

MuscleTech Micellar Whey: Power of Whey at the Speed of Casein

written by Mike Roberto | March 11, 2015

Following on the heels of **Creator**, MuscleTech continues to expand its Performance Series with their foray into the *Micellar Whey protein* market. This appears to be a growing trend in the industry as several companies (True Grit for one) are marketing this variation of whey.

Before we explain what Micellar Whey is, don't forget to compare prices below and sign up for alerts to be notified of price drops:

MuscleTech Micellar Whey – Deals and Price Drop Alerts

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What's the big deal?



MuscleTech's Micellar Whey brings all the perks of whey protein plus the benefits of a slower digesting casein.

Anyone who's remotely into fitness and health knows the bounty of benefits that whey protein provides. It's anabolic, tasty, cheap and a convenient way to meet your daily protein requirements. Not only that, but due to it's high bioavailability and leucine content it is the premier source for kick-starting the mTOR pathways in your body and supporting muscle growth!

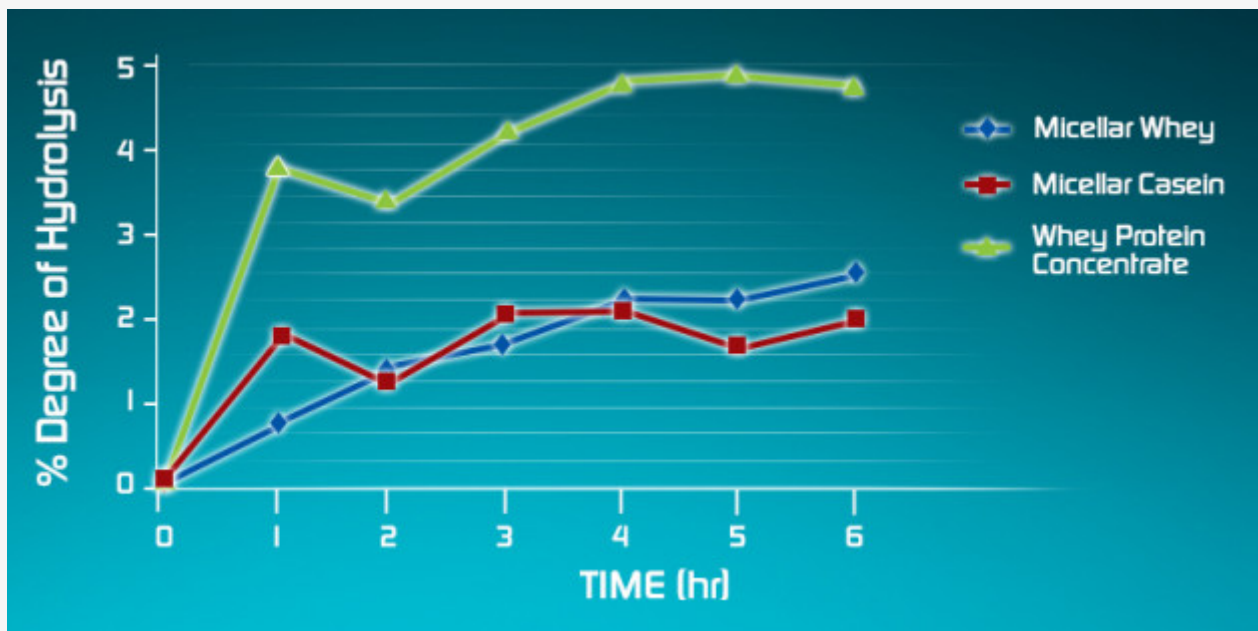
The only "drawback" to it, is that it is quickly digested and absorbed by the body leaving you hungrier than you were to start with. Enter **MuscleTech Micellar Whey!**

Micellar whey is a revolutionary form of whey protein that takes all the perks of whey and combines them with the slower digestion rate of casein protein.

How do they make Micellar Whey?

This is accomplished by taking standard whey protein and running it through a special polymerization process. What this basically means is that the original whey protein particles increase in size and end up with a molecular weight that

is **double** that of normal whey protein. The bigger and heavier a molecule is, the *longer* it takes to digest. See the picture below for a breakdown.



From MuscleTech's advertising – keep the aminos running longer by slowing them down micellar-style

Researchers took the 3 types of protein and analyzed their breakdown when subjected to an enzyme that breaks down the protein (proteolytic hydrolysis). What they discovered was that micellar whey demonstrated similar digestion rates to that of micellar casein.

From an anecdotal standpoint, we've seen the True Grit Micellar Whey (from a few sample baggies), and the grains of protein *do* indeed look larger. That's not conclusive proof of anything, but they're clearly a bit different.

So what?!

Whey has a higher leucine content *and* a higher biological value (better absorbed/utilized by the body) than that of casein. When you couple these factors with the slower digestion rate, this means you keep the mTOR pathways activated longer thus stimulating protein synthesis over a greater time *and* avoiding any possible catabolism.

Read more details on the patent

If you're *really* interested in this stuff, you can read more from the original patent, which discusses the process and benefits in greater detail.[1]

Now that we know what we're dealing with, let's look at the ingredients...

MuscleTech Micellar Whey's Ingredient Label:

Supplement Facts

Serving Size: 1 Scoop (37g)

Servings Per Container: Approx. 25

Amount Per Serving	% Daily Value	
Calories	140	
Calories from Fat	20	
Total Fat	2g	3%*
Saturated Fat	1.5g	8%*
Cholesterol	80mg	27%*
Total Carbohydrate	6g	2%*
Dietary Fiber	Less than 1g	<4%
Sugars	1g	†
Protein	25g	50%*
Vitamin A	123IU	2%
Calcium	230mg	23%
Iron	1.3mg	7%
Sodium	190mg	8%

*Percent Daily Values are based on a 2,000 calorie diet.

†Daily Value not established.

Ingredients: Micellar Whey, Cocoa (processed with alkali), Maltodextrin, Natural Flavors, Salt, Soy Lecithin, Gum Blend (Cellulose Gum, Xanthan Gum, Carrageenan), Acesulfame-Potassium, Sucralose. **Contains milk and soy ingredients. Processed in a facility that processes egg, fish, tree nut, and wheat ingredients.**

The ingredient label / supplement facts

Looking at the ingredients list, you can see we get nothing but 25g of pure, unadulterated micellar whey with **no** added free-form amino acids to inflate the protein total. Rounding out the rest of the ingredients are par for the course with what you see in terms of flavorings, sweeteners, and thickeners across all brands of protein powder.

At 140 calories/scoop, this again is inline with nearly all proteins on the market in terms of calories/scoop size so nothing out of the ordinary here.

Who's it for?

Everyone! Bodybuilders, athletes, gym rats, cross-fitters, and even little old ladies can use this product. Whey protein provides a number of benefits, from muscle growth to weight loss to appetite suppression. Basically if you're an active individual or a person who has trouble hitting their protein requirements this is right up your alley.

Remember, this is merely a *supplement* – you still need to accomplish your daily protein intake goals with primarily food.

Of course, chicken breast, tuna, and egg whites get old after a while, and that's why a scoop of quality protein is always good to fill the gaps and make for a healthy snack – especially when it's one that will keep you full for longer – another benefit that's great for dieters.

Flavors Available:

Once Micellar Whey makes its debut, MuscleTech has two flavor options it will offer: Milk Chocolate & Vanilla. We fully expect them to unveil more flavors as more and more people pick up on the product and become aware of its benefits. You'll be able to get the latest updates on new flavor releases in the widget below:

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You can also sign up in the widget above.

MuscleTech (and their parent company Iovate) have been pounding out new products

faster than we can keep up with, but needless to say, we're happy to see them continually putting new stuff out there for us to enjoy.

MUSCLETECH
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PERFORMANCE SERIES

NEW!

MICELLAR WHEY

NEW **MUSCLETECH** **PERFORMANCE SERIES**
MICELLAR WHEY
THE WORLD'S FIRST SUSTAINED-RELEASE 100% WHEY PROTEIN

THE POWER OF WHEY AT A SUSTAINED RELEASE

MILK CHOCOLATE

35% BETTER CASEIN
COMPARISON BASED ON SCIENTIFIC RESEARCH

CATEGORY:
The World's First Sustained Release 100% Whey Protein

WHO IS IT FOR?
Male and female bodybuilders, cross-fitters and elite sports athletes, and active individuals

CUSTOMER GOALS:
Replenishes the body's amino acid levels, and strength building formulas that deliver the power of whey at a sustained-release rate.

FEATURES & BENEFITS:

- Delivers more size & strength with 25g of micellar whey protein, 3.7g of leucine, 5.8g of BCAA, and 4.6g of glutamine & precursor
- 35% better biological value than micellar casein (BV 134 vs. 111)
- Superior leucine & BCAA content than micellar casein

WHAT MAKES MICELLAR WHEY UNIQUE?

MICELLAR WHEY offers up metabolic potential for more muscle and strength with the high biological value of whey delivered at a sustained-release rate. This complete, ultra-anabolic formula delivers:

- 35% better biological value than micellar casein
- An ultra-pure whey protein with a superior leucine & BCAA content than micellar casein. The greater leucine content can stimulate higher protein synthesis than micellar casein and provide overall higher anabolic potential
- 25g of ultra-pure whey with a BV of 134 for optimal protein absorption
- Whey protein particles at double the molecular weight of regular whey for a slower release of amino acids into the bloodstream, leading to longer anti-catabolic support
- First-in-class taste favored by experts in one of the world's top sensory houses

Supplement Facts

Amount Per Serving	% Daily Value
25g Micellar Whey Protein	50%
3.7g Leucine	74%
5.8g BCAA	116%
4.6g Glutamine & Precursor	92%

SCIENTIFICALLY BETTER THAN CASEIN

BCAA CONTENT

BIOLOGICAL VALUE

THE MOST POWERFUL SUPPLEMENT'S ON EARTH
MUSCLETECH.COM

Formulated by a sensory specialist for the highest consumer and elite athletes. © 2012

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NEW!

MICELLAR WHEY

NEW **MUSCLETECH** **PERFORMANCE SERIES**
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THE WORLD'S FIRST SUSTAINED-RELEASE 100% WHEY PROTEIN

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MILK CHOCOLATE

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THE POWER OF 100% WHEY AT THE SPEED OF CASEIN

For years, athletes have treated Micellar Whey as a slow-release protein that delivers a sustained release of amino acids for hours. The astonishingly with respect is that it has a lower bioavailability and lower amino acid content than other higher quality proteins, such as whey, fish oils, leucine, a new breakthrough protein called micellar whey that uses unique whey protein molecules with double the molecular weight of regular whey molecules, giving it slow-release properties that last for 8 hours. And since it's a whey protein, micellar whey has a 35% better biological value than casein, which is a form of measuring protein quality, plus significantly more leucine and BCAA. Casein is a protein of the past - micellar whey delivers the ultra-superior benefits of whey at the speed of casein!

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References

1. Sato, K; Heat treatment and hydrolysis with proteolytic enzymes and whey protein micelles; US Patent and Trademark Office (via Google Patents); 1999