

Supplement Nutrition Labels are Now on PricePLOW!

written by Mike Roberto | July 22, 2015

Today, we're proud to announce that **PricePLOW now has nutrition labels!**

To be more exact, 81% of PricePLOW's products have ingredient labels.

This post is about how it works, and what we're doing with that information next.

Updated product page design

We redesigned the product pages a little bit, stuffing even more information in, and making it work a *lot* better on mobile browsers.

On a desktop/laptop browser, you'll now see the label, courtesy of our Muscle Elements AmiNo Flow page:

The screenshot shows the product page for Muscle Elements AmiNo Flow. The page layout includes a header with navigation links (Overview, Prices, Get Price Alerts, Buy Now) and a breadcrumb trail (Home > Brands > Muscle Elements > AmiNo Flow). The product category is identified as BCAA Powder. The main content area is divided into three columns: a text description on the left, a product image in the center, and a nutrition label on the right. The text description highlights the product as a 'pioneering' fusion of essential amino acids and nitric oxide boosters, specifically for weight lifters. The product image shows a white and orange container of AmiNo Flow. The nutrition label is titled '30 Servings - Fruit Punch' and lists various nutrients and their amounts per serving, along with their percentage of daily value. A 'Read more' button is located at the bottom of the nutrition label. To the right of the nutrition label, there is a 'Quick Links to Best Prices' section with a table showing the size (30 Servings) and best price (\$30.00), along with buttons for 'Go to Store' and 'Add to vCart'. Below this, there is a link to 'Compare all prices from all stores' and a link to 'See all Muscle Elements Products'.

Muscle Elements AmiNo Flow Overview Prices [Get Price Alerts](#) [Buy Now](#)

Home > Brands > Muscle Elements > AmiNo Flow Product Category: BCAA Powder

AmiNO Flow is a most powerful (you could even say pioneering) new fusion of essential amino acids with nitric oxide boosters. All you need to know in one short sentence is that **this product is THE BCAA Supplement for Weight Lifters.** To understand why, keep reading:

Serious weight lifters and bodybuilders always take BCAAs during their workout, and also generally use an NO product pre workout to increase strength and pumps, but up until now the two have largely been kept apart in separate supplements.

There have been a few cracks

AmiNo flow Multi-Purpose BCAA & NO Support Formula

30 Wm

Muscle Elements AmiNo Flow [Get Price Alerts](#)

30 Servings - Fruit Punch

Amount Per Serving	% DV *
Calories	0 0%
Total Carbohydrate	0g 10%
Sugars	0g 10%
Calcium	100mg 10%
Magnesium	40mg 13%
Phosphorus	150mg 15%
Sodium	80mg 8%
Muscle Growth & Recovery Elements:	
Instant BCAA Blend	5,000mg **
3:1:2	
L-Taurine	1,000mg **
Pump & Transport Elements:	
L-Citrulline	2,000mg **
AgmaMAX® (Agmatine Sulfate)	250mg **
L-Histidine	125mg **
L-Ornithine HCl	125mg **
Grape Seed Extract 95%	75mg **
Hydration & Endurance Elements:	
Disodium Phosphate	250mg **
Dicalcium Phosphate	250mg **
Dimagnesium Phosphate	250mg **

* % Daily Value (DV) is based on a 2,000 calorie diet

[Read more](#)

[Quick Links to Best Prices](#)

Size	Best Price
30 Servings	\$30.00

[Go to Store](#) [Add to vCart](#)

[Compare all prices from all stores](#)

[See all Muscle Elements Products](#)

As you can see, we jammed the label in there, and the actual text content is what got the shaft. But do any of you read that stuff anyway?

The ingredient label has its own scrollbar, making the insanely long ones easier to see. But if you click on the *Read More* button, the nutrition facts label will automatically expand.

We'll be updating that Read More button this week with a fresher design.

The Mobile Layout

The mobile layout before this was a total mess. Now we have this:



Muscle Elements AmiNo Flow

Overview Prices

Home > Brands > Muscle Elements > AmiNo Flow



Muscle Elements AmiNo Flow [Get Price Alerts](#)



Quick Links to Best Prices

Size	Best Price
30 Servings	\$30.00
Go to Store	
Add to vCart	

[Compare all prices from all stores](#)



[See all Muscle Elements Products](#)

Ingredients

30 Servings - Fruit Punch

Serving Size: 1 Scoop (12.5g)
Servings Per Container: 30

Amount Per Serving		% DV *
Calories	0	0%
Total Carbohydrate	0g	10%
Sugars	0g	10%
Calcium	100mg	10%
Magnesium	40mg	13%
Phosphorus	150mg	15%
Sodium	60mg	8%
Muscle Growth & Recovery Elements:		
Instant BCAA Blend 3:1:2	5,000mg	**
L-Taurine	1,000mg	**
Pump & Transport Elements:		
L-Citrulline	2,000mg	**
AgmaMAX® (Agmatine Sulfate)	250mg	**
L-Histidine	125mg	**
L-Ornithine HCl	125mg	**
Grape Seed Extract 95%	75mg	**
Hydration & Endurance Elements:		
Disodium Phosphate	250mg	**
Dicalcium Phosphate	250mg	**
Dimagnesium Phosphate	250mg	**

* % Daily Value (DV) is based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.
† Daily Value (DV) not established.

Other Ingredients:

[Click here to read about AmiNo Flow](#)

Much better than the mess we had before!

You should first see image, the quick deals links, the ingredients, and you can click to read the actual product description. After that come the *full* price comparison listings.

The Tech

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Servings Per Container: 30

Amount Per Serving		% DV *
Calories	0	0%
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Muscle Growth & Recovery Elements:		
Instant BCAA Blend 3:1:2	5,000mg	**
L-Taurine	1,000mg	**
Pump & Transport Elements:		
L-Citrulline	2,000mg	**
AgmaMAX® (Agmatine Sulfate)	250mg	**
L-Histidine	125mg	**
L-Ornithine HCl	125mg	**
Grape Seed Extract 95%	75mg	**
Hydration & Endurance Elements:		
Disodium Phosphate	250mg	**
Dicalcium Phosphate	250mg	**
Dimagnesium Phosphate	250mg	**

* % Daily Value (DV) is based on a 2,000 calorie diet. Your daily values may be higher or lower based on your calorie needs.

Love this stuff! We will need to add a divider between the 'Nutrition' part and the 'Ingredients' part (ie between the Sodium and the Muscle Growth & Recovery Blend)

This shouldn't seem like a big deal – after all, most stores have labels, right?

But we're not a store, so it *is* a big deal for a few reasons:

- There is no real *standard* for ingredient labels.
- Most stores simply have labels that are saved as basic HTML.
- There is no official database for ingredient labels. You'd think the FDA or some agency would maintain one, but they do not.

So, like everything else on this site, we have to duct tape together what we can. A common tech phrase that applies to us on almost all fronts is that *"PricePlow is the dog that eats the cat's poop."*

But we try our best to the **best damned poop-eating dog out there**, and the ingredient labels don't look too shabby for a v1 release.

Note to Brands

Hey brand ambassadors: If your labels aren't up on PricePlow, get in touch with us. We'll have to setup an 'official' way to get an ingredient label off of a CSV file, for instance.

Thanks for reading – keep plowing it down until next time!

– Mike and the Team at PricePlow



Behind the scenes, PricePlow's latest technology looks something like this. Image courtesy *Strapping Young Lad*. City is one of the greatest heavy metal lifting albums of all time.