**ALL NEW!**
**PLANT-BASED ESSENTIALS**

**KETO** APPROVED

**NORTH COAST NATURALS**™/MC

# COLD PRESSED PUMPKIN PROTEIN™/MC

- 100% pure pumpkin—nothing added
- 100% cold pressed, non-GMO
- Clean taste, mixes silky smooth
- 17 g of complete undenatured protein
- Highly digestible & mixes silky smooth
- Richest dietary source of magnesium known
- Great source of zinc and iron


**Our pumpkin protein is a whole food-based option for those looking for a highly digestible**, gluten-free and low-allergenic vegan protein. It delivers all the essential and branched-chain amino acids, making it a complete protein. Mineral deficiencies are commonplace, and our pumpkin protein is naturally rich in three essential minerals (magnesium, zinc and iron) while also providing potassium. Magnesium, in particular, is among the most beneficial minerals as it helps regulate over 300 processes in our bodies, including muscle and nerve function. Each serving provides 62% (260 mg) of the daily value (DV) for magnesium. Pumpkin protein also delivers a cleaner taste than many other vegan proteins—it works especially well in smoothies and shakes. Pumpkin protein is a great alternative to hemp or rice proteins, which have been around for years. Try our new pumpkin protein—we think you'll be pleasantly surprised to find a new dietary friend.

NON-GMO NATURAL VEGAN

Direct from our 2 (BC & Ontario) warehouses 72 hours coast to coast

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**17 G PROTEIN*** **62 %† MAGNESIUM*** **0 G SUGAR***

*PER SERVING †DAILY VALUE

NORTH COAST NATURALS™/MC

## VEGAN PUMPKIN SPICE PROTEIN SMOOTHIE

This recipe not only provides a great source of plant-based protein but the dates & bananas are rich in potassium & the pumpkin spice is an antioxidant powerhouse!

- 1 c. unsweetened almond or coconut milk or water.
- 5 pitted dates, or 1 teaspoon honey, or sweetener of choice
- 1 medium ripe banana
- 3 ½ tbsp. pumpkin seed protein
- ½ teaspoon pumpkin pie spice (1 tsp ground cinnamon, ¼ tsp ground nutmeg, ¼ tsp ground ginger, 1/8 tsp ground cloves)
- 5 ice cubes

Blend all ingredients on high until smooth. Enjoy!

**Research has shown that eating more plant-based protein** can benefit one's health in general[i] while "improving recovery from training"[ii] in specific. A common myth is that all plant-based proteins are incomplete. There are several complete plant-based proteins that contain all the essential amino acids and pumpkin protein is one of them! One of the particularly exciting qualities of pumpkin protein is its rich supply of minerals like magnesium and zinc. Both of these minerals are deficient in many diets.[iii]A recent study suggests that "subclinical magnesium deficiency is rampant and one of the leading causes of chronic diseases...and should be considered a public health crisis."[iv] Dr. Emily Ho, an internationally recognized expert on zinc, states "Zinc deficiencies have been somewhat under the radar because we just don't know that much about mechanisms that control its absorption, role, or even how to test for it in people with any accuracy" Although supplemental magnesium and zinc sources are valuable, try to get as much from your diet as possible. Pumpkin protein is one of the richest sources of whole food dietary magnesium and zinc one can consume.[v,vi]

## Nutrition Facts
## Valeur nutritive

Per 3 ½ tbsp (25 g)
pour 3 ½ c. à soupe (25 g)

| **Calories 90** | % Daily Value* / % valeur quotidienne* |
|---|---|
| **Fat / Lipides** 1.5 g | 2 % |
| Saturated / saturés 0.3 g + Trans / trans 0 g | 2 % |
| **Carbohydrate / Glucides** 2.5 g | |
| Fibre / Fibres 2.5 g | 9 % |
| Sugars / Sucres 0 g | 0 % |
| **Protein / Protéines** 17 g | |
| **Cholesterol / Cholestérol** 0 mg | |
| **Sodium** 0 mg | 0 % |
| Potassium 200 mg | 4 % |
| Calcium 25 mg | 2 % |
| Iron / Fer 5 mg | 28 % |
| Magnesium / Magnésium 260 mg | 62 % |
| Zinc 3.7 mg | 34 % |

*5% or less is **a little**, 15% or more is **a lot**
*5% ou moins c'est **peu**, 15% ou plus c'est **beaucoup**

**Ingredients:** 100% pure, partially defatted pumpkin seed protein powder.

**Suggested use:** Mix, shake or blend 1 serving with 250 ml of water, juice or your preferred beverage.

NON-GMO


[i] AMA Intern Med. 2016;176(10):1453-1463. doi:10.1001/jamainternmed.2016.4182
[ii] J Int Soc Sports Nutr. 2017 Sep 13;14:36.
[iii] Health Canada, Do Canadian Adults Meet Their Nutrient Requirements through Food Intake Alone?, 2012, ISBN: 978-1-100-20026-2
[iv] Open Heart. 2018; 5(1): e000668. Published online 2018 Jan 13. doi: 10.1136/openhrt-2017-000668
[v] USDA Food Composition Databases https://ndb.nal.usda.gov/ndb/nutrients/index
[vi] Canadian Nutrient File – Government of Canada https://food-nutrition.canada.ca/cnf-fce/newNutrientSearch-nouvelleRechercheAliment.do

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