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All-Pro Running Back and Supreme Protein Spokesman Brian Westbrook Emerges as an Unstoppable Force in 2008

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Star running back Brian Westbrook isn't like ordinary, mortal human beings. His speed and power have always been a source of amazement. Now his rapid recovery rate is also raising eyebrows around the league.

In week 5 of the NFL season, Westbrook absorbed a particularly brutal hit in a game against the Washington Redskins, and broke two ribs. And yet, in Week 8, there was Westbrook again, absolutely dismantling the Atlanta Falcons, rushing for a career-high 167 yards and 2 touchdowns, and adding six catches for another 42 yards.

What can you do to show this man down?

This is what opposing teams are asking as they watch Westbrook take a tremendous beating, week after week, and still roll over one team after another as his Philadelphia Eagles gear up for another playoff run.

Brian Westbrook, the Eagles' All Pro running back, has always had a sterling reputation for reporting to camp in superb physical condition. You don't lead the entire NFL in total yards from scrimmage, rushing and receiving, without taking your conditioning very, very seriously. But this year, he looks tighter, more ripped, and more muscular than ever before. He's truly taken his physique to a new level.

Ask the people who work with Westbrook every day, and they'll tell you about the star running back's intense workout regimen. Westbrook himself credits changes in overall diet, including the newest addition to his regimen, Supreme Protein bars. "Supreme Protein® bars were a great discovery for me," the elusive ball carrier says. "I'll usually eat two a day. The flavor is sensational but more importantly they provide superior protein that helps me maintain my strength and lean muscle. On the road, eating clean is usually a challenge but these bars make it a no brainer."

In the Eagles' week 8 game against the Atlanta Falcons, Westbrook's superior conditioning was plainly evident every time he touched the ball. Indeed, he seemed to get stronger as the rest of the players on the field began to tire. In the second half, as the stubborn Falcons and their celebrated rookie QB Matt Ryan continued to hang close to the Eagles, Westbrook simply took over the game. On the opening drive of the third quarter, Westbrook took a handoff on second-and-four and dashed, virtually untouched through Atlanta's defenders for a 16-yard TD dash. Later, with the Eagles clinging to a 20-14 lead, Westbrook took another handoff, sprinted off left tackle, and shifted into overdrive, going 39 yards for the clinching score.

The lesson learned by the Eagles' opponents on that Sunday was unmistakable. Westbrook has always been blazingly fast. He's always been graceful and elusive. And now he's just flat-out stronger, with greater endurance than ever. Stronger than the free safeties, linebackers, and cornerbacks he's meeting—and overpowering—once he slips through the defensive line and into the secondary. And that strikes fear into the hearts of opponents who already had plenty to fear from Westbrook.

"I feel really strong this year," Westbrook says. "I wanted to come into the season with more muscle mass and less body fat and I think I accomplished that. So much of it comes down to superior nutrition. I always train hard but this year I've been extremely strict with my diet, eating only foods that are nutritionally superior for my goals. Every trainer in the league will tell you that quality protein is the foundation of that effort. You look at the nutritional label on a Supreme Protein® bar and you can see that the protein content is second to none. I've never felt better physically than I have this year, and my Supreme Protein filled diet has definitely contributed to this."

For a player of Westbrook's caliber, that's an awesome statement. Last year, in addition to leading the entire league in total yards, Westbrook also set a new career high in rushing yards with 1,333 and set a new Eagles franchise record with 90 receptions. He is, clearly, the NFL's most dangerous all-purpose offensive player. And nothing, including broken ribs, is going to slow him down.

"My team needs me in there," Westbrook says. "There's nothing more frustrating than losing time to an injury. It's important for me to stay healthy, while also staying as lean as possible so I can maintain my speed and power throughout the season. The protein is what gives my diet an edge so that I recover from games and workouts faster."

As a result, Westbrook's sights are set on goals that go beyond the personal benchmarks he set last year. With his remarkable peak physical conditioning, he looks to return his Philadelphia Eagles to the top of the heap in the highly competitive NFC East and onward to the Super Bowl.