

Supplement Facts

Serving Size: 2 Scoops (37g)

Servings Per Container: 26

Amount Per Serving		%DV*
Calories	150	
Calories from fat	30	
Total Fat	4 g	6%
Saturated Fat	3 g	15%
Trans Fat	0 g	†
Cholesterol	35 mg	12%
Sodium	220 mg	9%
Potassium	330 mg	9%
Total Carbohydrate	8 g	3%
Dietary Fiber	3 g	12%
Sugar	3 g	†
Protein	20 g	40%
Vitamin A	50 IU	2%
Vitamin C	0 mg	0%
Calcium	135 mg	15%
Iron	0.5 mg	2%
Phosphorus	110 mg	10%
Magnesium	16 mg	4%

* Percent daily value (%DV) is based on a 2,000 calorie diet.

† Daily Value not established.

2g of the 3g Saturated Fat (13 of the 30 fat calories) are MCTs (Medium Chain Triglycerides). MCTs provide energy for digestion and cannot be converted to body fat.

INGREDIENTS: Proto Whey (Micro Peptides from High-DH whey protein hydrolysate), maltodextrin, natural and artificial flavors, MCTs (medium chain triglycerides), SoftPsil (micronized psyllium fiber), fructose, chocolate cookie bits (wheat flour, sugar, canola oil, cocoa processed with alkali, salt, baking soda), soy lecithin, salt, sucralose.

CONTAINS: Milk, Wheat, and Soy (from lecithin).

DIRECTIONS: Add 2 scoops (37g) Proto Whey® to 3/4 cup (6 oz) cold water and shake or stir.

Proto Whey® is designed for use as a primary source of protein and may be used at any time of the day. It may be consumed alone or with carbohydrate foods, depending on individual caloric needs.

This product is accurately packed by weight. Some settling may occur during shipping. To loosen the powder prior to use, simply shake or roll the jar.

powercrunch®

proto whey®

pure high-dh hydrolyzed whey protein

EXCEPTIONAL PROTEIN NUTRITION*
OVER 40% DI & TRIPEPTIDES

cookies & crème

20

GRAMS
PROTEIN

3

GRAMS
FIBER

3

GRAMS
SUGAR

150

CALORIES
PER SERVING

DIETARY SUPPLEMENT

NET WT. 2.1 LBS (962g)

PURE HIGH-DH
HYDROLYZED WHEY PROTEIN

Hydrolysis is the natural intestinal process of breaking down whole proteins found in food and supplements into smaller proteins, called peptides (Micro Peptides™), and amino acids.*

DH is the Degree of Hydrolysis, which indicates the extent to which the protein has been broken down. Higher DH means more rapid and complete absorption.* In order to be absorbed, protein must be hydrolyzed down to amino acids or to the smallest peptides, called di and tripeptides.

Whole proteins, including whey isolates, concentrates, caseins, soy, and blends are large proteins and naturally contain little to no Micro Peptides™ and no di and tripeptides. **Proto Whey® is 100% Micro Peptides™, of which, up to 40% are di and tripeptides.***

*These statements have not been evaluated by the FDA. This product is not intended to diagnose, treat, cure or prevent any disease.

powercrunch®
protein genius™



The Einstein of Protein™



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be • energy

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TARGETED PROTEIN DELIVERY™

The di and tripeptides in Proto Whey® target the PEPT-1 transporter which transports over 8,400 different di and tripeptides. Whole protein digestion relies heavily on amino acid transporters which are far more specific and transport only a fraction of what PEPT-1 transporters do.*

The speed and efficiency of the PEPT-1 transport system allows for faster delivery of protein throughout the body and bypasses other systems that can limit the delivery of amino acids.*

Di and tripeptides carry metabolic information not present in amino acids. High-DH proteins deliver protein into the blood primarily as di and tripeptides whereas whole protein digestion often results in single amino acids.

MORE PROTO WHEY® ADVANTAGES

- ⊕ Requires less breakdown and digestive energy than whole proteins.
- ⊕ Contains 10 grams of essential amino acids per serving. EAAs cannot be synthesized by the body and must be supplied by the diet.
- ⊕ Employs DEM™ (digestive energy matrix), a unique combination of SoftPsil® micronized psyllium fiber and MCTs (medium chain triglycerides) to provide digestive energy and help maintain optimum intestinal health.
- ⊕ High-DH reduces allergenicity.*
- ⊕ Low glycemic response.*
- ⊕ Mixes easily - no blender required.
- ⊕ Industry-leading, rich and creamy taste profile.

FOR THE SCIENCE MINDED

For information on DTP™ High-DH Hydrolysates, PEPT-1 Transporters, Micro Peptides™ and even more technology behind all Power Crunch products, visit powercrunch.com.