

Inspired Nutraceuticals Rebirths Protein+ and ISO-PF Protein Powders

written by Mike Roberto | March 17, 2023

Inspired Nutraceuticals is on what can only be described as a *blitzkrieg* recently. Hot off the heels of the launch of **FSU Serum**, a stimulant-free pre-workout glycerol *liquid* packed with pump-inducing ingredients, Inspired is out with not one, but *two* new protein offerings.

Beyond Whey: Taking Protein a Step (or Two) Further



They're *back* – Inspired Nutraceuticals has rebirthed their **Protein+** and **ISO-PF** proteins in some *epic* new flavors!

When it comes to protein supplementation, whey protein is the standard. It's so ubiquitous, in fact, that it can be hard for a protein product to stand apart in what is essentially a *commodified* market.

Recently, brands have been experimenting with adding additional ingredients to whey protein powders in an effort to boost effectiveness and absorption. Inspired has released two such fortified protein powders in the same day, for an

epic St. Patrick's Day that has an epic limited-edition flavor:

Inspired Nutraceuticals Launches ISO-PF and Protein+

The first protein launch from Inspired is the revival of Inspired's **ISO-PF**, which contains a whey protein isolate powder made from *pasture-fed cows*. If you've ever seen the happy, satiated look of pasture-fed cows versus the stressed-out energy of feedlot cows, you know that whatever food-products come from pasture-fed cows *has* to be more nutritious.

In addition, Inspired is releasing **Protein+**, a protein blend that contains *collagen, digestive enzymes, and probiotics* to target joint health and absorption. Absorption is key. How well your body can digest protein is just as, if not more, important than the form of protein you feed it.

We're going to break down how the two new formulas work, but first let's check out PricePLOW for some good Inspired deals.

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• ISO-PF Ingredients

ISO-PF is a whey protein isolate powder, but crucially, it uses whey made from the milk of pasture-fed cows. Each 28.5 gram scoop of ISO-PF contains *25 grams* of premium pasture-fed whey protein.



Pasture-Fed Whey Protein Isolate

As we said, whey protein is the gold standard for protein supplementation. Whey protein is derived from cow's milk and contains all nine essential amino acids, making it a complete protein and *perfect* for that extra protein boost to meet your macro goals.

For ISO-PF, Inspired uses whey protein isolate (WPI), which is the purest form of protein on the market, with a protein content of at least 90% by weight. This means that, compared to other forms of whey protein, such as whey protein concentrate (WPC), isolate contains very minimal quantities of carbs, fats, and lactose. This leads to an improvement in digestibility and makes it extremely simple to track macronutrients.

Where ISO-PF really shines, however, is that the WPI used in the formula comes from cows that have been pasture-raised. This is important because grass-fed cows tend to be far healthier and more humanely-treated than their feedlot counterparts. Cows that have led lives with high levels of stress-hormones, on the other hand, lead to far less nutritious end products.

SUPPLEMENT FACTS		
Serving Size: 1 Scoop (29.1g)		
Servings Per Container: about 31		
	Amount Per Serving	%Daily Value*
Calories	100	
Total Fat	0 g	0%
Saturated Fat	0 g	0%
Trans Fat	0 g	**
Cholesterol	3 mg	1%
Total Carbohydrate	1 g	<1%
Dietary Fiber	0 g	0%
Total Sugars	1 g	**
Includes 0g Added Sugars		0%
Protein	25 g	
Calcium	118 mg	9%
Iron	0.14 mg	1%
Sodium	72 mg	3%
Potassium	127 mg	3%

* Percent Daily Values are based on a 2,000 calorie diet.
** Daily Value not established

ISO-PF flavors

Protein+ is launching with three permanent flavors: *Nilla White Chocolate*, *Red Velvet Brownie*, and *Street Cart Churro*. In addition, there will be a limited-release flavor in celebration of Saint Patrick's Day: *Limited Charmz!*

• Inspired Nutraceuticals Protein+

Inspired Protein+ brings a unique angle – the inclusion of *collagen peptides*, *digestive enzymes* and a *probiotic*, all with the goal of addressing not just muscle gain, but also joint recovery and gut health.

Whey Protein Blend – 24.681g



It's back, and it's better than ever

Protein+ contains a blend of whey protein isolate (WPI) and whey protein concentrate (WPC). As stated above, WPI is the purer of the two, clocking in at over 90% pure protein by weight. WPC is slightly less purified, usually falling somewhere between 25% to 89% protein content by weight. This doesn't mean that WPC is of a lower quality than WPI, but it does mean that it contains more lactose which needs to be digested.

Hydrolyzed Bovine Collagen Peptides – 5.555g

Collagen can be thought of as the *glue* that keeps skin and other soft tissues together. The beauty-related benefits of collagen have been well-established, but why is it included in a protein powder?

While collagen does contain protein, it is not considered a complete protein, meaning it does not contain all nine essential amino acids. It is for this reason that it shouldn't be considered a substitute for whey protein or another complete protein source. That said, collagen has been shown to be very effective at promoting joint health, which is a vital element of *recovery* and athletic sustainability.[1]

DigeSEB Digestive Enzymes – 250mg

DigeSEB is a patented digestive enzyme blend that helps to increase the *absorption* of the other ingredients in Protein+. Absorption is a key issue when discussing protein supplementation, because if your body can't absorb the protein, it offers no benefit. Here are the five enzymes contained in DigeSEB:



- **Amylase** breaks down starches into sugars
- **Lactase** breaks down the lactose from the whey protein into galactose and glucose
- **Protease** breaks down protein into amino acids and peptides
- **Lipase** helps the body digest fats
- **Cellulase** breaks down cellulose into glucose

Combined, these powerful enzymes offer the best shot at making sure your body is able to utilize all of the protein in Protein+.

DE-111 Probiotic – 500 Million CFU (5mg)

DE-111 is a probiotic ingredient made of the *Bacillus subtilis*. Probiotics are healthy bacteria within the digestive tract that help the body digest nutrients effectively. Maintaining suitable levels of these bacteria is extremely important, as gut health and digestion have wide-ranging health implications, including even mental health.[2,3]

The primary goal with the inclusion of DE-111 here, though, is *digestion*. Combined with DigeSEB, Protein+ goes a long way towards optimizing protein absorption – and, as a result, the benefits that arise from protein supplementation.

Protein+ flavors

SUPPLEMENT FACTS		
Serving Size: 1 Scoop (32.5g)		
Servings Per Container: 28		
	Amount Per Serving	%Daily Value*
Calories	120	
Total Fat	2 g	3%
Saturated Fat	1 g	5%
Trans Fat	0 g	**
Cholesterol	0 mg	0%
Total Carbohydrate	2 g	1%
Dietary Fiber	0 g	0%
Total Sugars	2 g	**
Includes 0g Added Sugars		0%
Protein	25 g	
Calcium	117 mg	9%
Iron	0.4 mg	2%
Phosphorus	96 mg	8%
Magnesium	17 mg	4%
Chloride	174 mg	8%
Sodium	168 mg	8%
Potassium	128 mg	3%
MORE THAN A PROTEIN, IT'S PROTEIN+ MATRIX		
Whey Protein Concentrate, Whey Protein Isolate	24,661 mg	**
Hydrolyzed Bovine Collagen Peptides	5,555 mg	**
Digestive Enzyme Blend:	250 mg	**
Amylases, Lactase, Proteases, Lipase, Cellulase (Dige5IB™)		
Bacillus subtilis (DE111®)	500 Million CFU (5mg)	**

* Percent Daily Values are based on a 2,000 calorie diet.
 ** Daily Value not established

Protein+ is launching with three permanent flavors: *Vanilla Marshmallow*, *Tarro Cookie Monster*, and *Hot Fudge Sundae*. Like ISO-PF, Protein+ is also releasing a *Limited Charmz* flavor!

Next-gen protein powders

They're *back* – Inspired Nutraceuticals has rebirthed their **Protein+** and **ISO-PF** proteins in some *epic* new flavors!

Once again, as we mentioned in our *FSU Serum* article, the direction of Inspired Nutraceuticals is insanely exciting. They now have the funding to do what they've always wanted, and we're seeing that come to fruition with some *incredible* looking products. As expected from Inspired Nutra, the branding and

formulation is *on point*.

There are only a couple supplements that are near-universally accepted to be effective and worth the money for athletes of all experience levels. Creatine is one (see *Inspired's CR3 Nitrate*), and whey protein powder is the other.

Whey protein has a monster collection of research backing up its benefits for body recomposition and strength increases. It just works.

With that said, we think there are still new horizons in the protein powder market. Protein has *not* been perfected. We love seeing brands like Inspired experiment with new ways to increase the efficacy of protein powders, and we are psyched to see more from them in the future.

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References

1. *Hydrolysate as a Dietary Supplement in Athletes with Activity-Related Joint Pain.*; *Current Medical Research and Opinion*; U.S. National Library of Medicine; May 2008; <https://www.ncbi.nlm.nih.gov/pubmed/18416885>
2. Zhang, Qingqing, et al; "Effect of Probiotics on Body Weight and Body-Mass Index: a Systematic Review and Meta-Analysis of Randomized, Controlled Trials."; *International Journal of Food Sciences and Nutrition*; U.S. National Library of Medicine; Aug. 2015; <https://pubmed.ncbi.nlm.nih.gov/27149163>
3. Wang, Huiying et al; "Effect of Probiotics on Central Nervous System Functions in Animals and Humans: A Systematic Review."; *Journal of neurogastroenterology and motility*; vol. 22,4; 2016; 589-605; doi:10.5056/jnm16018; <https://www.ncbi.nlm.nih.gov/pmc/articles/PMC5056568/>