

Infographic:

Objectives:

Inform people on what ingredients are in a protein powder.

Show our ingredients & explain why they are nutritious.

Whey protein consists

1. Whey Protein either concentrate, isolate or hydrolysate. Or a blend of 2 or more. Each requires more levels of processing.
2. Thickeners or fillers.
3. Flavors
4. Sweeteners

Whey Concentrate. Most whey is a byproduct of cheese industry. Ours is not. Our cows are grazed & milked specifically to make our whey.

No hormones allowed in AU & their govt is very serious about that. No CAFOs

Our cows are happy.

Concentrate is the least processed version of whey powder. The more a food is processed the fewer cofactors, vitamins & micronutrients remain. The other versions of whey are more pure protein, but does our bodies require the included components to use it most efficient. I use the analogy of if you want vitamin C do you think its better to eat an orange or take a vitamin C pill.

Thickeners/fillers These are typically gums or maltodextrin. Usually processed from corn which 90% of US corn is genetically modified. Digestive concerns with gums, such as, Cellulose. Carregeenan may be linked to colon cancer.

We nutritious milled Flax seed, milled white chia seed & rice bran extract to thicken our product. Flax & Chia are loaded with ALA Omega 3 fatty acids. Our bodies require a percentage of Omega3 & 6 fatty acids. Our diets are far over weighted in Omega6 from processed, fast & unhealthy foods. Our whey helps bring this in balance along with all the known health benefits of Omega3s. Rice bran adds fiber which aids in digestion by slowing down sugar absorption

Flavors may be artificial which have. Our Grass fed Whey uses only natural flavors from non-gmo sources. Some of our products include freeze dried fruit to add flavor. Freeze

dried fruit is the same as fresh fruit except the moisture is extracted. Nutrients remain intact.

Artificial sweeteners, such as, aspartame, acesulfame and sucralose are used in most products. These are usually highly processed or created from unnatural chemicals. I think we all know they aren't healthy. Our product is sweetened with freeze dried coconut water which not only adds sweetness but brings the nutrients and rehydration benefits of coconut water. We also use the highest quality stevia available. Stevia has several components that create the sweet effect. RebA is used as a sugar substitute and is available from 50% to 98%. Most commonly used around 95-97%. Ours is from a single species of stevia plant at an incredible 98%+ purity level.

Our product includes a digestive enzyme blend. Enzymes are microscopic "machines" that assist in many of our body's functions. Without them we wouldn't exist. We have included 3 specific enzymes, lipase, lactase and amylases, which break down the components of whey protein to aid in digestion & absorption.

All of our ingredients bring a functional & nutritional value. Our ingredients are the select & superior quality.