

# OSOAA-A Journey of Wellness

"As compared to men, women usually consume less protein. However, for women protein is very critical to maintain their bone health and density since as we age degenerative changes cause our body to lose bone density." – By Sanchita Jindal, Founder, OSOAA.

## • Tarsh Sharma

To begin with, I would like you to shed light on the importance of protein in everyone's life.

**SJ:** Protein is the most vital nutrient of every cell in our body and helps our bodies carry the day to day biological processes. Protein is essential for everyone from babies to older people, from men to women, to develop and maintain both physical and cognitive health. Our bones, muscles, organs, skin, hair, immune system and everything else that you can think of are mostly made of protein and hence it's the next most important nutrient after water.

Can protein powder be an immunity booster?

**SJ:** Absolutely, Whey Protein powders have a unique blend of 13 essential amino acids and are easier to digest over other proteins which give it the highest PDCAA of 1. Protein plays a critical role in building and repairing body tissues and fighting viral and bacterial infections. The Immune system is strengthened by antibodies that rely on protein. Too little protein in the diet may lead to symptoms of weakness, fatigue, apathy, and poor immunity. If a person has it regularly in a daily

routine. Will there be any side effects of that and what should be the routine to have protein as in general.

**SJ:** Excess of anything is bad. There is a recommended daily dose of protein-based on your body weight and activity level which one must adhere to. Ideally, on average we should be consuming 1gm of protein for each kg of body weight but that may vary from 0.6 to 1.8 gms depending on how active or sedentary our life is. Each meal should consist of certain amount of protein to balance the nutrition intake.

How important is it for working as well as fitness proactive women's.

**SJ:** As compared to men, women usually consume less protein. However, for women protein is very critical to maintain their bone health and density since as we age degenerative changes cause our body to lose bone density. Protein helps women minimize these changes. It also plays a critical role in maintaining a good hormone balance from menopause to menopause. And if that is not enough, it helps them stay lean, manage weight, build muscle mass, maintain shiny hair, glowing skin, and beautiful nail.

Research proven or 'Laboratory tested' what all do the protein powder manufacturers do to make their sale?

**SJ:** To save costs and to claim quicker results often companies add low quality or banned ingredients such as steroids etc. or mix protein with creamers etc that are cheaper and give quicker results but are detrimental to our health in the long term. We blindly run after imported proteins without realising some of these international brands provide their lowest quality whey in India.

Please give your closing comment/ Message to audience

**SJ:** In today's world, where we see life taking diseases on a constant rise, we need to keep a healthy body to keep a healthy mind. We should not blindly run after international brands. As consumers, it is our responsibility to research the products we are buying without blindly following the product claims. We need to focus on holistic lifestyle change which includes not just good nutrition but also daily exercise, sufficient sleep and good emotional health.



You believe in taking risk or plan beforehand.

**SJ:** I usually take calculated risks because without risks it's difficult to grow and develop and also there are so many unknown factors when you make decisions that risk is inevitable. But I do like to have my Plan B ready in case A doesn't work.

a moment where I felt that I can't bounce back from the situation. I strongly believe in the world being the manifestation of our thoughts. Full of gratitude for being blessed.

Favorite industry leader

**SJ:** My favourite has always been my father. I have seen him grow

process, positivity and attitude has tremendously changed. Whenever I fail, feel low or disappointed – I watch that movie an instant mood uplifter and a constant reminder of basics of how we should live our life.

How you spend your day on day off

