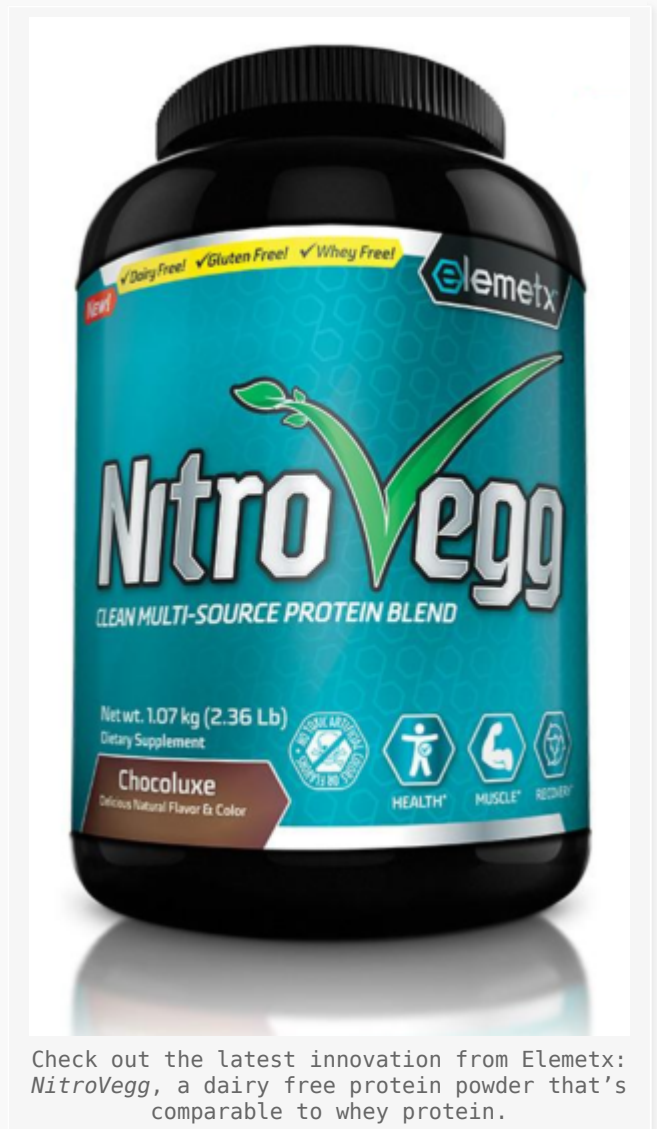


Elemetx NitroVegg – Ovo-Vegetarian Friendly Protein Powder

written by Mike Roberto | October 31, 2017



Fast-growing Canadian brand **Elemetx** is known for making effective supplements that offer a little something different than what you usually find at your local supplement shop. If you're looking for a dairy-free protein but you're cool with some egg whites, you've come to the right post!

The brand that brought the energetic pre workout **Payload-ATP** and temperature spiking fat burner **ThermoxyShred**, is about to create some even bigger waves with the release of their latest product, a protein powder shunning dairy for that of plants and eggs!

NitroVegg is a dairy-free protein powder using a unique matrix of alternative protein sources to provide a well-balanced amino acid profile that rivals that of whey protein.

But note, it's not a *vegan* protein – it has *egg whites* inside, so it's best *ovo-*

vegetarians and up!

All the details are down below, but before we get there, take a moment to check the best deal and sign up for alerts from PricePLOW, but compare against Elementx.com directly too!

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NitroVegg Ingredients

NitroVegg uses various sources of vegetable, seed, and egg white proteins to create a protein powder free of dairy, gluten, and soy all with zero sugars. This is sure to be one unlike anything you've seen before.

- **Protein Blend**

Vanillalicious

Supplement Facts

30 servings per container

Serving size 1 Scoop (33.8g)

Amount per serving

Calories 140

% Daily Value†

Total Fat 2.5 g **3%**

Saturated Fat 2.5 g **13%**

Trans Fat 0 g

Cholesterol 0 mg **0%**

Sodium 230 mg **10%**

Total Carbohydrate 5 g **2%**

Dietary Fiber 1 g **3%**

Total Sugars 0 g

Includes 0 g Added Sugars **0%**

Protein 24 g

Calcium 51 mg **4%**

Iron 5 mg **30%**

Potassium 95 mg **2%**

† The % Daily Value (DV) tells you how much a nutrient in a serving of food contributes to a daily diet. 2,000 calories a day is used for general nutrition advice.

NitroVegg uses a unique mix of egg, plant, and seed based protein to create a one of a kind protein powder.

Elementx is using a blend of proteins you won't find in any other product on the market.

The brand uses a total of *seven* different protein sources, and for those of you curious how the brand gets such a robust amino acid profile from non-dairy sources, here's the list of proteins contained in NitroVegg:

- Pea Protein Isolate
- Rice Protein Concentrate
- Egg White Albumin
- Organic Hemp Protein Powder
- Alfalfa Concentrate
- Quinoa Powder
- Chia Seed Powder

Plant-fueled protein powders are notorious for the thick, chalky, and dirt-like texture. Based on our tasting review, NitroVegg still has a bit of that “earthiness”, but **the texture is much more palatable than other plant-based / vegan powders** on the market.

Standing toe to toe with Whey

Elemetx is making some pretty bold claims in regards to NitroVegg offering a comparable amino acid profile to that of whey protein, so we asked how they were able to create a product that stood toe-to-toe with the “king” of protein powders:

“The calculation to obtain the PDCAA value referenced the values in the chart attached 10-24 (Adults). Our rate limiting amino acid with the Pea and Rice blend alone is identified as Tryptophan. The inclusion of Egg white (and seed proteins to an extent) help bring this amino acid value up to where it needs to be at and also provide a smoother, creamier texture to rice and pea alone.” – Elemetx HQ

- **Coconut Oil Powder**

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PROTEIN AND AMINO ACIDS

TABLE 10-24 Proposed Amino Acid Scoring Patterns for Infants, Preschool Children, and Adults Based on Estimated Requirements for Protein and Indispensable Amino Acids

| Amino Acid | Infants ^a | Preschool Children (1-3 y) | | Adults (18+ y) | |
|--------------------------|----------------------|-----------------------------|-----------------------|-----------------------------|-----------------------|
| | (mg/g protein) | (mg/g protein) ^b | (mg/g N) ^c | (mg/g protein) ^b | (mg/g N) ^c |
| Histidine | 23 | 18 | 114 | 17 | 104 |
| Isoleucine | 57 | 25 | 156 | 23 | 142 |
| Leucine | 101 | 55 | 341 | 52 | 322 |
| Lysine | 69 | 31 | 320 | 47 | 294 |
| Methionine + cysteine | 38 | 25 | 156 | 23 | 142 |
| Phenylalanine + tyrosine | 87 | 47 | 291 | 41 | 256 |
| Threonine | 47 | 27 | 170 | 24 | 152 |
| Tryptophan | 18 | 7 | 43 | 6 | 38 |
| Valine | 56 | 32 | 199 | 29 | 180 |

^a Pattern based on amino acid composition of human milk (from Table 10-18).
^b Pattern derived from (EAR for amino acid ÷ EAR for protein); for 1-3 y group, where EAR for protein = 0.88 g/kg/d; for adults, EAR for protein = 0.66 g/kg/d. EAR is Estimated Average Requirement.
^c Calculated as (mg/g protein) × 0.25.

Here’s a closeup of the chart Elemetx referenced when calculating their PDAACS rating for NitroVegg.

Beloved by Paleo and Keto followers, coconut oil has gained increasing popularity over the years as man begins to understand how the unique fats contained within the coconut aid the body. More specifically, coconut oil is high in **lauric acid**, which aids lipoprotein metabolism and, therefore, cholesterol levels.[1,2] Some research even points to medium chain triglycerides (MCTs) like lauric acid preventing cognitive decline, offering

some neuroprotective qualities.[3]

It's also simply a highly natural thickener that is quite shelf stable.

- **The Rest**

Rounding out Elemetx NitroVegg is the usual assortment of players found in proteins to enhance the taste, texture, and sweetness of the protein, though these number of additives is far LESS than you'll find in other proteins. Those other ingredients are *natural flavor*, *tapioca dextrin*, *organic guar gum*, *sucralose*, and *stevia leaf extract*.

The use of stevia allows for less sucralose – we're not against sucralose in reasonable doses, and enjoy blends that keep it as natural as possible.



Ovo-Vegetarians Rejoice – It's a "vegetable protein" that's not afraid to use some egg whites!

Why Dairy Free?

"Well, we believe and know in particular how hard it is to have control over the chain of custody on dairy proteins. The largest issue we have with dairy proteins is the fact that literally thousands of cattle and from multiple farms

are processed after the by-product is collected from the waste of cheesemaking. There is a lot of potential for an amount of impurities/health issues with some of that milk before it was processed into cheese. Cheesemaking itself can be a single source product, but its by product whey is processed en masse and requires a consistent stream of raw unprocessed liquid whey.

As well, the cattle/dairy industry is very different than it used to be 20 years ago, and the health and welfare of these animals is in dire straights in order to make these milk factories produce profits. This is why specifically you could sometimes buy the same protein product but maybe one of the batches could upset your stomach and other not. A lot of farms use automatic milking/collection with pen style layouts, and few actual people keeping an eye out for the care of these animals.

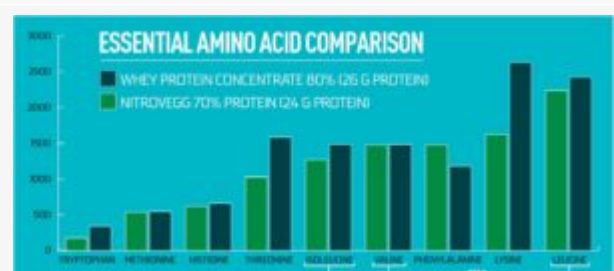
Dairy proteins are also the world's largest allergen and require huge amounts of milk to be processed to achieve just a single scoop of whey protein. Lastly – the dairy/cattle industry is the #1 contributor to greenhouse gases around the world.

So lots of reasons to make a switch to a more sustainable, healthier and nutritionally varied product.”

– Elemetx HQ

Macros

Each scoop of NitroVegg weighs in at 33-35g (depending on flavor) and contains the following nutritional breakdown:



Here's how NitroVegg stacks up against whey protein.

- **Calories:** 140
- **Protein:** 24-25g
- **Carbs:** 5-6g (1g fiber, 0g added sugar)
- **Fat:** 2.5g (2.5g saturated)

Flavors Available

Nitrovegg currently has two flavors available for those looking for a high quality protein that's dairy-free, but not necessarily vegan. Those two flavors are **chocoluxe** and **vanillicious**.

#ditchthewhey Campaign

As you can probably tell, Elemetx is a brand that likes to do things a tad bit differently than other companies in the industry. Keeping with their unique way of conducting themselves, Elemetx has started a #ditchthewhey campaign where you tell Elemetx why you ditched your whey and help spread the word about using alternative protein sources!

Takeaway

Dairy free proteins are a tough sell due to the overwhelming popularity (and affordability) of whey proteins. However, the portion of lactose-intolerant individuals and those looking to reduce their consumption of animal-based proteins continues to rise and that means there's a growing demand (and need) for high quality, delicious tasting proteins that offer a comparable amino acid profile yet avoid dairy altogether. Elemetx has provided all of that, and then some, in NitroVegg.

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References

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