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Press Contacts:  
Alyson Dutch, BROWN + DUTCH PR, INC.,  
[alyson@bdpr.com](mailto:alyson@bdpr.com), 310.456.7151

**FIRST DOUBLE BLIND STUDY SHOWS PLANT-BASED RICE PROTEIN HAS IDENTICAL BENEFITS TO ANIMAL-BASED WHEY PROTEIN FOR MUSCLE GROWTH & REPAIR**

**(Culver City, CA, July 12, 2013 )** -- The findings of a double blind study showed for the first time that plant-based rice protein has identical benefits to dairy-based whey protein. The study results, which used [Growing Naturals'](#) Organic Rice Protein made with [Axiom Foods'](#) Oryzatein®, specifically followed a controlled population of bodybuilders and how they built muscle and experienced the same rates of repair and soreness. The study was published by the [Nutrition Journal](#) (6/19/13) and acknowledged by the highest echelon of sports nutrition experts at the International Society of Sports Nutrition's 10<sup>th</sup> Annual Conference (6/14-15, 2013) and the Nutrition and Exercise Summit (7/10-13/13). The researchers chose Oryzatein® for the study for its unique qualities, foremost being the hexane-free fractioning process used to isolate protein from whole grain brown rice. The full paper of the study in the Nutrition Journal was so well received by the community, it was awarded the status of "#1 most highly accessed."

"In the past, studies have shown that the consumption of animal-derived protein has had a different effect on muscle growth than when paired with plant-based protein such as soy," said Dr. Jaeger. "The results of this study show a change. We found that rice protein isolate administration post resistance exercise decreases fat-mass and increases lean body mass, muscle hypertrophy, power and strength comparable to whey protein isolate."

Dr. Jaeger and his co-author, Dr. Jacob Wilson (University of Tampa, Department of Health Sciences and Human Performance), used 24 healthy, college-aged, resistance-trained participants who consumed 48g of rice or whey protein isolate immediately following training for 8 weeks.

Results showed no significant differences in the ratings between the groups supplemented with rice versus whey for recovery and both groups experienced changes in body composition, strength and power, specifically, muscle mass, strength, and power increased while body fat decreased.

David Janow, CEO, Axiom Foods, Inc., creator, Oryzatein®, said. "Whey protein has been the gold standard of the fitness industry, but intolerance to lactose affects nearly 70% of the world's population; as such this study will make a huge impact."

Axiom Foods is the world's first, largest, and most innovative source for allergen-friendly, hexane-free whole grain brown rice ingredients and known for their natural and proprietary methodologies for extracting fractions of whole grain brown rice and other plant proteins such as pea, sacha inchi, flax and other superfoods. Since 2005, the California-based company has been at the forefront of maximizing the potential of whole grain brown rice in all its forms. Their signature Oryzatein® is the only brown rice

protein of its kind and other products include fibers, syrup solids, milks, flavor enhancers, extrusions, and meat analog fractions.

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