Muscle Elements TRUTH: Honest Naturally Sweetened Protein

written by Mike Roberto | September 8, 2014

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Today, the CEO of Muscle Elements, Eric Tomko, revealed their long-awaited **Truth** product:

A 100% open formula company, with a *100% open formula protein!*

This is nearly unheard of in the industry, and Muscle Elements is delivering everything that we've wanted consumers to get.

Eric Tomko Discusses the TRUTH Behind TRUTH

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T.R.U.T.H. stands for *Taking Responsibility to Utilize Transparency and Honesty*.

Who is Eric Tomko?

Don't think you know Eric? I'll bet you do.

Eric was a head honcho at BSN for several years – he was one of the main guys behind the launch of the original NO-Xplode and Syntha-6.

That’s right: he is one of the guys responsible for ***creating*** **the pre-workout category!**

Can he change the industry a second time around?

Who knows, but let’s just say that **we’re not betting against him**. Tomko knows his business, and he’s got a team of rock stars around him at Me.

The Truth protein ingredients

See the still from the video below:

The TRUTH Behind Muscle Elements’ New Protein

- ### The Good

  The Truth is gives us just that (“the truth”) when revealing the make up of its protein blend. Very few companies give the entire breakdown of their protein blend, but we have a gram-by-gram breakdown of each of the 4 types of protein included in The Truth.

  As you can see, Truth will have the following:

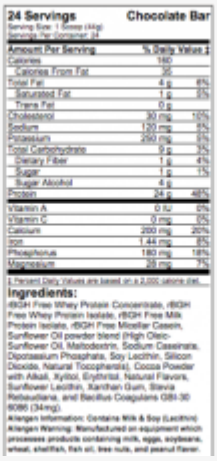
  - **24g protein**
    - 9g whey protein concentrate (WPC-80)
    - 6g whey protein isolate (WPI-90)
    - 4.5g milk protein isolate
    - 4.5g micellar casein

  At PricePlow, we’re thrilled anytime a company lists the exact content of

their whey protein concentrate (WPC-80, in this case). Normally, companies only state “whey protein concentrate” on the label. In case you weren’t in the know, whey protein concentrates varies anywhere from 35-80% protein by weight.[1] The Truth uses WPC-80 which means that 80% of the concentrate is pure protein with minimal amounts of fat and carbs. When other companies just list WPC on the label, you could be getting 35% protein or 80%, you really have no idea of the actual protein content.

The Truth also utilizes two isolate forms of protein, whey and milk. Whey protein isolate is a great option for those who have experienced previous digestive issues with pure whey concentrate products before as it’s has little to no lactose remaining after processing. Milk protein isolate consists mostly of casein protein, so this will lend a rich and creamy texture to your protein shakes.

The final protein included is everyone’s anti-catabolic overnight protein, micellar casein. This is the slowest digesting protein obtained from milk and will help keep you full and deliver some nice robust flavor to the overall powder. Muscle Elements isn’t done just yet with “the goods.” In addition to itemizing their entire protein blend, The Truth is also:



The Truth is one of the rare breeds of protein that gives the exact composition of the various proteins contained in its blend AND includes no artificial sweeteners!

- rBGH Free (no growth hormones)
- No artificial colors
- No artificial sweeteners
- No artificial flavors
- No amino acid spiking / trickery / confusion / deception

This looks like a very good mix that will combine texture, mixability, taste, *and* value. And knowing Mr. Tomko, it's likely going to taste ridiculously good.

Update: *On the note of "no artificial sweeteners", we've enjoyed this protein so much that we are now ranking it as the #1 naturally-sweetened protein powder in our* ***Best Protein Powder*** *buyer's guide!*

Why is this a big deal?

If this is your first time on our blog, then a must-read is our write-up on Amino Acid Spiking, which explains how companies are using FDA "loopholes" to legally give you inferior protein products.

Meanwhile, there are also companies that are *illegally* lying about the contents of their protein. We will continue to fight against both of these practices, while supporting companies like Muscle Elements who open up the labels more.

Muscle Elements has taken this one step further by posting lab test results of their protein powders! You can check the actual test reports yourself. Simply go to the Lab Test Results page on Muscle Element's website,enter your the lot numberin the text boxto find "the TRUTH" on your particular bag of protein. Side note, the lot number can be found on the back of the package in the lower right-hand corner.

This is yet another trend that we're starting to see more and more of in the supplement industry, as companies such as MusclePharm and BPI have begun posting testing results to assure their loyal fans that what they are paying for is what they are actually getting! Thumbs up to M.e. for staying ahead of the curve and giving the people what they want, transparency and test results!

rBGH Free Protein Powder?

At the 2017 Arnold Sports Festival, Mike asked Eric Tomko how you can trust

protein labeled as rGBH-Free:

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The Truth Reveal

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Macronutrient Breakdown

- **Calories:** 150 (35 calories from fat)
- **Protein:** 24g
- **Fat:** 4g (1g saturated)
- **Carbs:** 8-9g (8g for Vanilla and 9g for Chocolate)
- **Fiber:** 0-1g (depending on flavor)

Sweeteners

In terms of sweeteners, you have a mix of sugar alcohols (Erythritol and Xylitol) followed by Stevia.

We like these sweeteners for the most part, but have to admit that there being no artificial sweeteners does concern us a bit (regarding taste) – most stevia-based powders have a bitterness to them, so we'll find out about that soon …

Our initial review?

Holy chocolate bar!

If you like **dark chocolate**, you're going to *love* the chocolate bar flavor. It's dark and it's phenomenal!

With an open formula and this taste, Muscle Elements has put themselves on our Best Protein Powder flowchart *and* has firmly placed themselves in the Top 10 list as well!

Flavors Available

Currently, The T.R.U.T.H. is available in two flavors:**Chocolate Bar** and**Vanilla Wafer**. You can get either, or both, of these flavors in a 24-serving 2.3-lb tub, just make sure to check the widgets on this page for where to get the best deal.

We already told you how rich and delicious tasting Chocolate Bar flavor is, we have the same high hopes for the Vanilla Wafer flavor as well!

Wrap Up

The T.R.U.T.H. is a one-stop shop for all of your protein needs. It's packs 24g of high quality protein, with no fillers or free form aminos to detract from its wholesome goodness. Sure there are only two flavors, as of right now, BUT knowing how masterful Eric is in the flavoring department, you can rest assured that it will be one of the best tasting proteins to have ever passed your lips. So, grab a tub and let us know your thoughts and what flavors you'd like to see in the future!

References

1. *Carunchia Whetstine ME, Croissant AE, Drake MA Characterization of dried whey protein concentrate and isolate flavor . J Dairy Sci. (2005)*