

Transparent Labs Protein: Natural Grass-Fed Whey Isolate!

written by Mike Roberto | April 14, 2016



A while back, we introduced you to **Transparent Labs**, a little known supplement company based out of California that is doing things the *right way*. As their name suggest, TL is committed not only to transparency in their labels, but also monstrously-dosed formulas with **no artificial colors or sweeteners**.

We've previously featured their powerhouse pre workout, **PreSeries Bulk**, that contains efficacious doses of just about every single ergogenic you'd want in a pre workout. We've put it to the test and it's also made its way into our **Top 10 Pre Workouts** list.

Today, we feature the brand's sole protein offering named **ProteinSeries 100% Grass-Fed Whey Protein Isolate**.

We'll cover the ingredients just ahead, but first, make sure to check the best deal and sign up for PricePlow alerts and use our coupons, because it's definitely not cheap:

Transparent Labs Grass Fed Whey Protein Isolate – Deals and Price Drop Alerts

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Note: The prices above include our coupons. The widget will default to the “most lbs. per dollar” which you get when buying in bulk, but you can see the price for one tub as well

Grass-Fed Whey Isolate Ingredients

Transparent Labs Grass-Fed Whey Isolate is exactly what their customers (ourselves included) want in a protein powder, **minimal ingredients** and **maximal protein content** – with *no artificial sweeteners!*

- The “Good”

Nutrition Facts
Serving Size: 1 Scoop (32g)
Servings Per Container: 30

| Amount Per Serving | Calories from Fat 0 |
|-------------------------------|---------------------|
| Calories 112 | |
| | % Daily Value † |
| Total Fat 0g | 0% |
| Saturated Fat 0g | 0% |
| Trans Fat 0g | - |
| Cholesterol 5.5mg | 2% |
| Sodium 221mg | 9% |
| Total Carbohydrates 0g | 0% |
| Dietary Fiber 0g | 0% |
| Sugars 0g | - |
| Protein 28g | 56% |
| Calcium | 2% |

* Daily Value not established
† Percent Daily Values are based on a 2,000 calorie diet. Your daily values may be higher or lower depending on your calorie needs:

| | Calories: 2,000 | 2,500 |
|---------------------|-------------------|---------|
| Total Fat | Less than 65g | 80g |
| Sat Fat | Less than 20g | 25g |
| Cholesterol | Less than 300mg | 300mg |
| Sodium | Less than 2,400mg | 2,400mg |
| Potassium | 3,500mg | 3,500mg |
| Total Carbohydrates | 300mg | 375mg |

INGREDIENTS: Whey Protein Isolate, Cocoa, Natural & Artificial Flavoring, Stevia, Sodium Chloride

TL's Grass-Fed Isolate contains 28g of protein, 0g of Carbs, 0g of Fats, and NO artificial sweeteners!

As the name of the product suggest, TL's protein is made of 100% Grass-Fed Whey Protein Isolate sourced from New Zealand. The whey isolate is derived from naturally fed, hormone-free cow's whey and free of artificial sweeteners, food dyes, gluten, and preservatives.

Whey Protein Isolate (WPI) is the purest and highest quality form of whey protein that contains at minimum 90% protein by mass.[1] That means you get a premium level of protein in every scoop and little to no carbs (lactose) or fat. Isolate based powders are the ideal option for those tight on calories or with any sort of moderate to severe milk allergy.

Does Grass-Fed Matter?

Grass-Fed Beef's BEST benefit is the improved fatty acid content / ratio. But when all that stuff is being stripped out anyway, does it really matter? Not as much, in our opinions, especially not in isolates. Something to chew on when you're considering the cost.

But regardless, many customers are strict paleo and do not believe in "torturous" methods used on dairy cows – and this protein does *not* support that industrial complex.

- **The "Bad"**

In terms of ingredients, **absolutely none**. This is about as "clean" as you'll get when it comes to a whey isolate powder.

The biggest concern will again be cost. You have to determine if the more humane treatment of cows and all-natural stevia sweetening is worth it to you. We definitely see both sides, and it will ultimately come down to what your budget can handle.

- **The Rest**



Make sure to use our coupon to save big on ALL of your Transparent Labs products!

Rounding out this incredibly small label is Natural & Artificial flavoring, **Stevia**, and Sodium Chloride. That means there's no junk fillers, thickeners, stabilizers, trans fats, artificial dyes, or sweeteners like sucralose or acesulfame K.

For those unfamiliar with stevia, it's a natural sweetener derived from the *stevia rebaudiana* plant. It has a long history of use as a sweetener. Compared to table sugar (sucrose) stevia is roughly 200-300x sweeter.[2,3] For those concerned about the safety of non-sugar sweeteners, rest at ease, as stevia has a GRAS (Generally recognized as safe) rating in the US.[4]

Transparent Labs cuts the junk and only uses the best quality ingredients to give a superior product.

Yet the result is still quite fluffy, as you can see in the video below.

Macros

As with any great 100% isolate powder, Transparent Labs Grass-Fed Whey is low in calories and carbs and high in protein. Each 32g scoop contains:

- **Calories:** 112
- **Protein:** 28g
- **Carbs:** 0g
- **Fats:** 0g

At the time of launch, Mike, founder of PricePLOW, firmly believes that **this is the best-tasting pure-stevia protein powder** he's had yet. Stevia's getting there, and it's now getting close to the point where the pros of using it are starting to outweigh the cons!

Because of that statement – that it's the best stevia product out there – this product has made the “natural” section in our Best Protein Powder buyer's guide!

Flavors Available

Transparent Labs keeps things simple with their flavor selections, just offering **Chocolate** and **Vanilla**. While this may seem like a drawback for the adventurous flavor crowd, these two flavors remain the most popular for a reason. They taste great and incredibly versatile in all kinds of shakes and baked goodies.



DISCLAIMER: In the name of transparency, PricePLOW receives sales commissions from Transparent Labs. However, we negotiated our commission DOWN so that it's the same commission we get from other stores, and put that extra percentage into a **bigger coupon!** This is why we have the best Transparent Labs coupons on the entire web!!!

Specialty flavors can be good every once in awhile, but drinking those exotic combinations day after day sometimes becomes more of a chore than a treat.

Transparent Labs may add more flavors over time – remember that this is a young company, and it's nearly impossibly *difficult* to sweeten protein powder with stevia!

Takeaway

When it comes to protein powders, specifically their ingredients, more is not better. We like the ingredients to be minimal so there's no chance of spiking or clogging it up with cheap carbs.

Transparent Labs Grass-Fed 100% Whey Isolate delivers on all fronts and if you're in the market for one of the cleanest protein options around, look no further.

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References

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