

# TRUProteins

The most nutritious & delicious protein powders

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What makes TRUproteins Grass Fed Whey Protein powder different?  
Every ingredient brings a nutritional value. No no-food components.

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What's in a whey protein powder?

The 4 most common componts of a whey protein powder are:

Whey Protein | Thickeners/Fillers | Flavor | Sweetener

Ours

Theres

<b>Whey Protein Concentrate.</b> Minimally processed to maintain the micro/macro nutrients.(PIC) Our milk is derived from cows that are grass-fed and graze year-round on natural pastures. It is GMO-free, hormone-treatment-free, pesticide and chemical-free (PIC: Happy Cows).	<b>Whey Protein Concentrate/Isolate-hydrolyzed.</b> Highly processed using cross-flow filtration, microfiltration, isolate filtration, hydrolyzation or ion exchange. These processing methods removes the nutrients.(PIC: some type of 1900's era industrial processing machinery). Byproduct of cheese manufacturing. Milk from sick cows held up in CAFOs (concentrated animal feeding operations) Remember, we are what we eat.(PIC: sickly cows packed together)
<b>Flax &amp; Chia seed thickeners. No fillers needed.</b> Flax & chia are a great source for ALA Omega3 fatty acid. Our bodies require a percentage of Omega3 & 6 fatty acids. Our diets are far over weighted in Omega6 from processed, fast & unhealthy foods. (PIC: balance scale) 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 (PIC)	<b>Gums, cellulose, maltodextrin &amp; chemicals</b> Most are processed from corn. 90% of US corn is genetically modified. Cellulose causes digestive issues with some people. Carrageenan may be linked to colon cancer. (PIC)
<b>Only natural flavors from non-gmo sources</b> Sometimes we use freeze dried fruit(PIC: fresh fruit)	<b>Naural &amp; Artificial flavors</b> We dont usually know what really in artificial flavors. The amounts used are below the FDA label requirements. We don't know the health risks associated (PIC)
<b>Sweetened with healthy coconut water &amp; stevia</b> Nutrient rich Freeze dried coconut water = rehydration(PIC). Our stevia is sourced from a	<b>Artificial sweeteners:, aspartame, acesulfame and sucralose are most common.</b>

single species of stevia plant & uses the highest purity level(PIC stevia leaf)	These are usually highly processed or creating from unnatural chemicals. I think we all know they arent healthy
<b>Digestive Enzyme Blend</b> Enzymes are microscopic “machines” that assist in many of our body’s functions. Without them we wouldnt exist. We have included 3 specific enzymes, lipase, lactase and amylases, which breakdown the components of whey protein to aid in digestion & absorption. (PCI)	<b>Rarely Used</b> (PIC)

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