

Olympus Labs Superior Protein Delivers Huge on the “Extras”!

written by Mike Roberto | October 15, 2018

Olympus Labs has always been the brand of Demigods that is unafraid to test new natural ingredients to give their users an edge in the gym. They’ve had a run of fantastic pre workouts, fat burners, testosterone optimizers, natural anabolics, amino acids, and more.

But all of those muscle-builders and fat-attackers mean *nothing* without one thing: **protein!**



One Demigoddess to rule them all – Olympus Labs Superior Protein sails into new waters with tons of “extras” – both in taste and in profile!

With such exotic and oftentimes aggressive formulas, the team at Mount Olympus knew they couldn’t come out with a plain jane protein powder once they decided to enter this corner of the market. They had to do it *their* way. And they sure did.

Meet Superior Protein: Two different versions with one ultimate goal in mind

First, let's re-establish our goals. Despite their unforgettable fat burners in BloodShr3d and Ignlte, **Olympus Labs is a muscle-building brand**. Knowing that, it was easy for them to know their target: the gainz demographic.

Their protein could chase everything they wanted it to be:

1. Additional ingredients for added muscle protein synthesis and absorption
2. No fear of carbs...
3. ...which enables them to go after *taste* and *texture*
4. Something new to boost *growth hormone* production!

And with that, they formulated **Superior Protein**, a protein powder that checks the above boxes and *more*, launching with five rockstar flavors (*four* of which have tons of cereal pieces inside!) and one of the craziest looking labels we've ever laid our eyes upon.

A Protein with a *Muscle Building Edition!*

It also comes in two versions – a regular one, and a **muscle building edition** that brings our new GH-booster alongside for a post-workout or pre-bed enhancement!

We have the details below, but first check PricePLOW's coupon-powered prices for the two versions and sign up for Olympus Labs news alerts below:

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Mike's Five-Flavor Review

Mike gives all five flavors a go, and briefly touches upon the ingredients – but that's for another story. With five flavors you know it's gonna be a long one, so buckle up:

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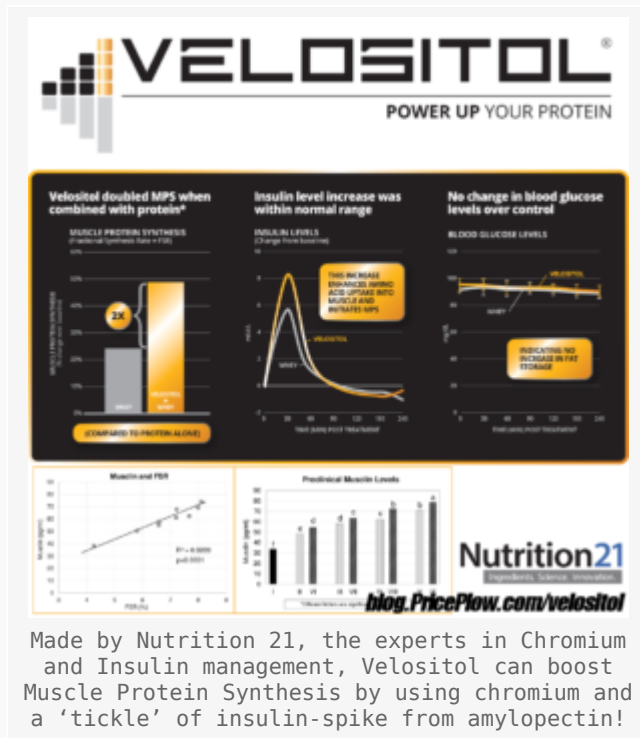
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Let's do this protein write-up a bit differently, since the product *itself* is so much different. So let's start things off with the new and interesting stuff:

Olympus Labs Superior Protein ENHANCEMENT Ingredients

Important Note: The PharmaGABA ingredient is *only* in the "Muscle Building Edition" listed above. The "regular" edition has the other two ingredients discussed below:

- 2g Velositol (Amylopectin Chromium Complex with 1000mcg chromium from chromium histidinate and chromium picolinate)



Velositol is a relatively new ingredient from *Nutrition 21* (the same company that brings you the Nitrosigine NO booster) that uses chromium, a known natural insulin-enhancer, to increase muscle protein synthesis.

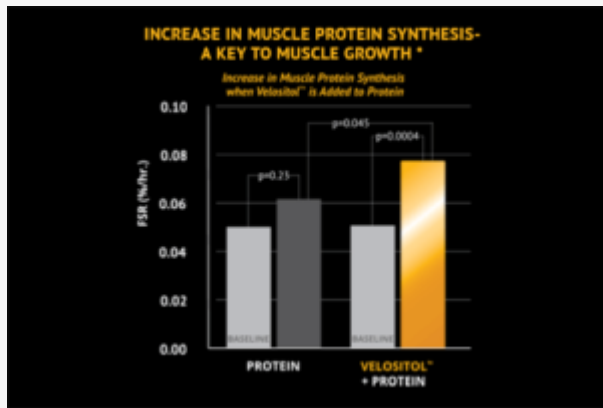
It generally works like this: using a touch of high-amylopectin starch, Velositol tickles an insulin spike from your system, but *not* a blood sugar spike (not by itself, at least – the protein and inclusions will do that here). The chromium complex it's paired then takes advantage of that and helps boost nutrient intake into the cell, boosting muscle protein synthesis (MPS) – especially in a post-workout environment.

The Velositol first study: Pilot with 6g post-workout protein when fasted

Velositol was originally tested in humans a “sub-optimal” protein environment – 2g Velositol with 6g protein and compared it against 6g protein alone.[1] This allowed Nutrition 21 to see if they had something special here, because 6g protein alone will induce some MPS, but certainly leaves room for improvement.

At these levels, the ingredient absolutely worked – fractional protein synthesis was nearly *doubled!* So Nutrition 21 was on to something. But what about legit protein doses?

The next Velositol study: larger protein doses in an animal model



Clinical research shows Velositol effectively *doubles* the power of “suboptimal doses of protein” when the two are consumed together. We’re cautious when we see graphs like this, but Nutrition 21 has animal data on larger doses too!

Next, Nutrition 21 took *human equivalent doses* of proteins in rats and tested what happened in equivalent ranges of 6g to 40g protein for the animals. The 6g test worked similarly – nearly twice the MPS markers – but the higher doses *also* had increased MPS.[2]

While those scores weren’t *twice* as good, they were *reasonably* good, which is exactly what we’d expect once we start getting towards the “protein ceiling” where many users’ protein starts spilling over into a blood sugar spike from gluconeogenesis.

What’s next?

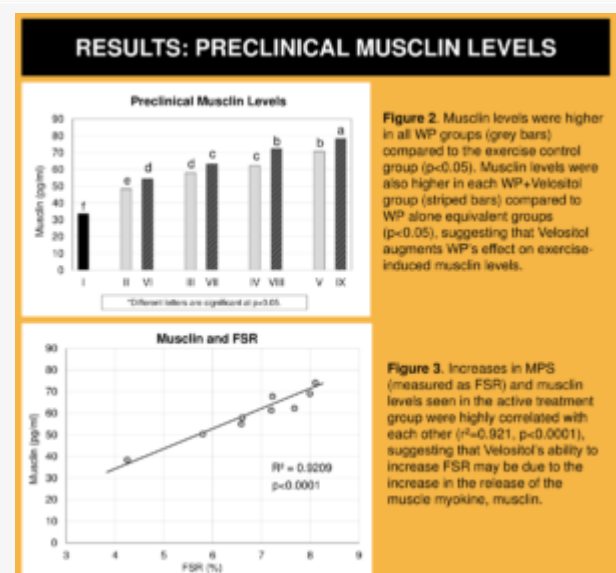


Figure 2. Musclin levels were higher in all WP groups (grey bars) compared to the exercise control group ($p < 0.05$). Musclin levels were also higher in each WP+Velositol group (striped bars) compared to WP alone equivalent groups ($p < 0.05$), suggesting that Velositol augments WP’s effect on exercise-induced musclin levels.

Figure 3. Increases in MPS (measured as FSR) and musclin levels seen in the active treatment group were highly correlated with each other ($R^2 = 0.921$, $p < 0.0001$), suggesting that Velositol’s ability to increase FSR may be due to the increase in the release of the muscle myokine, musclin.

This chart is based upon a rat study, but uses more reasonable amounts of whey protein – and the results are more reasonable as well, but still great!

As we write this, Nutrition 21 (a company very much about research) is funding

an *overall effects* study where they're trying to compare actual *gains* from Velositol users. Stay tuned to PricePlow's Velositol page for that, as we've been covering this interesting ingredient a lot.

For the time being, know that this should help tickle in a bit of extra muscle protein synthesis, at least in the post-workout environment. The average Olympus Labs user is trying to get every last drop of natty gains out as they can, and Velositol is the exact kind of ingredient to do that.

- **100mg Gamma aminobutyric acid (GABA) provided by PharmaGABA**

Reminder: This ingredient is only in the Muscle Building Edition.

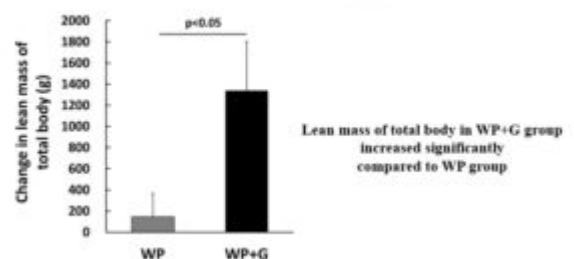
GABA in a protein powder?! What's this sorcery?



While GABA is best known as a “relaxant” neurotransmitter, **GABA also boosts growth hormone in larger doses.**[3] Now that study was done at 3g, so we don't have that much here, but Pharma Foods International in Japan believes they can compound the ingredient to induce that GH spike post workout in a manner similar to what Velositol is doing.

Preliminary data funded by Pharma Foods shows that combining a sub-optimal dose of whey protein (10g) and PharmaGABA increases plasma Growth Hormone levels more than 10g whey alone, and it happens over time too. There were significant GH improvements from baseline at 4, 8, and 12 weeks. Meanwhile, whey alone only had significant GH enhancement at 8 weeks, and at 12 weeks, plasma GH levels from the Whey + PharmaGABA group were significantly greater than the Whey-only group.[4]

Figure. Change in whole body lean mass for 12 wk measured by DXA



After twelve weeks, GABA + Whey seems to have some benefits, but we wouldn't take this chart too far out of context until the full text is

In terms of actual *gains* in this study, at the 12-week mark, change in whole body lean mass was significantly higher in whey+PharmaGABA group compared to that in whey-only group!

Unfortunately, the paper is still not published and Pharma Foods International's researcher could not share the *full* text and dataset (he was quick to respond and apologize that he has to wait until it's published), but he'll hopefully get us that as soon as it's out there.

What's in PharmaGABA?

The next question is, what are they doing to "enhance" the GABA in PharmaGABA? From another study where they're using it for better sleep potential, they possibly tip their hat a bit, showing that they used 112mg of product yielding 100mg GABA, but also 4.7mg glutamic acid, 2.3mg other amino acids, 3.4mg minerals, and 1.6mg water.[6] We're not sure if that blend in this study is used in Superior Protein or what the "other amino acids" are, but we've asked and will update.

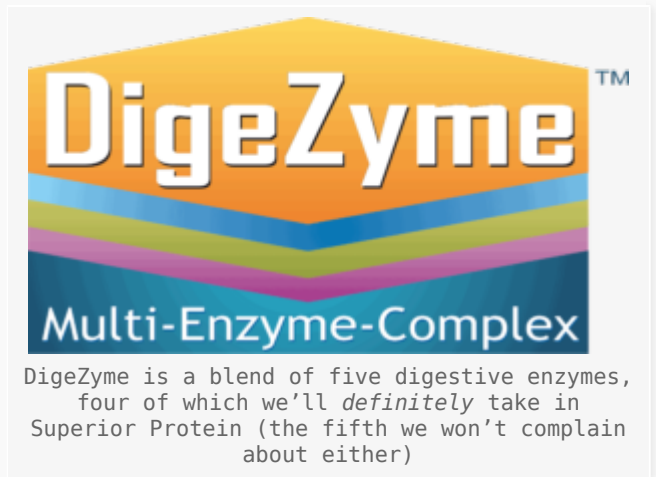
On sites selling PharmaGABA as a standalone ingredient, we see the following:

PharmaGABA is produced via a fermentation process that utilizes Lactobacillus hilgardii, the same bacteria that is used to ferment cabbage in the preparation of the traditional Korean dish known as kimchi.

Point being – similar to Velositol using some amylopectin starch to 'trick' your body into boosting chromium uptake and MPS post-workout, PharmaGABA seems do the same thing but with *GABA* in order to push a larger post-workout GH boost. We await more data, but you know Olympus Labs loves to live on the leading edge, so they're first to use it and now you can be first to try it!

- **100mg DigeZyme (Lactase, Cellulase, Lipase, Protease, and Amylase)**

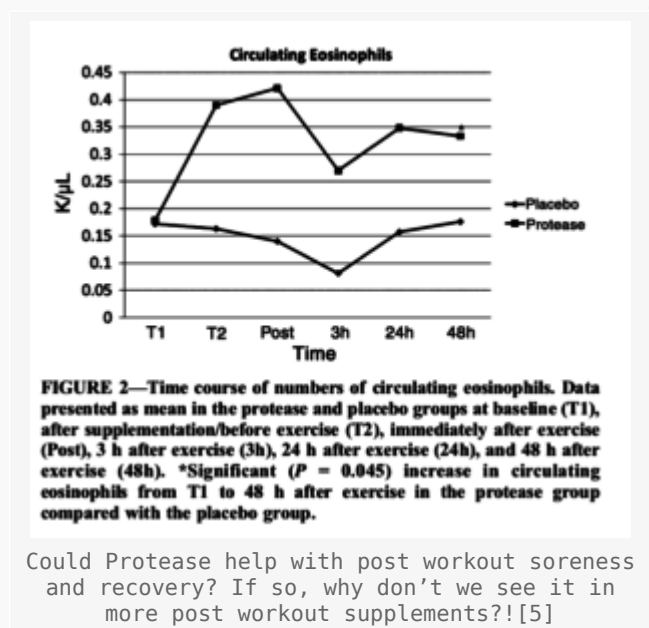
It's always appreciated when supplement companies include a digestive enzyme blend with their protein powders. For dairy-based proteins, we love added *lactase* as a bare minimum, as this is the enzyme used to break down lactose.



However, three of the other four digestive enzyme ingredients added to Superior Protein can assist with us outside of lactose digestion:

- **Protease** helps with protein digestion, an obvious enzyme to include in a protein powder
- **Amylase** helps with starch digestion. It's found in the saliva, but some people don't make as much as others. Added amylase may lower insulin spikes!
- **Lipase** helps with fat breakdown. Superior Protein isn't high in fat, with 1.8g per scoop being the highest you'll see from any of the flavors, but it's still good to have.

Even more post-workout enhancement – Protease and Recovery!



Beyond the post-workout MPS/GH spikes added from Velositol and PharmaGABA, there's also research on **protease** adding more *recovery* benefits when used post workout![5] Olympus Labs really went all-in with the "extras" in Superior

Protein!

The only part of DigeZyme that's probably "not needed" (but certainly doesn't bother us) is *cellulase*, which is used to digest cellulose, or plant fibers. Not many plants in this beast!

As can be seen by both of the added ingredients here, along with the casein protein (discussed in the section below) Superior Protein is likely best taken post-workout and/or pre-bed. There are nearly *always* benefits to protein consumption, but the research on these "bonus" muscle-boosting ingredients has been done in a post-workout setting.

Next, the macro-ranges:

Superior Protein Macros and Stats

Amount Per Serving	%Daily Value
Calories 125	
Calories from Fat 15	
Total Fat 1.7 g	3%**
Saturated Fat 0.6 g	3%**
Cholesterol 40mg	13%
Total Carbohydrate 4 g	13%**
Dietary Fiber 1 g	5%**
Sugars 1 g	†
Protein 23 g	43%**
Sodium 160 mg	8%
Instant Micellar Casein	13.7 g †
Whey Protein Concentrate	13.7 g †
Velostol® (Amylopectin Chromium Complex) [Providing 2 grams of high amylopectin starch (waxy maize) 1,000 mcg Chromium comprised of histidinate & picolinate]	2 g †
γ-Aminobutyric acid (GABA) (as PharmaGABA®)	125 mg †
DigeZyme® [Lactase, Cellulase, Lipase, Protease, Amylase]	100 mg †

**Percent Daily Values are based on a 2,000 calorie diet.
† Daily Value not established.

Other Ingredients: Rice, Sugar, Cocoa processed with alkali, 2% or less of Semisweet chocolate Sugar, Chocolate, Dextrose, Partially Hydrogenated Vegetable Oil (Coconut, Soybean and/or Cottonseed), Salt, Malt Flavor, Artificial Flavor, BHT for freshness, Cocoa processed with alkali, Peanut Flour, Gum Blend (Cellulose Gum, Xanthan Gum, Carageenan), Natural and Artificial Flavors, Cream Dream™ (High Oleic Sunflower Oil, Tapioca Starch-Modified, Tapioca Dextrin, Natural Flavors, D-Alpha Tocopherols), Salt, Silica, Acesulfame Potassium, Sucralose.

NO AMINO SPINNING Allergen Info: Contains Milk, Tree Nuts, Peanuts, Wheat, and Soy

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FULL
PROTEIN

Instant Micellar Casein 84.5% 13.7g Delivering 11.58g of Protein
Whey Protein Concentrate 80% 13.7g Delivering 10.96g of Protein
Pure Total Protein 23g with double the power of "Regular Protein" powered by Velostol®.

Note that this is the *cleanest* label of the bunch, since there's no cereal pieces (inclusions) in the Peanut Butter Chocolate Flavor

The label on the right is for the "Smash n' Crunch Peanut Butter Cup" (chocolate

peanut butter flavor) but that's the one flavor that *doesn't* have cereal bits (known as *inclusions* on the label, but better known as "Fixins" in my review above).

So the full ranges are below:

- **Calories:** 125 – 141
- **Protein:** 23g
- **Fat:** 1.5g – 1.8g
 - **Saturated Fat:** 0.5g – 0.7g
 - **Cholesterol:** 40mg
- **Carbohydrates:** 4g – 8g
 - **Fiber:** 1g
 - **Sugar:** 1-2g

Why the carb range?

The carb range is diverse because of those cereal bit *inclusions*. The most carb-heavy flavor is *Mocha Mermaid*, which not only has those cereal bits (and they're kind of awesome – like Cocoa Pebbles), but cocoa itself also adds an extra carb. If you're looking for lower-carb, you'll want to stick with the Smash n' Crunch Peanut Butter Cup, but that flavor doesn't have the fixins, so the flavors I recommend most are the higher-carb ones.

Point being... this is a product for Olympus Labs Demigods who chase gainz from carbs and generally not ketones!

The Protein Blend: 50/50 WPC-80 / Casein-84.5

The protein is *fully-disclosed*, but you have to find the details on the label since Olympus Labs' compliance team told them not to put the protein specs within the nutrition facts labels:

1. **13.7g Instantized Micellar Casein 84.5% (Yielding 11.58g Protein)**



Casein protein is the slower-digesting protein that forms a “gel” in your gut as it digests. This leads to a longer-lasting amino acid release, a lower blood sugar spike, and a thicker protein consistency. The biggest downfall is that there’s a touch less leucine inside, so it is often best complemented by a good hit of whey, which is exactly what we get next:

2. 13.7g Whey Protein Concentrate 80% (Yielding 10.96g Protein)

We all know and love whey protein for its high biological value, fast-acting amino acid release, and excellent leucine-rich amino acid profile.

Once again, as discussed above, this is indeed WPC-80, it’s just not in the *nutrition facts* part of the label, per the lawyers’ requests.

We’ve seen 50/50 Casein/*Isolate* blends, but a 50/50 casein/*WPC-80* blend is going to be even *thicker*, even in 8oz water. We feel that casein is far too underrated and enjoy its addition as a feature part of the product – especially when you can make the “grittiness” at a minimum, which is what Olympus Labs did.

The flavors and fixins’

As if these labels and the ingredient add-ons weren’t interesting enough, now we have the *fun* add-ons – *inclusions* as cereal pieces in most of the flavors! Let’s quickly break them down, in order of my favorite to my least favorite:



Superior Protein has some great stuff going for it even *without* the insane flavors... but they also have some insane flavors!!

- **Not My Gumdrops Buttons (Gingerbread)**

This flavor is top not only because it has cereal pieces, but because it's *different*. This is Olympus Labs' response to the cinnamon swirl and snickerdoodle flavors out there. Rather than cinnamon sweet, it's got a *gingery* cinnamon sweetness!

Some gingerbread cookies are *very* spicy – this is *not* that (although I'd welcome that too). Instead, this one's more on the sweet side, and definitely brings something new to the table.

- **Mocha Mermaid**

Chocolate fan? Coffee fan? This one's split pretty well down the middle, *and* it has what seem to be Cocoa Krispies or Cocoa Pebbles in there. This is the highest carb product at 7g thanks to that cocoa, but they definitely didn't wimp out on the coffee flavor here!

- **Toucan Twist Fruit Cereal**



Are those rice-based *Fruity Pebbles* in my Toucan Twist flavor? It sure looks and tastes like it!!

Olympus Labs throws you for a loop here – you’re expecting Froot Loops, and that flavor is there, but the cereal pieces are more like *Fruity Pebbles*, and they’re the real deal! I never like these flavors for more than a scoop or two, but this one, I absolutely do.

These three flavors are by far the tops. Now comes the drop-off for me:

- **Smash n’ Crunch Peanut Butter Cups**

Listen, I don’t want to be a drag here. This is a *good* chocolate peanut butter flavor. Evenly split, not too artificial tasting, and lowest in carbs.

BUT. Where are the fixins?! The bar had been set so high with all these other flavors including their cereal bits, and this one is... smooth?! No thanks, Olympus Labs! I want my cereal!

But seriously, it’s a good flavor. Just... not as much “fun stuff”.

- **Why So Cereal? Blueberry Pastry**

Modeled off of Blueberry Pop Tarts, this one *does* have inclusions, I just never really get much out of these flavors (from any brand really)(, and this one’s not much different. Blueberry Pop Tart lovers may still want to jump in, but I’m not all about it.

It’s not bad, I just can’t see myself wanting it against the rest!

Olympus Labs attacks uncharted waters



Launching at Natural Body Inc, Superior Protein has *everything* an Olympus Labs fan would want. Our spoiled selves just ask for cereal in our chocolate peanut butter flavor!!

We've seen the review logs out there – Olympus Labs fans don't fear the carb. They train dirty, and many of them are not afraid to gain dirty either. So when the brand *finally* decided to make a protein powder, why not throw away all inhibitions and use that to their advantage?

In true Olympus Labs form, they added some new ingredients to attack natural muscle-building and GH-inducing pathways. But they also had some fun with their carbs, and they did it in the form of cereal protein that actually tastes good even *without* the cereal. But it's even better *with* that cereal too.

The biggest point of confusion is which version and which flavor to get – there are better deals if you have budget to try two or all five of them, so that's one way to go. If you're looking strictly for post-workout or pre-bed protein, then the PharmaGABA-enhanced version could be worth trying, but there's added expense there as well.

We're honestly for *either* version due to our increasing admiration for Velositol – but we're still sticking with our stance that *all* flavors need cereal pieces, so long as it's one of the ones with cereal inside!!!, so long as it's one of the ones with cereal inside!!!!

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