

# ISO100 Clear RTD – Dymatize Protein Roars Back!

written by Mike Roberto | July 11, 2016



After spending quite a while out of the spotlight, **Dymatize** found itself back in supplement news headlines when it recently moved production facilities and rebranded. Though the rebrand took place a few months back, no new products had been released to go along with the announcement... *until now!*

Fans of Dymatize are well acquainted with their best-selling whey isolate powder ISO-100. While powders are great, and certainly have their place, they're not always the most convenient. To further spread the protein love, and make it easier to hit all your macros, Dymatize has announced the creation of **ISO100 Clear**, a RTD protein drink that uses whey protein isolate as its sole protein isolate.

You can read more about it below, but first, take a second to check the best deal and sign up for PricePLOW alerts:

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## IS0100 Clear Ingredients

As we mentioned up top, both IS0-100 and the new IS0100 Clear use only whey isolate as their protein source. Outside of that, IS0100 Clear is a pretty straightforward RTD that incorporates no other junk fillers or stabilizers.

- **Whey Protein Isolate**

Serving Size: 1 Bottle (20 fl oz)		
Servings Per Container: 12		
Amount Per Serving	% Daily Value *	
Calories	170	
Total Fat	0 g	0%
Sodium	100 mg	4%
Total Carbohydrate	1 g	0%
Sugars	0 g	
Protein	40 g	80%
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.		
* Percent Daily Values are based on a 2,000 calorie diet.		
Ingredients:		
Water, Whey Protein Isolate, Natural And Artificial Flavors, Salt, Sucralose, Phosphoric Acid, Acesulfame Potassium, FD&C Blue 1.		
CONTAINS: Milk.		

As you'd expect, IS0100Clear mimics its powder-based brother IS0100, in that both use ONLY whey protein isolate as its source of protein.

For pure protein, it's hard to beat whey protein isolate (WPI). This is a more refined form of whey protein concentrate (WPC) that contains at least 90% protein[1]. WPI is an ideal form of protein for those who are lactose intolerant or exhibit mild bloating from regular dairy products and concentrate heavy protein blends. Why is it ideal? Because WPI has been refined to remove virtually all carbs (including milk sugars – ie **lactose**) as

well as fats.

Another great benefit of isolates is that it's ultra-fast digesting, thereby making it a top protein choice when looking to replenish the nutrients you just depleted in your tough workout.

## • The Rest

There's not much else to ISO100 Clear's ingredient panel except for the usual cast of characters that you'd find in any other protein powder including: Natural & Artificial flavors, salt, sucralose, Ace-K, and food coloring (red, blue, etc depending on the flavor).

**Water** is the liquid of choice for ISO100 Clear, which helps keeps calories in check and make sure you're getting nothing but protein in your RTD.

## Macros

Each bottle of ISO100 Clear is 12 oz but has macros that are slightly larger than your typical scoop of ISO100:

- **Calories:** 170
- **Protein:** 40g
- **Carbs:** 1g (0g sugar)
- **Fats:** 0g

## Flavors Available



These flavors are very different from what you'd expect from a whey protein based drink. You can't help but wonder how these fruit based flavors will translate. Hopefully there's no chalky or milky taste on the back end.

## Better than Isopure Bottles?

We expect ISO100 Clear to take on the Isopure Zero-Carb RTD bottles out there, which remain successful on the market, but never really exploded in popularity.

## Takeaway

RTD protein drinks are nothing new to the industry, but it's about time one of the industry leaders in protein sales came out with their version of the ultra-convenient product. We're excited to see Dymatize launch their major rebrand, and hopefully this means plenty of new and interesting products from one of the longest running and most successful companies in the industry.

We guess we'll just have to wait and see...

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## References

1. McDonough FE, et al; "Composition and properties of whey protein concentrates from ultrafiltration"; *J Dairy Sci.*; 1974; Retrieved from <https://pubmed.ncbi.nlm.nih.gov/4443458>