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Consumer interest in protein is on fire! According to the “2010 Gallup Study of Nutrient Knowledge and Consumption,” four in 10 consumers are making a strong effort to consume more protein; 55% of those trying to lose weight.

Download a free PDF copy of Dr. Elizabeth Sloan's latest article [Whey Protein](#) from the October issue of *Nutraceuticals World* and learn more about:

- What adults believe protein help.
- What percentage of consumers are aware of what Whey Protein is.
- Whey Protein is expected to reach Mass Market Status by the end of 2011, what does that mean for you?
- What functional food category is going to be the biggest growing over the next 8 years?

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