

THE MAGIC OF MILK

FOR YOU AND YOUR CLIENTS



1 IT'S SIMPLE

Just **milk, vitamin A and vitamin D**. Nothing else. Naturally providing calcium, protein, phosphorus and B vitamins. Seems simple enough, doesn't it?

2 IT'S A GOOD SOURCE OF PROTEIN

One cup of **milk** has **8 grams of high quality protein**, meaning it has all essential amino acids and can help re-build and repair muscle tissue.

3 IT'S AVAILABLE LACTOSE-FREE

Have you or your clients been diagnosed with **lactose intolerance** by a physician? Try lactose-free milk. It's simply milk without the lactose, a naturally occurring sugar. Lactose-free cow's milk still has the same 9 essential nutrients!

4 IT'S A SOURCE OF B VITAMINS

The **B vitamins naturally in milk** (riboflavin or B2, pantothenic acid or B5 and niacin or B3) help convert carbs, fats and protein into fuel for the body. Feeling energized yet?

5 IT'S YOU AND YOUR CLIENTS POST-WORKOUT PAL

Sure, low-fat white and chocolate milk are delicious, but research shows they're also an effective **workout recovery drink**. Its protein helps muscles recover after a tough workout and stimulates muscle growth. If that's not good enough, carbohydrate in milk (12 g) and chocolate milk (25 g) helps refuel muscle glycogen and its fluid as well as sodium and potassium — also known as electrolytes — help rehydrate your body and replenish what's lost in sweat. We thought you'd enjoy this a choco-LOT.

It's smooth. It's refreshing. It's one of a kind. It's **difficult to replicate the same natural nutrition** and link to health benefits. We're talking about **cow's milk**, of course, and if it's missing from your diet or your clients' diets, you're probably missing out. Don't just take our word for it — here are 5 cold, hard, delicious facts about milk.

Looking for more? From recovery nutrition to bone health and from lactose intolerance to hydration, National Dairy Council has tons of educational resources, recipes and information you can share with your clients. Visit NationalDairyCouncil.org or DairyGood.org for more.

Still have lingering questions about milk? Or are you looking to connect with your **state/regional dairy council**? Contact Allison (Allison.Parker@dairy.org) at National Dairy Council today!



DairyGood.org
NationalDairyCouncil.org
UndenablyDairy.org