

Xtend Pro Whey Isolate: A New Era Begins for the Xtend Brand

written by Mike Roberto | November 8, 2018

It's been a year and a half since Nutrabolt bought Scivation, the company behind the Xtend BCAA supplement, and things have *really* kicked into high gear as 2018 comes to a close.



Xtend Pro is the first new product in the Xtend rebrand, and it's a 100% Whey Isolate launching with four flavors!

On the same day Xtend was rebranded as Xtend *Original*, making way for an entire *line* of Xtend-branded products, we're honored to have the first such product in hand – **Xtend Pro**.

What is Xtend Pro?!

As you can guess, this is a *protein powder*, but more specifically, it's a pure whey protein *isolate*, using only natural flavors and instantized whey isolate.

True to the Xtend name, we have a small amount of BCAAs added to the formula, and many of the likely thickening and sweetening suspects we'll get into below.

Before we go further, it's time to sign up for Xtend news alerts so that you can get notified when Xtend Pro has new flavors and deals:

Xtend Pro – Deals and Price Drop Alerts

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Mike's Xtend Pro Review

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Xtend Pro Macros



SUPPLEMENT FACTS
Serving Size: 1 Level Scoop (32.9 g)
Servings Per Container: 25

	Amount Per Serving	%DV
Calories	110	
Calories from Fat	0	
Total Fat	0 g	2%*
Saturated Fat	0 g	0%*
Trans Fat	0 g	**
Cholesterol	0 mg	0%
Sodium	210 mg	9%
Potassium	220 mg	6%
Total Carbohydrate	2 g	<1%*
Dietary Fiber	0 g	0%*
Sugars	1 g	**
Protein	25 g	50%*
Calcium	120 mg	12%
Branched-Chain Amino Acids (BCAAs) [from Whey Protein Isolate, L-Leucine, L-Valine, L-Isoleucine]	7g	**

*Percent Daily Values (%DV) based on a 2,000 calorie diet.
**Daily Value (DV) not established.

Ingredients: Instantized Whey Protein Isolate (Whey Protein Isolate, Sunflower Lecithin), Natural Flavors, L-Leucine, L-Valine, L-Isoleucine, Salt (Sodium Chloride) Guar Gum, Salt, Xanthan Gum, Sucralose, Acesulfame Potassium, Caramel (Color).
CONTAINS: MILK

The Xtend Pro Ingredients panel from the *vanilla* flavor. You'll see two more carbs and another gram of fat in the chocolate lava cake flavor, as expected from the cocoa.

- **Calories:** 110 – 120
- **Protein:** 25g
- **Carbohydrates:** 2-4g
 - **Fiber:** 0-2g
 - **Sugar:** 0-1g
- **Fat:** 0-1g

The higher-carb / higher-fat / higher-calorie products are from the chocolate flavor, while the salted caramel and vanilla ice cream flavors provide the “cleaner” profiles.

The percent yields

Every flavor has 25g protein per serving, with each scoop weighing from 32.4g (vanilla ice cream) to 35.9g (chocolate lava cake). This gives a “protein yield” range from **77.2%** to **69.6%**, so we’re expecting this to be thick and delicious!

The Xtend Pro Ingredients

The labels are pretty simple, but with a minor BCAA twist:

- **Instantized Whey Protein Isolate**



Not just chocolate, but chocolate *lava cake*. We’re hoping for a ‘dank’ one!

Xtend Pro starts with an Instantized Whey Protein Isolate “blend” which contains **whey protein isolate** and **sunflower lecithin**. Whey protein isolate is the more highly-refined and filtered form of whey protein that’s typically around 90% protein by weight. The filtration removes more of the lactose (milk sugars), fats, and even ash from the product, making it friendlier to lactose-sensitive consumers.

The sunflower lecithin helps to smooth things out and make it disperse well in water (hence the “instantized”).

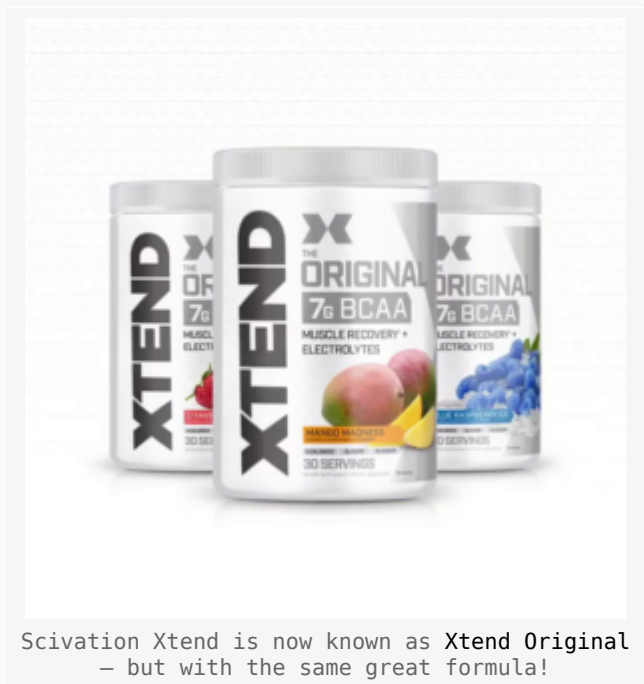
This is the *only* type of whey inside, but not the only *amino acid* source (this is *Xtend*, after all, so expect some BCAAs)... so we’re still calling this a “Pure” Whey Protein Isolate. The main idea is that there’s *no concentrate inside*, which would provide more lactose and bother some people.

- **Natural Flavors / Cocoa**

The natural flavors come next. With the chocolate flavor, this means you’ll of course be getting cocoa, which universally adds some fat and carbs. Given the extravagant “chocolate lava cake” flavor name and lower protein yield in that flavor, we’re expecting it to be extremely competitive.

Xtend is going out of their way to advertise *all natural* flavors inside. However, there are still artificial sweeteners, which is the best of both worlds for those who want exquisite taste.

- **Leucine, Isoleucine, and Valine**



What’d you expect from a product with Xtend on the name?! After the flavoring comes Xtend’s three favorite ingredients, the three **branched-chain amino acids!**

These three amino acids *do* count on the label’s protein’s count. However, since they’re after the natural flavors, we’re thinking it’s really only around a gram – mostly to give us a dash of extra leucine (which we’ll *never*

complain about, given that it's the master muscle protein synthesis driving amino), as well as keeping the Xtend brand full of... Xtend!

All in all, Xtend is advertising **7g total BCAAs** from the protein and free-form BCAAs added here.

• The Extras

After those main ingredients, we have our primary thickener in *guar gum*, some salt, and another thickener in *xanthan gum*.

Artificially sweetened

Between the salt and xanthan gum come the time-tested sweetener in sucralose, and then acesulfame potassium rounds out the rest of the label. Sucralose and ace-k here typically form to make our favorite-tasting protein powders.

Flavors Available



Four flavors, which will be best? We're banking on that cookie butter, but realize its got a tub of *peanut butter* on it!

The important one to note is that *Cookie Butter* has a jar of *peanut butter* on it, so we're thinking this is going to be like the batter from peanut butter cookies with some cinnamon on top – and it's the one that made it a contender for our Best Whey Protein Isolate list!

NSF and Informed-Choice Tested for Athletes!

On the label, you'll see two images that should be a delight for drug-tested athletes:

1. NSF: Contents Tested & Certified

2. Informed-Choice Trusted by Sport



Two types of lab testing? This is great news for PRO athletes. One nit-pick here is that it's showing the "typical amino acid profile of whey protein isolate"... but what about the extra BCAAs added here?!

Xtend is no stranger to professional and drug-tested athletes, and it's great to see Nutrabolt continuing with this tradition.

Assuming the flavors are on point, this makes it a product we can recommend to nearly *anyone* except for the most dairy-sensitive individuals.

The Xtend Rebrand Kicks off with a Proton Bomb

We've been seeing the changes slowly happening to the Xtend line, with a few new products and flavors here and there, but *this* is the boom we've been waiting for.

Xtend has always been known for its incredibly BCAA flavors, and now it's time to see if Nutrabolt took that torch and ran big with it – stay tuned for our review and sign up for the alerts below.

We're expecting a lot more from Xtend, as this rebrand is likely only getting started. Stay tuned and sign up for PricePLOW's news alerts below:

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