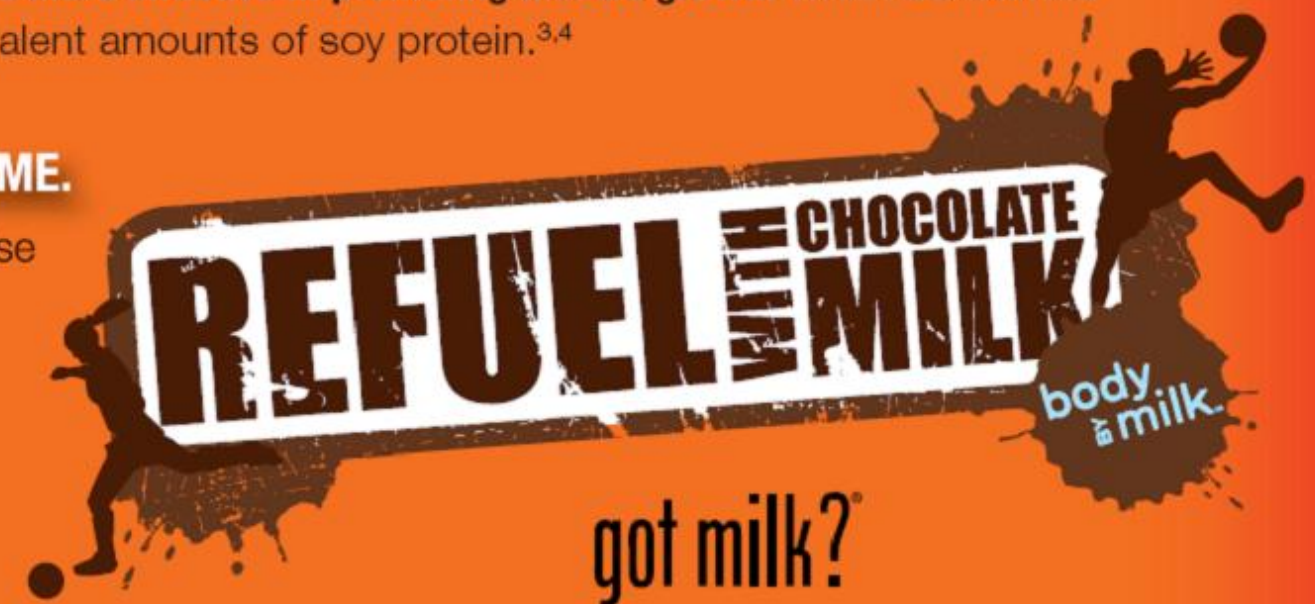
WHEN IT COMES TO MUSCLE MASS, MILK PERFORMS.

Along with exercise, **the high-quality protein in milk helps build muscle**. Studies have found that fat-free milk as a regular part of a post-exercise routine resulted in greater muscle mass buildup compared to certain soy-protein beverages. Researchers concluded that **the proteins in milk were more effective in promoting muscle growth** when consumed after rigorous resistance exercise compared to equivalent amounts of soy protein.^{3,4}



GOT MILK? THEN YOU'VE GOT GAME.

Not only is milk a winning post-exercise beverage choice. It's an easy, delicious way to get **9 essential nutrients** like protein, calcium and vitamin D that teens of all fitness levels need every day.



got milk?