

NutraBio Classic Whey Protein: 100% WPC-80... 100% Excellent!

written by Mike Roberto | May 15, 2019

We were just reminded that it's been a fast-flying *three* years since the infamous "Jim Stoppani Scandal", a skirmish over protein powder labeling and open formula protein blends. It ended in the following university-level lesson by NutraBio's CEO Mark Glazier, teaching us how protein powder labels *really* work:

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The above video was a wake-up call to both industry marketers and consumers, who realized there was a new era of educated consumers who are savvy to over-the-top marketing claims and have a phone and social media at their fingertips to call it like it is.

To celebrate this industry milestone, we're going to highlight a product we've somehow never fully explored, despite some coverage of its new flavors. Ironically, it's a product that doesn't *require* a proprietary blend, because it's a 100% pure whey protein concentrate 80% (WPC-80) product. We're talking about none other than the legendary **NutraBio Classic Whey**.

Classic Whey: A Classic Product with more than classic flavors



NutraBio Classic Whey is the cost-effective, smooth protein option that brings a *pure* **WPC-80**. No cheap low-class protein inside!

Whey protein has seized quite the stranglehold on widely-available protein sources these days. You can find protein shakes, bars, and other snacks on shelves in virtually *any convenience store*, let alone your local supplement shops. And for good reason: it's a *fantastic* source of highly bioavailable protein.

If you've been reading up on our site for the past couple of months, you'll see

something quite often: NutraBio is *hot* right now. The company has been incredibly busy thus far in 2019, with new, fully-transparent, third-party tested, fully-dosed products and new flavoring systems coming almost continuously. After covering the past two *insane* new flavors of Classic Whey: **Strawberry Smoothie** and **Ice Cream Cookie Dream**, and we've realized that we haven't yet covered what makes Classic Whey so special!

In this post, we'll tell you *everything* there is to know about Classic Whey: its benefits, its uses, and its *diverse* palate of flavors! But, before we get to all of that, be sure to check out PricePLOW for all the deals and supplement news your heart could desire:

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100% WPC80 – pure, cost-effective, and proven!

So, what exactly is Classic Whey? Well, keeping in line with NutraBio's mission of providing fully-transparent, no nonsense products, it's simply **100% whey protein concentrate (WPC-80)**. There's no additives, no fillers or excipients, and certainly no amino acid spiking; this is simply *clean* protein, helping give you what you need to recover from intense exercise and build muscle!



But, if you're not entirely sure of what whey protein concentrate is, allow us to explain!

Lighter than true whey, heavier than isolate

Whey protein concentrate (WPC) is made by removing non-protein constituents from pasteurized whey, yielding a final product with somewhere between 25% and 80% of protein.[1] The whey begins as a liquid, but once the desired final product has been made, it's dried into a fine powder. The highest-quality WPC one can make is WPC80, meaning that 80% of its total weight is protein, with the other 20% being accounted for by fats, carbohydrates, a bit of moisture, and even a dash of ash.

However, *more processing* can be done, yielding a final product of around 88-92% protein by weight,[2] commonly known as whey *isolate*. This isn't that – WPC products contain *slightly* higher amounts of carbs and fats when their nutrition is compared to that of isolates. However, that really shouldn't be your main concern when comparing the two. In fact, the main difference between these two products is *not* the macros, nor the quality of protein, but the amount of "other stuff" contained within the powder!

Lactose – can you handle it?

If you know anything about dairy products, you should be no stranger to **lactose**, a sugar found in milk. The sugar is made of two smaller sugars, *glucose* and *galactose*, and the compound is broken down via the enzyme *lactase* during digestion.

If you find that dairy products seem to cause you trouble, giving you stomach pain or other issues with your digestion, it's likely because your body may not be great at producing lactase. Therefore, lactose isn't broken down enough, making it's digestion extremely difficult.



Can you handle a bit of lactose? If so, we'd argue that a WPC-80 is *better* for you!

WPC80 contains around 4% lactose, whereas an isolate likely contains as little as 1%.[4] Believe it or not, that's a substantial difference for some people. While the amount of the sugar is low enough in both that most can handle it, some people find that even as much as 4% lactose is problematic.

That being said, if you do find that lactose is an issue for you, don't worry! NutraBio *also makes* one of the *top isolates* in the game, **100% Whey Protein Isolate!** This stuff is an incredible 99.5% *lactose free*, making it usable for practically anyone, even the lactose sensitive!

But for those of us who can, a true WPC-80 like Classic Whey offers an amazing value and smoothness that you don't get with an isolate!

WPC is slightly more cost-effective

Because of the additional processing steps required to get such a high protein-to-weight ratio in an isolate, they typically cost more money to produce, in turn costing more money.



On the other hand, if you need a pure *isolate*, NutraBio's been putting out some phenomenal flavors like the Bourbon Banana Nut 100% Whey Protein Isolate!

On the flip side, since it requires fewer resources to manufacture, WPC is more cost-effective than a typical isolate. While it's slightly heavier on the lactose side of things, WPC leaves your *wallet* feeling a little heavier, too!

Some other differences

As we said earlier, less processing means that WPC contains some more “stuff” than you'd find in an isolate. Things like immunoglobulins and factions are left within the powder, but that is by no means a bad thing! In fact, because of the presence of this stuff, WPC tends to yield a slightly thicker, and tastier, protein shake.

Not all “whey protein concentrate” supplements are the same!

If you're someone that doesn't do well with most dairy products, you may be better off testing out a WPC before you fully commit to one. However, if other “whey concentrate” products have turned you off, realize that they may not have been pure WPC-80s! Oftentimes, whey protein manufacturers put in a blend of inferior concentrates in, and per the FDA's bylaws, they do *not* need to state the exact qualities. This means you may be getting WPC-55 or even WPC-34 (yes, just 34% protein by weight!) in that tub – no wonder it gave you gas!

Mark Glazier of NutraBio explains this in our YouTube video below:

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So even if those cheaper powders gave you some gas, it's still worth trying a true WPC-80 in Classic Whey. And it goes without saying that if you're one of the fortunate who can consume all the dairy in the world without concern, NutraBio's Classic is right up your alley!

Whey wins in quality: fast-digesting and high PDCAAS

This goes for all types of whey, but it's worth reminding readers that whey is one of the *fastest-digesting* forms of protein available.[6] That means that it gets to your muscles *extremely quickly*, helping facilitate the growth of proteins within the body, and thus aiding in building muscle.[7]

The protein used here also has a **perfect PDCAAS** (Protein Digestibility Corrected Amino Acid Score), meaning it is as complete as a protein can possibly get. It delivers everything you need for protein synthesis, nitrogen retention, and muscle growth.

Classic Whey macros

Whether you're looking at a 2lb or 5lb tub, in each ~34g scoop,[5] NutraBio delivers the following:

Supplement Facts

Serving size: 1 scoop (34.44 grams)

Servings per container: 26.34

Amount Per Serving	% Daily Value
Calories 130	
Calories from Fat 20	
Total Fat 2g	3%*
Saturated Fat 1g	6%*
Cholesterol 70mg	24%*
Total Carbohydrate 3g	<1%*
Sugars 2g	†
Protein 25g	50%*
Calcium 158mg	15%*
Phosphorus 102mg	10%*
Magnesium 22mg	6%*
Sodium 135mg	6%*
Potassium 170mg	4%*

Whey Protein Concentrate (non-denatured) 32.47g †
(32.47 grams WPC80 yielding 25 grams of complete protein)(CFM cross flow micro-filtered. Cold processed. Instantized with sunflower lecithin.)

* Percent Daily Values are based on a 2000 calorie diet.

† Daily Value not established.

Other Ingredients: Flavoring (natural flavor 950mg, natural cocoa powder 450mg, xanthan gum 270mg, salt 160mg, sucralose 80mg, acesulfame potassium 60mg).

The recent Ice Cream Cookie Dream Classic Whey label. As always, NutraBio brings a fully transparent label disclosing their WPC80 which yields 25g protein

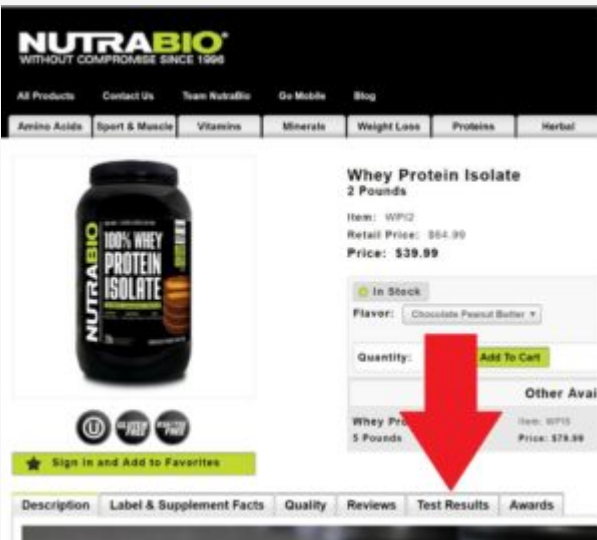
- **Calories:** 130
- **Protein:** 25g
- **Carbohydrates:** 2-3g
 - **Sugar:** 1-2g
- **Fat:** 2g

In addition to all of that, NutraBio also discloses a solid micronutrient / mineral content. In each scoop, you'll find (at various dosages) *calcium, iron, phosphorus, magnesium, sodium, and potassium*. Anytime we can get some extra minerals in order to reach our total daily value, we'll take it!

Regardless of which flavor suits you, the macros don't vary much at all! In fact, they're pretty consistent, and better than most WPC powders on the market. Because these types of products aren't as processed as isolates, there's still a bit of fat, carbs, and sugars left behind. And as long as you're okay with that bit of lactose, that's a *good* thing, because now you're getting more of the immunoglobulins and growth boosting agents inside that may be stripped from a pure isolate.

But if you're on some strict diet or prepping for a show/competition, that extra carb *might* be something you may want to consider, but that's splitting hairs – it's really the ability to handle the lactose that's the bigger concern, and with a WPC-80, most of us are fine.

Fully-transparent protein content: a NutraBio signature!



NutraBio releases 3rd party lab tests for ALL of their supplements!

As we always see (and appreciate) with NutraBio's products, they tell you *literally everything* that goes into your tub. That methodology holds true here, as each serving of Classic Whey comes with **32.47g of non-denatured whey protein concentrate (80%)**. The processing done to yield make the powder is even listed, as NutraBio uses cross flow microfiltration, with the product being cold processed and instantized with sunflower lecithin upon completion.

At the end of the day, that 32.47g yields a full 25g of protein. Classic Whey is non-GMO, BSE/TSE free, and kosher too, opening up its use to the masses. It delivers all the amino acids (23.1g per serving!) that make a complete protein and help build muscle!

The fantastic flavors (and flavoring systems) NutraBio offers: a growing list

NutraBio Classic Whey comes in a variety of flavors, making it easy to find a flavor that you'll love:



This one starts with a very strong and creamy vanilla ice cream base, with the chocolate and cookies added next!

Whether you're more a fan of fruit-flavored proteins, or prefer to satisfy a sweet tooth, there's something here for you!

Open-label flavoring

Classic Whey also lists the precise amounts of flavoring and natural colors used to help make it one of the best-tasting powders available! The specific amounts vary depending on flavor, but in most you'll find *natural flavoring*, *xanthan gum* to help thicken, and added salt and sucralose for additional flavor. Some notable differences include:



Led by Mark Glazier and his fearless team,

NutraBio has pushed the supplement industry to a new level! No artificial colors from this crew!

- **Cake Batter** – 70mg of *beta carotene* for coloring
- **Chocolate Peanut Butter** – 500mg of natural *cocoa powder* for flavoring
- **Ice Cream Cookie Dream** – 950mg natural flavor and 450mg of natural *cocoa powder* and 60mg of *acesulfame potassium* for flavoring
- **Strawberry Smoothie** – 100mg of *malic acid* and 60mg of *acesulfame potassium* for flavoring; 100mg of natural *beet powder* for coloring.

Wanna know how they taste?

One of our *favorite* things we get to do here at PricePLOW is try out flavors of different products. Each time we get to give a new NutraBio flavor a shot, we get *very* excited. We've been fortunate enough to taste a few flavors of Classic Whey, and they are downright *incredible*:

Every fall, the seasonal Pumpkin Pie flavor is a *must-get*, even if just for 1lb!

Classic Whey: a tasty “whey” to *recover* and *build*



NutraBio likes to release limited edition flavors too, so sign up for our NutraBio news alerts below!

This dairy-derived protein source has been used in various ways, and many products continue to make innovational alterations. No matter which form you come across (concentrate, isolate, hydrolysate, etc.), the *Classic* is still always there to provide value most consumers.

NutraBio uses proven, effective ingredients in their products. For that reason,

it should come as no surprise that they use whey to help deliver a quality protein powder.

When it's all said and done, NutraBio, as usual, delivers. In Classic Whey, they have one of the best-tasting, most transparent, most-effective protein powders on the market. What more could you want? And if nothing else, you can learn an absolute ton from Mark Glazier in the two videos shown on this page.

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