

# NutraBio 100% Whey Protein Isolate Gets Ice Cream Cookie Dream!

written by Mike Roberto | August 2, 2019



**NutraBio** has been a long-time favorite of ours at PricePLOW, thanks to their *well-formulated* and *fully-transparent* product profile. Launching back in 1996 with those priorities in mind, NutraBio CEO Mark Glazier has cultivated a company that has remained steadily at the forefront of the industry, pacing the competition when it comes to putting out *quality, great-tasting, honest* supplements. This approach has been their M.O. for quite some time, and they've been successful because of it. However, truly transcendent brands know how to continue their growth, and that's *just* what NutraBio has been up to so far in 2019!



Yes! The exquisite *Ice Cream Cookie Dream* flavor originally from Classic Whey, has been ported over to NutraBio's 100% Whey Protein Isolate!

Understanding they could do *more*, Mark and his team entered 2019 taking aim at two areas of their business – introducing *new products* and *revamping flavor systems*. While the former initiative has delivered some incredible products like Alpha EAA, it's the latter goal that has *truly* impressed us, given the ultra clean labels. We've talked about a bunch of new NutraBio flavors in the past few months, however, a new release has us doing so again – and it might just have us as excited as ever!

## 100% Whey Protein Isolate now in Ice Cream Cookie Dream flavor!

Now, inspired by the *incredible* Ice Cream Cookie Dream flavor of NutraBio Classic Whey, you can get your *100% Isolate* in that same crowd-pleasing **Ice Cream Cookie Dream** flavor!

Let's get into what makes 100% Whey Protein so excellent, and why this new Cookies & Cream flavor has us so excited. Before that though, make sure you're all set up to get the latest NutraBio news and 100% Whey Protein Isolate prices through PricePLOW:

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### Time to get *crazy* for cookies



When it comes to flavoring their proteins, NutraBio has *really* stepped up their game recently, especially in **100% Whey Protein Isolate**. First, they delivered an *incredibly creamy-tasting* Strawberry Ice Cream that practically tastes just like the strawberry flavor at your local ice cream shop. Following that up was always going to be difficult, but obviously no task is too tall for NutraBio. Their

*innovative* Breakfast Series – which included Pancakes & Syrup, Cinnamon Sugar Donut, and Blueberry Muffin – simply blew our minds! But then we went *bananas* for that Bourbon Banana Nut, which was supposed to be a limited edition but was so good they kept it in the rotation permanently!

This newest flavor, however, wasn't inspired by some crazy concoction – rather, it was *another* NutraBio product that encouraged its creation!

### Similar method as Ice Cream Cookie Dream



With their Classic Whey unveiling a newly-conceived Ice Cream Cookie Dream flavor, 100% Whey simply couldn't be left out of the fun. Based on what NutraBio flavor guru Michael Perez told us about that flavor, we originally guessed that this Cookies & Cream flavor would take a similar approach – a *strong vanilla ice cream base*, complemented by the ever-satisfying *chocolate cookie goodness*!

But, what's even more impressive than the flavor itself is its relation to the type of product it's for – whey protein isolates!

### Flavoring an isolate – *more* difficult, but *more* impressive!

We've covered the differences between Classic Whey, which is a high-quality *whey protein concentrate*, and 100% Whey Protein Isolate before, but here's the quick gist – isolates *remove* virtually all carbohydrates (*including lactose*) and fats, while concentrates contain small amounts of each. This ultimately leaves concentrates tasting a bit better and having a slightly thicker texture, and often makes them taste better than isolates.

However, NutraBio 100% Whey Protein makes us rethink that last point. We've been

*huge fans* of their isolates in the past, with some flavors tasting just as good, *if not better*, than its concentrate cousin! If the past is any indication, we wouldn't be surprised if this Cookies & Cream flavor surpasses both our expectations and other formulas going for a similar taste.

## 100% Whey Protein Isolate Cookies & Cream Nutrition

<b>Supplement Facts</b>	
Serving size: 1 scoop/4.75tbsp. (30.53 grams) Servings per container: 29.7	
<b>Amount Per Serving</b>	<b>% Daily Value</b>
Calories 110	
Cholesterol <5mg	<1%*
Total Carbohydrate 2g	<1%*
Dietary Fiber <1g	2%*
Protein 25g	50%*
Calcium 140mg	14%*
Phosphorus 64mg	6%*
Magnesium 22mg	6%*
Sodium 102mg	4%*
Potassium 158mg	4%*
<b>Whey Protein Isolate (non-denatured) 28.74g</b> (28.74 grams WPI90 yielding 25 grams of complete protein)(CFM cross flow micro and ultra-filtered. Cold processed. Instantized with sunflower lecithin.)	
* Percent Daily Values are based on a 2000 calorie diet. † Daily Value not established.	
<b>OTHER INGREDIENTS:</b> Flavoring (natural flavor 750mg, natural cocoa 500mg, xanthan gum 350mg, salt 110mg, sucralose 80mg).	
Same open formula as always, but that extra carb comes from the cocoa. Fat's not listed because it's zero fat and it's a supplement facts label, not a nutrition facts label!	

The macros on this protein powder are almost unfair:

- **Calories:** 110
- **Protein:** 25g
- **Fat:** 0g (because there's no fat here, NutraBio goes as far to *completely omit it from the label since it's a supplement facts label!*)
- **Carbohydrates:** 2g

This label is pretty equivalent to other 100% Whey Protein Isolate flavors – the only difference is *1 extra carbohydrate*, likely coming from the *500mg of natural cocoa* used to provide that chocolate flavor!

We want to point out two other things to take note of, as well. We love that the *only* sweetener used here is *sucralose*, and are always impressed by *how open the entire label is* – even the *sucralose* content (80mg) and *non-denatured raw protein* content (28.74g) are disclosed! That’s a level of transparency second-to-none!

## All of the variations 100% Whey Protein Isolate has to offer

If you’re interested in more than just Cookies & Cream, NutraBio has you covered! Here’s what else is available, along with coupons through PricePLOW:



## NutraBio keeps their foot on the gas!

Cookies & Cream is a practically a universally-loved flavor, and we’re so excited to see it coming to 100% Whey Protein Isolate. Mark Glazier and his team at NutraBio clearly had company-wide bars set for 2019, and they’ve *completely surpassed them*, and the year’s not over yet!

After you’ve read up on NutraBio 100% Whey Protein Isolate and signed up for

NutraBio's news alerts, make sure you check back with us at PricePLOW – NutraBio has even more coming soon, and you're not going to want to miss it!

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The full Ice Cream Cookie Dream label!