Lifestyle Wellness Academy

Pure Whey Protein

Most people think all protein is the same. It's not.

Imagine pulling up to a gas station with more than 50 pumps — each with a different quality of fuel and each with a different price. That's the protein marketplace and it's incredibly confusing.

So, let's make it a little easier to understand. In simplified terms, the 3 most important factors that affect the value (price) of protein powders are:

• **Quality** • **Process** • **Age**

QUALITY: Protein powders can come from several different sources, including soy, milk and whey (cheese). Most sports nutrition formulas use whey protein. Whey protein formulas are available in different grades where actual protein content can vary from a low of 30% to a high of 80% protein.

Some companies import various forms of protein from Asia and China. Some experts argue that QC issues and time-of-transport can negatively impact the quality of the protein.

This Whey Protien is at the highest level (80%) content and the raw whey is secured from a GMP (Good Manufacturing Practices) compliant whey processing manufacturer in Southern California.

PROCESS: The method by which protein is processed (manufactured) is equally important and even more varied. The process that results in highest quality protein calls for a calibrated, low-temperature environment with precise micro-filtration processes in order to maintain a full spectrum of intact bioactive peptides, including beta-lactoglobulin, alpha-lactabumin, glycomacropeptides, immunoglobulins, bovine serum and lactoferrin as well as other amino acids and nutrients.

This Pure Whey Protein formula starts with a proprietary blend of pure, premium quality, partially pre-digested (hydrolyzed) and micro-filtered whey protein isolate and concentrate and is low-volume, batch processed using the precision protocol as described.

Nutrition Facts

Serving Size 1 Scoop (32 g)
Servings Per Container 28

Amount Per Serving	
Calories 130	Calories From Fat 15
	% Daily Value*
Total Fat 2 g	2 %
Saturated Fat 1 g	5 %
Trans Fat 0 g	0 %
Cholesterol 40 mg	14 %
Sodium 60 mg	3 %
Potassium 260 mg	6 %
Total Carbohydrate 5 g	2 %
Dietary Fiber 1 g	4 %
Sugars 2 g	
Protein 22 g	44 %

Vitamin A	0 %	Vitamin C	0 %
Calcium	10 %	Iron	0 %
Phosphorus	10 %		

Not a significant source of Vitamin A, Vitamin C or Iron.
*Percent Daily Values are based upon a 2,000 calorie diet. Your daily values may be higher or lower depending upon your calorie needs.

	Calories	2,000	2,500
Total Fat	Less than	65 g	80 g
Saturated Fat	Less than	20 g	25 g
Cholesterol	Less than	300 mg	300 mg
Sodium	Less than	2,400 mg	2,400 mg
Potassium		3,500 mg	3,500 mg
Total Carbohydrates		300 g	375 g
Dietary Fiber		25 g	30 g

Calories per gram:
Fat 9 • Carohydrates 4 • Protein 4

INGREDIENTS: Partially predigested [hydrolyzed] and microfiltered **Whey Protein Concentrate and Whey Protein Isolate** [providing di-, tri-, oligo-, and poly-peptides (short, medium and longer chains of peptide bonded amino acids)] and bioactive fractions [45-52 % beta-lactoglobulin, 18-22 % alpha-lactalbumin, 15-20 % glycomacropeptides, 5-7 % immunoglubulins and bovine serum albumin, 1 % lactoferrin and other naturally occuring whey fractions, Natural Cellulose Fiber, Natural and Artificial Flavors, Xanthan Gum and Reb-A (Natural Sweetener from Stevia). **Allergen: Contains Milk.**

AGE: All protein powders experience some form of degrading due to exposure to air and other natural chemical reactions as they age. While there is no getting around the fact that bio-active formulas degrade, there is much debate as to "how much" degradation occurs and "how long" it takes to occur (shelf life).

Some experts maintain that it is alright for a protein powder to sit in a warehouse for 2 years before **making it to a retail store shelf. We disagree!** Some of the world's top athletes use this exact same whey protein powder as a recovery supplement. With that in mind, our philosophy is, ***"Why take chances?"***

This product has not been evaluated by the Food and Drug Administration. It is not intended to diagnose, treat, cure, or prevent any disease. Consult your physician before taking any nutritional supplement.