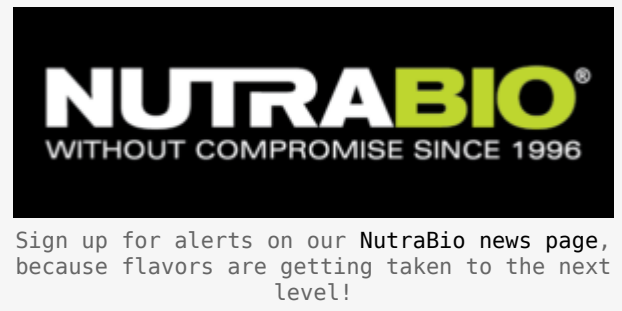


NutraBio 100% Whey Protein Isolate Flavors Get the Upgrade, Starting with Strawberry Ice Cream

written by Mike Roberto | November 27, 2018



NutraBio has grown increasingly popular over the past two decades and has solidified itself as a top-tier major industry brand. They've made a name for themselves by being a trailblazer in transparency. In 2001, NutraBio was one of the first brands to commit to the following four self-imposed rules:

- No proprietary blends, full label disclosure
- No fillers, excipients, or additives
- Guaranteeing full therapeutic dosages of every active ingredient
- In-house manufacturing in order to ensure every aspect of quality.[1]



Mark Glazier has confirmed that the award-winning NutraBio 100% Whey Protein Isolate is getting a flavor overhaul, starting with strawberry ice cream!

In other words, NutraBio discloses *everything* – they even list the amount of flavoring, sweeteners, and thickeners in their formulas! They do things that most other brands don't, and their open-label transparency is second-to-none.

On top of that, all NutraBio products are **3rd party lab tested for quality**, and the company publicly *releases* the results. You can go directly to their website and enter your product's "Lot Number" (located usually on the bottom of tubs) to see how your batch tested in its 3rd party test!

NutraBio's Industry-Leading Full Disclosure 100% Whey Protein Isolate

We've previously talked at length about the brand's exceptional line of products, like the award-winning NutraBio PRE Workout, Intra Blast, and the new EAA Energy launch. But it *really* all started with their whey protein isolate product, and Mark Glazier and crew are once again making noise, this time with a stronger flavoring of their incredible **100% Whey Protein Isolate**.

NutraBio is beginning the process of reworking their old flavors, starting with the release of an *improved* version of its ultra-clean 100% Whey Protein Isolate **Strawberry Ice Cream** flavor!

Before we get into this outstanding product and its bold new flavor, be sure to check out PricePLOW for all NutraBio 100% Whey Protein Isolate deals and alerts:

NutraBio 100% Whey Protein Isolate – Deals and Price Drop Alerts

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The new Strawberry Ice Cream flavor lives up to the name!

Prior to this month, NutraBio offered 100% Whey Protein Isolate in a “Wild Strawberry” flavor. It was average and acceptable to those who wanted a weaker flavor to add to smoothies but really didn’t compare to the other, stronger flavors out there. They decided to discontinue that flavor and started working behind the scenes to revamp it.

Well, their re-working paid off *immensely*. The new strawberry flavor, “**Strawberry Ice Cream**”, is *exceptional* for an isolate. Furthermore, considering NutraBio openly uses low amounts of sucralose, we think they’ve really achieved something special here. It’s by far the least amount of artificial sweetener used in their other flavored options, and we’d love to see if they could spread this stronger, more aggressive flavoring system elsewhere!

Mike’s 100% Whey Protein Isolate Review

Check out Mike’s review of this second-generation strawberry flavor here:

Nutritional Profile



NutraBio takes great pride in the **absolute transparency** of the label of each product they offer. Not only do they break down the macronutrients, but they disclose the *full amounts of everything* in the container – including flavors, thickeners, and colors!

The breakdown for the new Strawberry Ice Cream flavor is as follows:

- **Calories:** 110
- **Protein:** 25g
- **Fat:** 0g
- **Carbohydrates:** 2g
 - **Fiber:** 1g

An insanely clean whey isolate

Whey protein isolate is one of the purest sources of protein available.[2] It's free of most fat and lactose (milk sugars), making it safe for all but the most lactose-intolerant users. Whey is among the most biologically active protein sources and is quickly digested.[2] However, heavy manufacturing is often required to derive whey isolate, often denaturing the protein.[2] But, no need

to worry here, as NutraBio used a *completely non-denatured 90% whey protein isolate* (WPI90), one of the cleanest protein sources on the planet.



This product lives up to NutraBio's standard, as its free of fillers, excipients, and additives. It's pure whey protein isolate, with over 5g of *naturally-occurring* BCAAs. NutraBio is straightforward here, giving you *only what you need* to help build lean muscle.

There's a solid 720mg of natural flavors alongside 100mg salt, 100mg malic acid, 60mg sucralose, and 50mg acesulfame potassium for sweetening. To thicken it up, NutraBio's using just 230mg of xanthan gum, a thickening agent (they used *less* than the old wild strawberry flavor). They also use 80mg of beet powder to give the protein its "strawberry ice cream" coloring.

Accounting for these additional ingredients, you're getting **83.1% protein by weight**. That's an *incredible* ratio, and really shows just how clean this isolate is!

But wait...where's the fat content on the label?

One of the other things you'll notice here is the complete absence of the *amount of fat* in each serving. Why is it left off? Well, it turns out this is a result of an FDA bylaw!

2. How does "Supplement Facts" differ from "nutrition facts"?

The major differences between "Supplement Facts" panel and "Nutrition Facts" panel are as follows:

- a. You must list dietary ingredients without RDIs or DRVs in the "Supplement Facts" panel for dietary supplements. You are not permitted to list these ingredients in the "Nutrition Facts" panel for foods.
- b. You may list the source of a dietary ingredient in the "Supplement Facts" panel for dietary supplements. You cannot list the source of a dietary ingredient in the "Nutrition Facts" panel for foods.
- c. You are not required to list the source of a dietary ingredient in the ingredient statement for dietary supplements if it is listed in the "Supplement Facts" panel.
- d. You must include the part of the plant from which a dietary ingredient is derived in the "Supplement Facts" panel for dietary supplements. You are not permitted to list the part of a plant in the "Nutrition Facts" panel for foods.
- e. **You are not permitted to list "zero" amounts of nutrients in the "Supplement Facts" panel for dietary supplements.** You are required to list "zero" amounts of nutrients in the "Nutrition Facts" panel for food. 21 CFR 101.36(b)(3) and (b)(2)(i), 21 CFR 101.4(b), 21 CFR 101.36(d) and (d)(1), and 21 CFR 101.9

Supplement Facts panels are NOT to show "0g fat"! As opposed to food / nutritional facts panels. NutraBio does it right true and through!

According to the FDA's Dietary Supplement Labeling Guide (Chapter 4 – Nutritional Labeling), "You are not permitted to list 'zero' amounts of nutrients in the 'Supplement Facts' panel for dietary supplements." [3] Because NutraBio's Isolate has 0g of fat (or less than 0.5g of fat), *its left entirely off the label* due to FDA restrictions!

So, while Mike questions this in the video, he learns a good lesson from Mark Glazier and crew. It turns out, if you see 0g carbs, 0g fat, or 0g protein on a nutritional supplement facts label, that's *wrong!*

This is the right way to do it!!

All NutraBio 100% Whey Protein Isolate Flavors

Below is an up-to-date list of all flavors of 100% Whey Protein Isolate:



Who would have known the bourbon at the Christmas party would have inspired this wild new flavor of whey isolate?!

Conclusion

NutraBio CEO Mark Glazier holds his company to a higher standard. Every product that leaves their manufacturing plant has proven ingredients at the right dosages and is exactly what it says it is. 100% Whey Protein Isolate is no different – it’s truly one of the cleanest, most efficient whey protein isolates on the market.



Stronger flavors, stronger team, stronger muscles!

While a divisive flavor, strawberry flavoring systems can be notoriously

difficult to pull off. Heck, even NutraBio has had difficulty with it in its first strawberry flavor of 100% Whey Protein Isolate! But, they really stepped up their game with Strawberry Ice Cream. Using minimal amounts of artificial sweeteners, only *one* thickener, and maintaining completely clean ingredient and nutritional profiles, NutraBio has delivered one of the best-tasting strawberry isolates you can get.

It's no surprise 100% Whey Protein Isolate has won multiple awards in the past. But if this new flavoring system is any indication, more may be on the way!

NutraBio 100% Whey Protein Isolate – Deals and Price Drop Alerts

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The full NutraBio 100% Whey Protein Isolate Label

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