

Alpha Lion G.O.A.T.EIN: (Now-Discontinued) Protein Powder

written by Mike Roberto | July 15, 2019

Regardless of the type of training you practice – there's one thing you likely emphasize over all else: *growing better and stronger!* In order to do that, recovery must be given a huge amount of attention. Recovering from tough training session isn't always as easy as we'd like, but there's one thing that controls how well your muscles rebuild – quality *protein!*



Almost everyone has used a protein powder at some point in their lives, and most major supplement companies have a line for this muscle-building necessity. If you exercise, and hope to reap the full benefits of your training, make no mistake about it – having a solid protein powder in your life makes things a whole lot easier!

There are a *ton* of different proteins to choose from – from clean and pure to dirty and candy-filled. But there's a new class of proteins out there: those that push the limits in *new* directions – with advanced absorption and *muscle protein synthesis amplifiers!*



Big bold claims inside! Alpha Lion's G.O.A.T.EIN boasts a powerful raw whey isolate and *three* protein amplifiers!

The SuperHuman Brand Goes Protein – in a BIG way!

The brand behind the legendary *SuperHuman* pre workout supplement, *Alpha Lion*, has a ton of unique supplements, but not a protein. At this stage, with so many potent releases, they can't just put out a *plain* protein powder. So they're going BIG, with one they're claiming to be the *greatest of all time*, or *G.O.A.T.* So much so that it's right in the name.

Meet *G.O.A.T.EIN*

We're excited to introduce you to **Alpha Lion G.O.A.T.EIN**, a highly advanced – and *extremely effective* – whey protein isolate that's packed with a *ton* of extras. Unlike other powders out there, G.O.A.T.EIN packs *more than just protein*, separating itself from the competition and moving into the conversation for the most powerful protein powder label we've seen, full stop!

In this post, we'll unload on all you need to know about this monster of an isolate – the protein sources, macros, and all of the extra *fun* stuff Alpha Lion sprinkled in! Before we get into that, however, make sure you're subscribed to

PricePLOW so you can stay up-to-date with our Alpha Lion news, reviews, and giveaways:

Alpha Lion G.O.A.TEIN – Deals and Price Drop Alerts

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Get G.O.A.TEIN Price Alerts Get Alpha Lion alerts Get Whey Protein Isolate price drops

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G.O.A.T.EIN – Built with the 4 Pillars of Greatness

Most protein powders, whether they're isolates, concentrates, or even blends, really only have one core ingredient – protein. That's not necessarily a bad thing – we'd take issue with a protein powder that *lacked* a significant amount of protein! But it also means that most powders are pretty similar, and they usually don't look to provide additional benefits.

Supplement Facts

Servings per Container: 25
Serving Size: 1 Scoop (32g)

	Amount Per Serving	% Daily Value*
Calories	102	--
Total Fat	<1g	<1%*
Saturated	0g	--
Cholesterol	5.8mg	<1%*
Sodium	67mg	2.5%*
Potassium	120mg	3.5%*
Total Carbohydrates	2.7g	<1%*
Dietary Fiber	<1g	<1%*
Sugars	<1g	--
Protein	25g	50%*
Whey Protein Isolate: Protein(200 D), Isolated Whey Protein Isolate (90% Soluble), 25g of Complete Protein(Zero-lax Inactivated, protein, Isolated with Sunflower Lecithin)	25g	**
Velocidol® (synthetic chromium complex)	2000mg	**
AcidGuard®	250mg	**
Astragin® (Astragalus membranaceus root), Patent Pending(2002)	50mg	**

*Percent daily values are based on a diet of 2,000 calories a day.
**Daily percent values not established.

Other Ingredients: Natural & Artificial Flavors, Xanthan Gum, Sucralose, Acesulfame Potassium, Gelatin, Milk.

ALLERGEN INFORMATION: This product is manufactured in a facility that processes other products which may contain dairy, wheat, nuts, fish, and eggs.

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Isolated Whey Protein Isolate is a registered trademark of Lionpaw 21, LLC.
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AlphaLion is a registered trademark of Alpha Lion (USA) Co.

GET GAINS...NOT GAS!

Recommended Use:

Add 1-2 scoops (32g-64g) to 8-12 ounces of water or your favorite drink. (Sweeten to taste!)

Shake, Blend, or Stir for 30 seconds until you're ready to guzzle those gains!

Enjoy immediately after you crush your workout or whenever you need to meet your daily protein requirements.

TYPICAL AMINO ACID PROFILE	
	Amount Per Serving (Scoop) (32g)
Aspartic Acid	2400 mg
Threonine	1500 mg
Serine	1200 mg
Glutamic Acid	3700 mg
Cysteine	400 mg
Alanine	1170 mg
Valine	1400 mg
Isoleucine	1100 mg
Leucine	2700 mg
Tyrosine	700 mg
Phenylalanine	700 mg
Histidine	600 mg
Lysine	2200 mg
Arginine	600 mg
Proline	1870 mg
Cysteine	670 mg
Methionine	670 mg
Tryptophan	400 mg

FULL LABEL DISCLOSURE

- 🚫 NO AMINO SPIKING
- 🚫 NO PROPRIETARY BLENDS
- 🚫 NO FILLERS OR EXCIPIENTS
- 🚫 SOY AND GLUTEN FREE
- 🚫 NO ION EXCHANGE WHEY
- 🚫 NO ARTIFICIAL COLORS

Built Upon the *Four Pillars of Greatness*, G.O.A.TEIN is no standard whey protein isolate here!

Alpha Lion bucks that trend with *G.O.A.T.EIN*, which uses its self-dubbed “4 Pillars of Greatness” to stake its claim in the G.O.A.T. discussion! Each of

these are described in detail below, but here's the quick list:

1. The *first* pillar is built with **Velositol**. This muscle protein synthesis stimulator primes your body for growth, getting your muscles ready to put the incoming protein to use!
2. **AminoGen** is the *second* pillar here. While MPS might be ready, the rest of your body may not be set up for success. This ingredient gets your digestive system warmed up and prepared, equipping it with the digestive enzymes it needs to fully utilize the amino acids within the ingested protein.
3. The *third* pillar is the backstage-working **AstraGin**. This ingredient helps boost overall bioavailability, in addition to amplifying the effects of the two previously mentioned pillars!
4. Pillar *four* may be the most important of all – *the protein* itself! Specifically, we have Glanbia Nutritionals' **Provon 290 SFL protein** and its **incredible BCAA/EAA profile**. Without this muscle-enhancing macronutrient, the frame of the monument G.O.A.T.EIN looks to build would be massively incomplete. With the body ready, optimized for muscle growth, you can bet that all of the whey isolate here is being *fully utilized!*

G.O.A.T.EIN Ingredients

Now let's dig deeper into just what elevates this protein powder from the others!

- **Whey Protein Isolate (Provon 290 SFL) – 28g**



G.O.A.T.EIN is first and foremost a **pure whey protein isolate (WPI)**, which is just about the cleanest form of protein a supplement can contain. Alpha Lion is using a patented variation from *Glanbia Nutritionals* called **Provon 290 SFL**, a fully-optimized formula that contains pure, *undenatured* proteins from whey.[1] Glanbia Nutritionals provides a superior BCAA and EAA profile due to

cross flow microfiltration (which they originated). Instantized into a powder via *sunflower lecithin*, this stuff is the fast-digesting, effective protein your muscles need post-exercise!

But, if you're a little unsure about what exactly WPI is, allow us to explain!

Lightest form of whey protein there is!

Deriving an extracted powder from whey is a relatively straightforward process – it's really just up to the manufacturer to decide what their desired final product is. The first step involves removing all non-protein constituents from pasteurized whey, which can yield anywhere between 25- 80% protein, called *whey protein concentrate (WPC)*. [2] This concentrate is more than solely protein, however – it still holds some of the fat and carbohydrate content of milk.

For a more purified form of protein, *more processing* can be done, deriving a final product of around 88-92% protein by weight. [3] This is what we call *whey protein isolate (WPI)* – it's essentially *just* protein, stripped of most of the sugars and fats leftover in WPC. Unless you're diligently following a precise diet plan, this shouldn't be your main concern when comparing WPI to other proteins, however. The main advantage WPI has over other alternatives is its *lack of "other stuff" – including way less lactose!*



That's right, *Bulging Banana* is one of the flavors on the menu! Alpha Lion always makes things interesting, to say the least

Stripped of most lactose!

You've likely heard about **lactose**, the sugar contained in milk, before – oftentimes in a negative light. It's by no means a bad thing – it's simply a sugar made of *glucose* and *galactose*,[4] which is broken down by an enzyme called *lactase* in digestion.

The issue with lactose stems from its relationship with *lactase*. Some people, such as those that are *lactose-intolerant* or even “lactose sensitive”, lack the ability to produce enough of this enzyme to effectively break down lactose. This leads to things like stomach pain or other digestion issues, all of which are pretty undesirable. Thus, some people are scared off of dairy, and rightfully so. However, the existence of WPI shifts the conversation a bit!

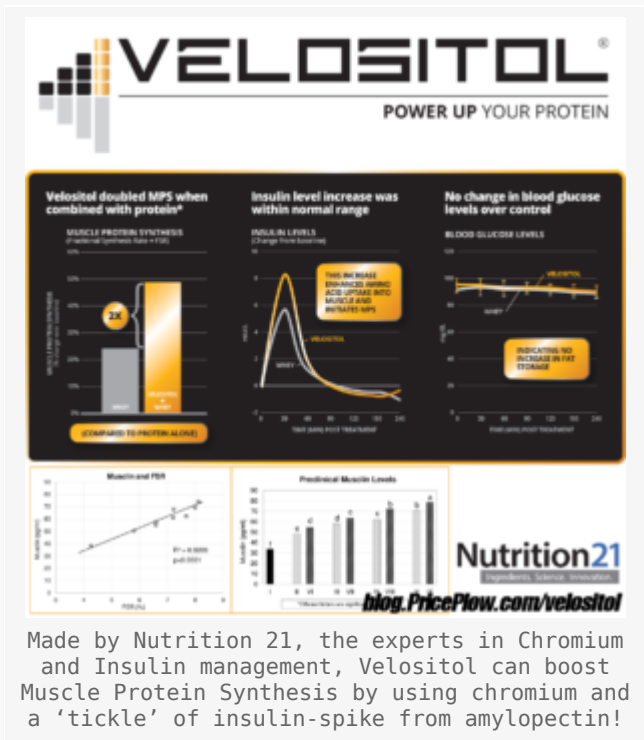
Whey protein isolate contains *as little as 1% of lactose*, much less than the 4% held by whey protein concentrate.[5] What this means is that *WPI is essentially lactose-free*, making it suitable for those who have issues with lactose! No need to worry if you're lactose-sensitive, G.O.A.T.EIN can still be an option for you!b

It's also worth noting that WPIs are *faster-digesting* than WPCs, due to the absence of fats and carbs.[6] If getting protein to your muscles as fast as possible is a priority for you, then a whey isolate is definitely your best bet!

G.O.A.T.EIN uses a WPI that is 90% protein by weight, processed perfectly via cross-flow microfiltration. Alpha Lion is *not* messing around here – there's *no amino spiking, proprietary blends, fillers, or excipients!* At the end of the day, they're simply delivering 25g of complete, *ultra-pure* protein – the stuff your muscles *crave* post-workout that can truly help take recovery and growth to the next level!

- **Velositol[®] (amylopectin chromium complex) – 2000mg**

Alright, now that we've covered the base that makes up this awesome formula, let's get into the *fun stuff!*

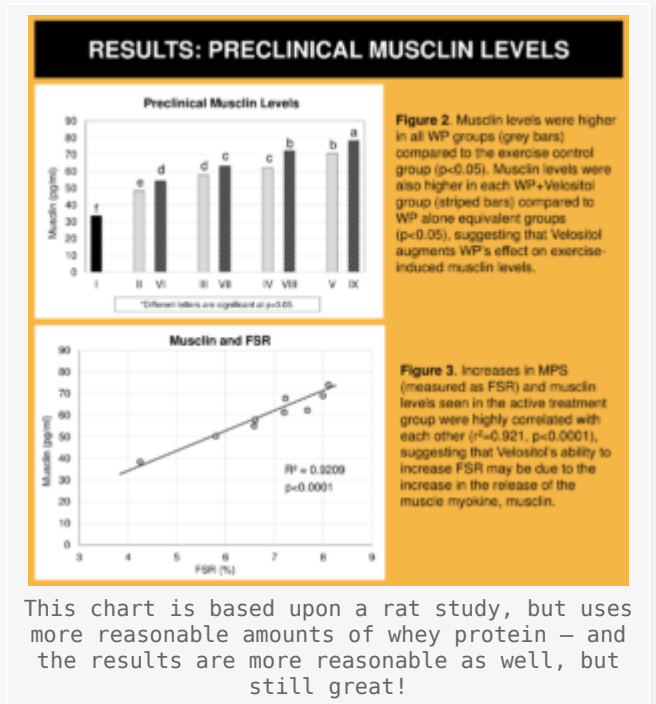


Velositol is a relatively new supplement ingredient from *Nutrition 21*, is here to help increase muscle protein synthesis (MPS). Using a bit of amylopectin starch, Velositol *lightly spikes insulin, but does so without spiking your blood sugar*. Its chromium complex then jumps in, helping shuttle nutrients into the cells, which enhances MPS levels. All of this is made easier when you're looking to refuel after a workout, too!

Research is *ridiculously encouraging*

While still in the early stages, research on Velositol is extremely promising, with a few studies already suggesting a ton of potential.

One study from 2017 tested the effect that 2g of the ingredient had if taken with 6g of whey protein, compared to only 6g of protein alone. These scientists found that the fractional rate of MPS was *twice as high* (48% compared to 24%) in those that took both Velositol and protein.[7] That's *insane* – but it is important to consider just how low this protein dose is. In order to validate these findings, a test using *higher* protein doses was conducted!

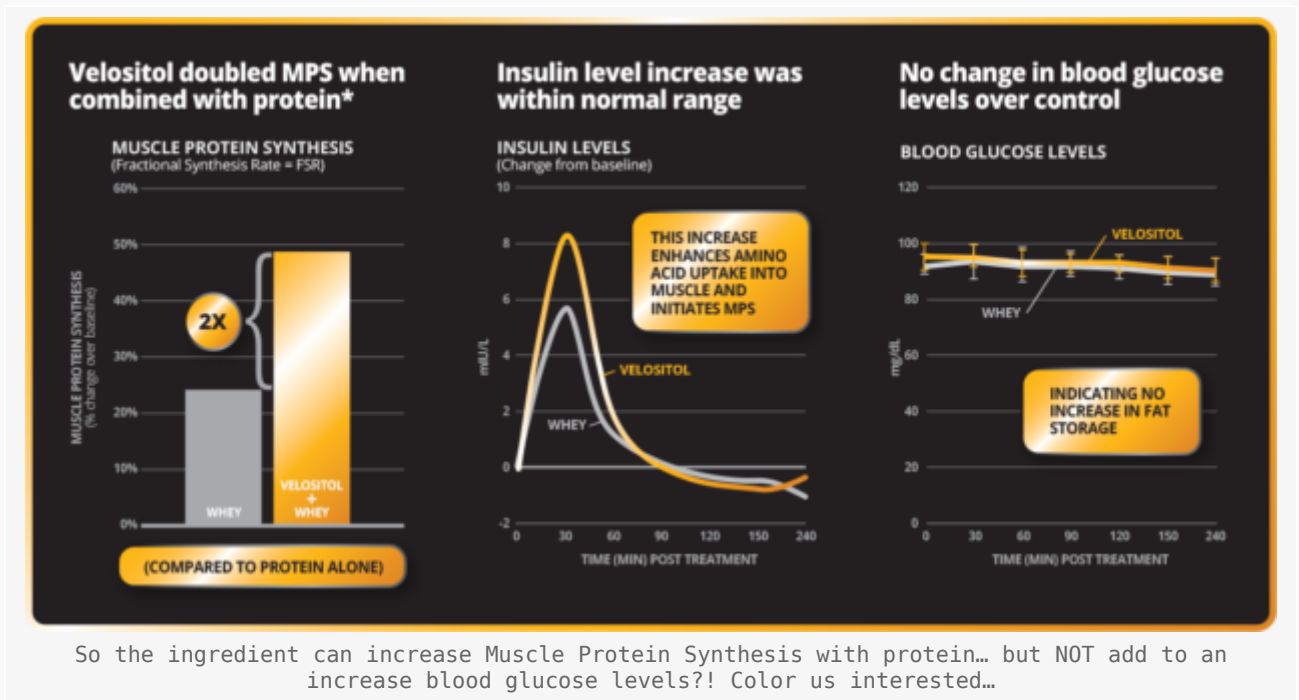


In a follow-up, mice were administered *human-equivalent* doses of protein that approximated a human range of 6g to 40g of the muscle-building macronutrient. Using similar controls, they actually saw the *same doubled rate* in the 6g doses, while also finding *higher rates of MPS at higher doses!*[8] Sure, MPS wasn't necessarily doubled at the highest protein dose, but an increase is *still significant*, regardless!

More research, especially more studies funded by *Nutrition 21* are on the way, but we're nonetheless on board with Velositol. The effects it showed thus far can't be disputed, and the science behind it is comprehensible and reasonable. We'll be on the lookout for new findings, but as it stands, we think Alpha Lion made an *incredibly smart* decision using a *solid 2g of it* in their WPI. Elevating MPS while consuming fast-digesting protein creates a highly anabolic environment *primed* for muscle-building!

We have a video with Nutrition 21 where you can learn more about Velositol below.

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- **AminoGen** – 250mg

Continuing its battle against poor absorption, G.O.A.T.EIN also contains **AminoGen**, a patented blend of *digestive enzymes* that help breakdown proteins after consumption.[9] It doesn't help accelerate absorption, though – it helps you **use the protein more effectively!**



Proteins are made of amino acids, with a complete protein (such as we have here) containing all 9 of the *essential amino acids (EAAs)*. These compounds are what allow your muscles to grow, and are what make protein such a vital macronutrient. Thus, being able to absorb as many amino acids as possible after consuming protein is of paramount importance. While there's not too much research out there, AminoGen actually shows significant potential in helping facilitate amino absorption!

In research from 2008, subjects were given either 2.5g of AminoGen, 5g of AminoGen, or a placebo in conjunction with 50g of protein. Testing the effects over the course of 4 hours, the researchers found that *total serum amino acid levels were significantly higher* in each group receiving AminoGen,

compared to placebo.[9] They also saw a dose-dependent relationship, with levels of most of the amino acids being *higher in those receiving the higher dose of AminoGen*.[9] Having more amino acids in the blood means that they're freed up for use, allowing your body to put them to work!

As promising as this study may be, the doses of AminoGen used were massive compared to the 250mg we have in G.O.A.T.EIN. That being said, we still believe that the dose here is *still enough to boost amino acid retention levels*, maximizing the effects of this isolate!

- **Astragin** (Astragalus membranaceus [root], Panax notoginseng [root])
– 50mg



While we're pretty familiar with absorption enhancers like **Astragin**, we're used to seeing it on the labels of *other* supplements, like pre-workouts or post-workout formulas. That being said, that doesn't mean it's an odd inclusion here by any means! No, based on what science has found, Astragin may make *more sense* in a protein powder like G.O.A.T.EIN than anything else!

Increases absorption rates *and* reduces gastrointestinal inflammation

Astragin comes to us from *NuLiv Science*, a company who has not been shy about providing overwhelming evidence that their ingredient is incredibly effective. One of their first studies tested the effects of the compound in rats, with multiple measures taken to gain a comprehensive understanding of the mechanisms at play. What they found was truly intriguing:

- Increases absorption of amino acids by 25-67%, [10]
- Increases vitamin absorption by as much as 50%, [11]
- Increases liver ATP production by 18%, [12]
- Reduces intestinal wall inflammation by 73%. [13]



Clearly, this stuff helps boost a *bunch* of different things within the body, most of which relate to the goals Alpha Lion has set for their top-notch protein. G.O.A.T.EIN delivers crucial amino acids, which Astragin[®] helps make more bioavailable. It also uses WPI to minimize gastrointestinal stress, something that Astragin[®] *can further enhance*. This innovative compound assists in further elevating the key effects of G.O.A.T.EIN, and that's not even the entire story!

It increases muscle protein synthesis, as well!

Muscle protein synthesis is triggered within the *mechanistic target of rapamycin (mTOR) pathway*, which itself is heavily stimulated by the amino acid *leucine*. We're not going to get too much into how all that works, but it's important to understand leucine's role in order to connect the dots a bit. Because Astragin[®] has been shown to *increase leucine absorption by as much as 58%*,^[10] *muscle protein synthesis levels increase*, as well!

Additional research supports this, as well. Studies have cited the *insulin-regulating* and *muscle cell-stimulating* effects of different compounds within Astragin[®],^[14,15] which *also* happen to stimulate MPS.

At first glance, Astragin[®] might seem like a peculiar inclusion here. But once you dive into the research, it makes *complete sense*. It both helps the *absorption* and *digestion* of protein, in addition to *enhancing its effects*! Sounds like it's spot on this label is warranted if you ask us!

- Sweeteners and thickening agents



Speaking of sweet, check our Alpha Lion SuperHuman Supreme page – there still may be some of these limited time launches (like Freedom Juice) available!

Rounding out this label is the stuff used to deliver both a great *taste* and satisfying *texture*! G.O.A.T.EIN makes use of *natural and artificial flavors*, which includes both **sucralose** and **acesulfame potassium (ace-K)**. This is no major surprise in a whey isolate – we’re familiar with Alpha Lion’s *awesome* flavoring system (Hulk Juice SuperHuman anyone?), and if a bit of these two sweeteners help pack a mouth-watering taste, that’s fine by us! But some people try to avoid them for personal reasons, so we felt the need to point them out!

We should also mention that there are *no artificial colorings* used in G.O.A.T.EIN, so you don’t have to worry about any of those, at least!

Helping deliver a shake-like consistency is **xanthan gum**. This polysaccharide is a common binding agent, and is one of the top such ingredients on the market. Providing a desirable consistency in WPIs can sometimes be a bit difficult, due to its significant lack of thickness (because it’s such an isolated protein). We’re not sure how much is here, but we’ve no doubt it’s enough to bring a great, thick texture to a mixed up scoop!

Nutritional Facts

Supplement Facts		
Servings per Container: 25		
Serving Size: 1 Scoop (32g)		
	Amount Per Serving	% Daily Value*
Calories	112	--
Total Fat	<1g	<1%*
Saturated	0g	--
Cholesterol	5.6mg	<1%*
Sodium	67mg	2.5%*
Potassium	128mg	3.5%*
Total Carbohydrates	2.7g	<1%*
Dietary Fiber	<1g	<1%*
Sugars	<1g	**
Protein	25g	50%
Whey Protein Isolate: Provon®290 SFL <small>(Instantized Whey Protein Isolate 90% delivering 25g of Complete Protein)(Cross-flow microfiltration process. Instantized with Sunflower Lecithin)</small>	28g	**
Velositol® (amylpectin chromium complex)	2000mg	**
AminoGen®	250mg	**
Astragin® <small>Astragin® (Astragalus membranaceus (root), Panax notoginseng (root))</small>	50mg	**
*Percent daily values are based on a 2,000 calorie diet **Daily percent value not established		
Other Ingredients: Natural & Artificial Flavors, Xanthan Gum, Sucralose, Acesulfame Potassium, Contains Milk.		

Let's take a look at that label again

While the macronutrients may vary slightly from flavor to flavor, they're relatively consistent across the board. In each 32g scoop of G.O.A.T.EIN, here's what you can expect:

- **Calories:** 112
- **Protein:** 25g
- **Carbohydrates:** 2.7g (2g comes from the Velositol)
 - **Fiber:** <1g
 - Less than 1g of **sugar!**
- **Fat:** <1g

Again, WPIs tend to have a great macronutrient profile, allowing a lot of flexibility in terms of fitting it in one's diet. Coming in with *barely* any fat or carbs, with *less than 1g of sugar*, G.O.A.T.EIN surely has the nutrition to warrant a claim for the best protein powder there is!

Flavors

Alpha Lion spends a ton of their energy optimizing their formulas, but that

doesn't mean they stop there! No, these guys are *always* sure to perfect their flavors, consistently putting out some of the *best* flavors in the industry, regardless of the type of product!

Here are the *awesome*, G.O.A.T.-worthy flavors you can find this muscle-building WPI powder in:

Alpha Lion – no stranger to making *bold statements!*

Coming out of the gate and claiming to be the best protein in the game (and right there in the *name* no less) is absolutely a daring claim. With so many options on the market, you really need to separate from the pack in order to back up that statement. That being said, this isn't the first time Alpha Lion has exuded this level of confidence – they rarely ever knock on a door before entering, they kick the door *down!*



Feeling Super Human? Get on the Orange Gainsicle!

We've seen this confident abruptness from these guys in the past. Their pre-workout formula, *SuperHuman*, aims to power your workouts so intensely that you feel like you're training to star in the next superhero cinematic blockbuster. If that formula isn't *strong enough* for you, perhaps their *SuperHuman Supreme* would do the trick! With flavors like "Hulk Juice" or stars-and-stripes themed "Patriotic Pineapple", clearly Alpha Lion isn't afraid to make a statement!

Given their history, we shouldn't be surprised when we see that they've named their whey protein isolate G.O.A.T.EIN. Alpha Lion knows how well-formulated their products are, and they rightfully think highly of them. Their confidence shines through in their branding and marketing, and they never back down from a challenge. These guys are pretty consistent, as well, even when it comes to *their own name* – wouldn't you expect a *lion* to reign supreme over the rest of the pack?

Conclusion: Alpha Lion continues their contention for king of the jungle!



Vein-Poppin' Vanilla... no vasodilators inside (that's what Komodo Pump is for!)

These days, debates about “the greatest of all time” rage throughout society. People will go on for days about who the best brand or basketball player ever is – heck, you'll even have people take strong stances on what the greatest *ice cream flavor* of all time is!

The discourse around what the top protein powder out there is will likely rage on for all eternity, however, that doesn't mean a company can't hit us with a product that makes the conversation *much more interesting!* In G.O.A.T.EIN from Alpha Lion, we're not just getting a *super-pure* whey protein isolate, no way. On top of a quality, fast-digesting, virtually lactose-free form of whey, we're receiving key *muscle-building* facilitators – the stuff you need to ensure all 25g of protein is being put to *maximum use!*

Lions are often regarded as the king of the jungle, holding the top spot among all the other animals. A “G.O.A.T.” is held in a similar light, reigning supreme

over all else in whichever category it's being discussed in. Alpha Lion is no stranger to staking their claim as top dog, and in G.O.A.T.EIN, they've released a *serious* contender for the greatest whey isolate you can get your hands (or paws) on!

Alpha Lion G.O.A.T.EIN – Deals and Price Drop Alerts

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Get G.O.A.T.EIN Price Alerts Get Alpha Lion alerts Get Whey Protein Isolate price drops

Also get hot deal alerts

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